

A NEW DEPARTURE.

The Carson, Nevada, News has a new scheme for obtaining and holding subscribers. Its offer reads as follows: "The News has made arrangements with S. S. McClure of New York by which all yearly subscribers to The News can obtain free McClure's Magazine for one year.

"Monthly subscribers can have the book by paying 10c. per month extra.

"Subscribers who receive the paper by mail will be given the same advantage as that derived by those who take the paper by carrier."

McClure's Magazine is a good one, and publishers who do this kind of advertising will find it a suitable one for the purpose. The Cosmopolitan at its present price is a good monthly for clubbing purposes.

The Toronto Evening Star is trying to secure subscriptions by means of cheap paper novel premiums. The Empire is giving an incentive in the form of an illustrated account of Stoddard's trip around the world. These schemes and many cases similar to that of the Nevada News mentioned above show a weakness on the part of the publishers. They acknowledge, when adopting such subterfuges to gain subscribers, that they are not able to turn out a paper of sufficient merit to gain the public confidence. If publishers would put the extra effort and expense into news gathering they would soon have a paper which must increase its subscription lists. Journalism should be dignified, straight forward and dependent on its energy alone for its success, hence clubbing and premiums should be avoided if possible.

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STREET . .**MONTREAL****= NOTICE =****FIRST PRIZE**

has been awarded Sanborn Machinery at every prominent and international exhibition held during the past forty years.

As the Largest Manufacturers in the World of Paper Cutting and Book Binding Machinery, we intended to have made a most elaborate display of our products at the coming Columbian Exposition. Our desire was to exhibit, for the **FIRST TIME**, several entirely new machines of great interest to the trade, in connection with a large number of our well-known standard machines.

We were, however, unable to secure adequate space, and the insufficient amount that was finally assigned us came so late that we were ultimately forced to withdraw from the Exposition entirely. Fortunately, our inability to make an exhibit will not prevent those interested, who visit the World's Fair City, from carefully examining a complete line of our very latest and most improved machines, if they desire so to do.

Our warerooms in Chicago are the Largest in the World in our line of business, covering a floor space of nearly eight thousand square feet. In these warerooms we constantly have on exhibition a stock of Paper Cutting, Book Binding and Paper Box Making Machinery that for size and variety has never been equalled. In dark weather our own electric light plant affords perfect illumination.

The noise and general confusion of a vast exposition building, filled with moving machinery, make it impossible for the careful buyer to study properly any specific tool.

Through the medium of this advertisement we extend a cordial invitation to all interested to call at our warerooms, where a most critical examination can be made under the very best auspices.

Our goods are known and used throughout the world, and are recognised as the standard of quality. Our experience of over forty years as manufacturers of high class goods only is sufficient guarantee that all claims we make can be substantiated, and we take pride in maintaining to the fullest extent the reputation we have made.

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