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THE PACIFIC COAST EXCURSION.

FINAL ARRANGEMENTS AND ITINERARY.

M ESSRS. DINGMAN AND COOPER, of The Canadian Press Association, visited Montreal June 22 and made final arrangements with the railway authorities for the Pacific Coast excursion.

Three cars with members will leave Toronto, and one car will leave Montreal, so as to join at North Bay at 9.30 a.m. Wednesday, August 2. Each member will receive a ticket good for transportation and sleeping berths from his home to Vancouver and return on payment of \$17. This sum and the cost of meals, etc., will be the cost of the round trip. The three cars from Toronto may possibly, by courtesy of the Grand Trunk Railway, stop over in the Muskoka district for a few hours.

Starting from North Bay on the morning of August 2, the excursionists will spend August 3 at Port Arthur, August 4 at Rat Portage, and August 5 and 6 at Winnipeg. Westward from Winnipeg stops of five or six hours each will be made at Portage la Prairie, Brandon, Regina and Calgary. Banff will be reached on Wednesday night, August 9. A stay of two days and three nights will be made in the mountains. At Banff, Laggan, Field, and Glacier. This, and the stay at Winnipeg, breaks the westward journey. The train will arrive at Vancouver at noon on Sunday, August 13, thus making a 12-day journey across the continent.

After visiting Victoria, the return journey from Vancouver will begin at 10 a.m. on Thursday, August 17. Going by rail to Arrowhead, August 18, boat to Robson will be taken, thence to Rossland by rail. August 19 will be spent in Rossland; August 20 at Nelson; and August 21 at Kootenay Landing, where the train will start through the Crow's Nest Pass of the Rockies, calling at Fort Macleod, and joining the main line of the Canadian Pacific Railway again at Dunmore Junction. Winnipeg will be reached in the night of Tuesday, August 22, and Toronto and Montreal on the afternoon of August 24. Those who do not wish to hurry back from Winnipeg, on the return trip, may stay there for two days, leaving to catch the boat down the lakes, which leaves Fort William August 25, the passengers reaching Toronto at noon on August 27.

MONTREAL AD.-MEN ORGANIZE.

Montreal ad, writers may organize an association. Mr. J. Pressey, who, until recently, occupied the position of advertising manager for La Patrie, suggested the idea, and it met with so much genuine approval that a circular was issued to the local ad. scribes asking them to attend a meeting in La Patrie office. About 25 put in an appearance, and, after thoroughly discussing the question, an organization committee, with Mr. J. P. McConnell of "Semi-Ready" fame in charge, was selected and authorized to prepare a constitution and to communicate with similar institutions in the United States If the idea is developed it is bound to be beneficial to everybody connected with the advertising business. The association might be formed on the lines of the Sphinx Club, and its membership roll should include publishers of newspapers as well as writers of advertising. If men like Hugh Graham, C. W. Taylor, A. McKim, and others, who are well and favorably known to the business community, could be got to take an interest in it, and, perhaps. to take an active part in its management, the success of the undertaking would be assured. Anything that will help to make the public understand that ours is a legitimate and important business, and that advertising agents are not fakirs, but reputable business men, should receive the support of the whole newspaper fraternity.

MEMORIAL TO THE LATE P. D. HAMILTON.

Mr. Wm. Dennis, of the Halifax Herald, in his capacity as secretary of the memorial committee, invited a few prominent journalists to be present at the dedication of a monument, erected in Camp Hill cemetery, Halifax, to the memory of Pierce Stevens Hamilton, barrister, journalist, and man of letters, on June 21. Mr. Hamilton was one of the ablest of Canadian journalists in his day. From 1853 to 1861 he edited the Acadian Recorder, and throughout his whole life he was a constant contributor to other Canadian newspapers, as well as to English and American publications. He was an ardent supporter of Confederation, and his letters on "Union of the Colonies of British North America," which have since been published in book form, were remarkably ciever. He also published a book of poems, which won him more than a passing reputation. He was born in 1826 at Truse and died At the time of his death he was Chief in the late sixties. Commissioner of Mines for Nova Scotia.

JOHN J. PALMER ABROAD.

Mr. John J. Palmer, president of The Toronto Type Foundry Company, and who is also largely interested in British Columbia coast properties, has been in British Columbia on his way to New Zealand and Australia on an important business trip. Mr. Palmer is gaining somewhat of a reputation as a globe trotter, having just previous to his return to Canada been on a trip to England.

A fine specimen of printing was received at this office the other day, says The Fergus, Ont., Canadian, from The Toronto Type Foundry Company, Limited, Toronto, advertising their Bradley series of type. This type has the latest face made, and is the most popular and classical letter in the world. The Canadian office is equipped with the Bradley type, and the patrons of the paper are being invited to call and examine the new type.