

As a Convention city, Toronto is rapidly gaining great favor with the people of "Yankee Doodle" land.

Operator D. B. McKellar set on the Rogers' typograph, in the St. Catharines Star office, 6,450 ems solid minion in one hour and twenty-three minutes.

The Durham Review has changed editors. Chas. McArthur has retired and his place taken by Chas. Ramage, a gentleman for some time a resident of that town.

The recent English crusade against German competition is having its effect. Marcus Ward & Co. advertise 1894 Christmas cards in a contemporary with the display, "Not printed in Germany."

Edw. J. B. Pense, proprietor of the Kingston Whig, has awarded the contract for the erection of a new office on King street, opposite the market square. The building will have 50 feet in width, with 90 feet depth; will have a sub-basement and three floors above, and be arranged and fitted up with modern ideas of convenience and facility for the despatch of work.

Sarnia Canadian. "The London Advertiser's excursion to Sarnia on Saturday last was a very popular and successful trip. The train, which came in about 10 o'clock, consisted of nine coaches, and the engine was gaily decorated with flags and evergreens. The Advertiser banners covered the centre car on both sides, and all told about 500 passengers came with the excursion."

James H. Crocket, of the Fredericton Gleaner, has been arrested on a charge of criminal libel made against him by John S. Leighton. Leighton alleges that the Gleaner's article referring to him as registrar of deeds and wills of Carleton county is libellous and untrue. Crocket claims that the facts contained in the Gleaner's article are true, and that he can establish the same.

A novel entertainment was given the patrons of the Terrace Garden Music Hall, New York, one night last week, in the way of an exact reproduction of the music made by the mighty presses used in printing the daily editions of the New York World. This was accomplished by the use of an Edison phonograph upon which a record of the presses had been made. To the uninitiated the roar of these presses was indeed a surprise.

A paper factory is to be established in Winnipeg. The project has been on foot for some time, and the promoters say they have finally decided to go on with the enterprise. It is stated that machinery to the value of \$20,000 has been ordered and the work of erecting the necessary buildings will be commenced at once. The factory will be located on the bank of the Red River, in the northern part of the city. Commercial.

The following letter has been sent out by the secretary of the United Typothetae of America, Everett Wadley: "You are hereby notified that the Executive Committee of the United Typothetae of America, in the exercise of the discretion conferred upon it by article 4, section 1 of the Constitution, has deemed it wise to change the time for holding the eighth annual Convention from September 11-14 to September 18-21. The Convention will accordingly be called to order at Philadelphia, Pa., at 11 a.m., September 18, 1894."

Two Chicago papers, the Inter Ocean and the Herald, were recently victims of "take" stories. They had long accounts of the visit of Lord Randolph Churchill and his wife to an establishment in the Windy City for the cure of the morphine habit. The story was so long and so thorough in its presentation of

details that it had every appearance of accuracy, although the frequent mention of the name of the institution and its managers suggested the thought that it was a paid "write-up." The New York World saw the story and appropriated it entirely. The fact was subsequently developed that Lord Churchill and his family were at Bar Harbor, so the World felt compelled to publish a denial of the authenticity of the story. It stated briefly that it had been copied from a Chicago newspaper which was supposed to be reliable.

#### THE MURRAY PRINTING CO.

The Murray Printing Co., of Toronto, has moved into new quarters at 13 and 15 Adelaide street east, and will continue to take a leading place for fine printing. They print the illustrated Saturday sheet of quite a number of papers, notably the Toronto Globe; print numerous illustrated pamphlets and portfolios of views, and do the neat work to be seen in the art series entitled "Canada," now being published in thirty parts by The Art Publishing Co. This latter undertaking means a considerable amount of fine presswork, as well as good facilities for binding. In fact their reputation for presswork, where many delicate cuts are used, is almost the best in the city, and this reputation is amply deserved.

The manager, James P. Murray, leaves next week on an extensive trip to Great Britain. While there he will give the British publishers a few pointers on why they should cease to oppose the enforcement of the Canadian Copyright Act of 1889.

#### THE TRADE JOURNAL IN BUSINESS.

A great many merchants receive sample copies of trade journals, glance them over in a casual way and then consign them to their waste-basket, never stopping for a moment to think for what reason the journal was mailed them. The publishers have two objects in view in distributing sample copies of their journal. The first is to acquaint the merchant with the merits of the journal and have him become a permanent subscriber. Secondly, to place advertisements before the trade and acquaint the dealer with the goods advertised by the manufacturer. The merchant who is alive to his interests will study the advertising pages of the trade journal, and by so doing he will keep himself posted on all the new goods, new firms, fires, failures, etc., in his line. The live manufacturer and jobber of to-day recognizes the advantages of having an advertisement in a trade journal that is attractive and has influence. He advertises principally for the purpose of opening correspondence with firms who desire prices, catalogues, etc. The business man who closes his eyes and ears to the trade journal and the salesman, and places himself upon the know-it-all pedestal, has no use for the trade journal, does not care to receive any catalogues, snubs the salesman, and in fact his conceit will not permit him to learn anything in connection with his business, as he already has a business education, in his own estimation, that cannot be improved upon. This man would never write a postal card for a catalogue or ask the market quotations on certain articles, because his self-conceit would not permit him to do so. But the man who is willing to be posted can receive a load of useful business knowledge by dropping a few postal cards to the advertisers that appear in the recognized trade journal in his particular line. Advertisers are always willing to give any information concerning their goods that may be asked. House Furnishing Review.