

Canadian Illustrated News Company.

REMOVAL OF THE
PRINCIPAL OFFICES OF THE ESTABLISHMENT TO THE
CITY OF TORONTO.

The *Canadian Illustrated News*, from its commencement in November, 1862, until February, 1864, has passed through a succession of difficulties never encountered by any journal in Canada—never probably by any in the world. Were the obstacles which have been met, and now overcome, related in detail, the narrative would read like a romance contrived to deter all reasoning beings from engaging in such another enterprise. If any adventurous dreamer do make the trial and survive it, he will feel as having been in the river, in the rapids, bound hand and foot, the vortex of annihilation not far away; crowds on the shore calling come this way, go that way, yet throwing no safety line to the struggler.

A company can overcome obstacles by which single individuals are discomfited. The *Canadian Illustrated News Company* have undertaken the publication of this journal and the development of the extensive and varied branches of business which are accumulating around it. Until now the paper has been printed and issued in Hamilton, a city whose local advantages and patronage are not lightly esteemed. But the circulation and character of such a paper demand that it should at once become metropolitan. It will, therefore, after the present number, be printed and published at Toronto, the capital of Canada West, an interregnum of three or four weeks being requisite to remove the artistic, the engraving and printing establishment.

Henceforth *The Canadian Illustrated News*, in its pictorial, illustrations and descriptive letter-press, assumes the position and functions of the representative newspaper of British North America, disturbing none of the existing journals, but making its passage through the vast territories to be described and illustrated, as the assistant and friendly companion of them all. To depict scenery that is ever changing with the seasons and with the traveller's locomotion, and give human interest to the wild, the grand, the beautiful, the industrial, the utilitarian, by retrieving from obscurity or oblivion the portraits of notable persons, the form and semblance of historical and current events, these are the functions of *The Canadian Illustrated News*.

It will unfold to far-away strangers, though they should never cross boundary line or distant ocean to come hither, territories so vast in area and so diversified in elements of interest that to explore them in person would consume years, or a lifetime. The stranger may remain at home, and yet form fair conceptions of this marvellous North America. And to the inhabitants dwelling here, but most of them knowing little of the country beyond their own localities, this paper will be a panoramic exhibition, a guide to those who travel, a topographical instructor to those who do not incur the toil and hazard of long journeys.

If, on its peaceful path, it meets Party Strife, the politician, and Angry Controversy, the theologian, it will go over the stile and avoid them. It will assemble the little children of the villages, the townships and the towns, make holiday in the woods; make pictures of birds, insects plants and flowers. It will live for a time with bears, wolves, buffaloes, and hunt with the Red Indians. It will become a Farmer, a Canadian Agriculturist. It will explore with the geologists; survey with the surveyors, and give the world portraits, tidings and pictures of pioneering engineers.

It will traverse the far North-West country among the upper fountains of the lakes, the cradle land of the great rivers, the land of the upheavals and earthquakes of the olden time; and will read and depict geology in the ancient ocean bottoms—now the mountain tops. It will take rivers when they are infant streamlets; run with them down the grassy slopes, the eagles above, the deer below; through the forests; into the lakes. Then, issuing forth in augmented volume, they will wander by devious courses around the mountains, in the deep sylvan solitudes, where, in the future time, ships will carry merchandise; and where now the fertility of the soil invites the white man's axe and plough, and potatoes and wheat, but which he has not yet hewed out his forest pathway. They will go on together, the great rivers and the growing journal, giving the world pleasing views of the busy hives of Canadian industry. In the marts of commerce, the banks, the exchanges, the storied warehouses, the city mansions and palaces, rivaling the merchant princeliness of old Europe. In the

Crowds of the market places and the elegant emporia of retail traders. In the assemblies of intellectual enjoyment. In the congregations of the devout; in cathedrals and churches. In the courts of justice, bar and bench, triers and tried. In the colleges and universities; the chambers of legislation, the halls of executive government; and all between these and the shanty in the clearing where lies the foundation of the whole political fabric, the freeman's vote; and from the shanty backward to the trapper, the hunter, the Red Indian, the Hudson's Bay Highlander, and the wild chase, in all, the *Canadian Illustrated News* will find variety, beauty and utility of subject, life and soul for its pictures.

On the long, slow, up-towing canals, or short, sharp, swift descent of the rapids, the steamers dashing hither and thither among islands of instant death, where the imminence of danger is the safeguard of the ship; there will this artistic paper take wing and depict the going and the coming of the river steamers; the navigated palaces; the grand, the beautiful scenery on shore, the enchantment of the thousand islands, and the happy time of the long summer days.

Down by the deep, the solemn Saguenay, whose barrier rocks are sixteen hundred feet high, and water deeper than plummet line can tell; down by the sounding sea, on the summer-cooling coasts of Labrador among the icebergs and seals, to depict the wonders of the deep for the aquaria of science, or the caves of the minerals for the utilities of industry, there will the summer tourist find the *Canadian Illustrated News*.

At the depot, on the cars, on the railroad—away! Away on the railroad trains, careering, roaring, snorting through the long, deep, dark forest to emerge on the farm-field open plain; to scour over the plain, darting past the eyes of blue-eyed shanty children winking in the sun; crossing the broad river by flying viaduct; over-vaulting the ravine, and landing at the depots desired, to make pictures of—Provincial Shows, American State Fairs, Provincial Parliaments, and Military tournaments, happily sham battles in Canada, but a transcendancy of carnage, and of devastating war among our neighbours, the distracted American States.

And may it be the crowning honor of this journal to be an efficient and recognized agent of international amity, subduing antipathies, displacing estrangements, knowing no politics, but the promotion of native industry, the safety of the Provinces, the integrity of the British Empire.

In general literature, science, rural economy, morals, poetry, amusing and instructive tales, and histories, this paper will go on, ever advancing, ever improving. And so also in the increasing number of engravings given in each of its issues.

It will be emphatically the Family Newspaper of Canada, and of British North America. The *Canadian Illustrated News Company* appeal to the patriotism, and generous sympathies of the Provinces for support.

TO INVENTORS.

The Company address themselves to Inventors, Mechanics, Manufacturers, Engineers, Chemists, and all who may be interested in patents, whether Canadian, British, American or European. Inventors can obtain at the office of the *Canadian Illustrated News* all necessary instructions how to secure Letters Patent for their inventions. They can be professionally assisted in getting their patents by application to this office. Until the issue of the next number of this paper continue to address to the office at Hamilton, C. W.

TO ADVERTISERS.

No such other paper for pictorial advertisements exists in British North America as this. Every kind of business announcement intended to reach mercantile offices, retail stores, and family circles, throughout Upper and Lower Canada, should be inserted in the *Canadian Illustrated News*. Send advertisements at once, to be in time for No. 1. of the new series of the paper. Makers of Agricultural Implements; Blacksmiths; Iron Founders; Steam Engine Makers; Threshing Machine Makers; Millwrights; Coach and Sleigh, and Cutter Builders; Builders of Boats, Canoes, and Lake and Ocean-going Craft; Manufacturers of Textile Fabrics; Tanners and Leather dealers; Flour Merchants; Shipping Agents and Forwarders: All these and every other Craftsman, Manufacturer, and Trader will find the *Canadian Illustrated News* the ready means of communicating with their customers, and an effective current of publicity by which to make themselves and the products of their workshops known in quarters where they would never else be heard of.

Terms of Advertising, ten cents per line, the first insertion; five cents per line afterwards. For illustrated advertisements a special agreement can be made through agents, or at this office.

WOOD ENGRAVING, LITHOGRAPHING. BOOK AND JOB PRINTING.

The *Canadian Illustrated News Company* are now in a position to execute

WOOD ENGRAVINGS!

Of every description, such as Portraits, Illustrations for Books, cuts of Manufactories, Buildings, Machinery, &c., in a style not to be surpassed in the world. They have in their employment the first designers and engravers of the day; and the facilities at their command enable them to turn out work of a superior description. Bill-Heads, Cheques, Society Seals, &c., also executed in a workman-like manner.

IN LITHOGRAPHING

They are prepared to fill orders at short notice for Portraits, Maps, Plans, Views of Buildings, Drawings of Machinery, Illuminated Designs, Show Cards, Title Pages, Diplomas, Certificates, Cheques, Notes, Drafts, Bill-Heads, Bills of Lading, Business and Visiting Cards, Labels of every description, for Brewers, Druggists, Tobacco Manufacturers, &c., &c.

JOB PRINTING.

The Company are prepared to execute every description of Book and Job Printing promptly and at low prices, and all orders in any of these branches of business will be executed at Hamilton until after the next issue of the paper.

TO SUBSCRIBERS.

If you have sympathy with our past struggles, and which of you have not had troubles to overcome in your farms stores, offices, and buffetings with the world; if you can sympathize with those who have struggled through this paper to plant in Canada the art of picture sketching and engraving, and to elevate the intellectual reputation of the Province, be as patriots; put trust in our promise of future excellence. The new series commencing at Toronto will realize that promise. Let each renew the subscription that has expired, and persuade a neighbour to subscribe. By these you infuse in us hope, energy, life. What of you in Canada have not relations in the old country, or in the American States, or in the Lower Provinces? Send the *Canadian Illustrated News* to them, and show what this country is. And you the young of Canadian birth, who have no relations elsewhere, be proud of the land you live in. Save up the numbers of this journal. When you are married and have children, how your hearts will thrill with joy to hear the little prattlers, as they turn over the leaves to look at the pictures, tell one another that this thing happened or that other when father was a boy, and ma' only a little girl, and our great town was only a log shanty in the woods, and the church was the stump of a tree.

TO NEWS AGENTS.

Make an effort to extend your own local connections by planting, by cultivating in your town and townships the *Canadian Illustrated News*. It is the Family Paper that will always be in request, and the more sought for the better it is known. Send your orders, enlarged by new subscriptions if possible. The best show card is the paper itself. Exhibit the engravings of last number and of the present.

PRICE OF THE PAPER.

Great expense must be incurred to ensure excellence and ever changing variety of pictorial illustrations. A journal of highest artistic and literary qualities, such as the Company will henceforth produce, cannot be furnished at the price before charged. The price will now, be \$4, per annum, with a liberal allowance in favour of clubs, and agents. The price of single copies and other details to be announced in No 1 of the new series. Until current subscriptions expire old readers will receive their paper at the former price.

FRIENDLY EDITORS.

Be gracious, give a generous publicity to this announcement. None can so well appreciate what the tear and wear of establishing an expensive newspaper is, so well as they whose bodies and souls are being grinded in the same mill.

PICTORIAL HISTORY OF CANADA.

In the first number, new series, the *Canadian Illustrated News Company* will commence a Pictorial History of Canada; written especially for this journal, much of it from original documentary authority, not hitherto used. It will begin with the earliest Canadian Historic period, and continue until it overtakes the passing events of the day of publication. It will be diffusely, beautifully, and graphically illustrated by portraits and pictures specially prepared by the best artists whom publishing enterprise can engage. This splendidly illustrated History, apart from the other attractions of the paper, should alone induce a large influx of subscriptions for the *Canadian Illustrated News*.