

OUR ADVERTISERS.

We hope our readers will not skip the advertisements, but peruse them carefully. It will be found in all cases that those advertising mean business. They are not content to stand by the wayside and spend all their time, which should be devoted to selling and buying, in merely making known to passers-by what they have to sell, but instead of using their own lungs they make use of the inexhaustible lungs of the press. For it is truly said, that "trying to do business without advertising, is like winking through a pair of green goggles—you may know that you are doing it, but nobody else does." Advertising is the sure road to success. It is an art possessed by few, and those few are the merchant princes of to-day. We take great pleasure in introducing a few new-comers this month, and bespeak for them a share of the patronage of our readers and friends.

Mr. J. Riordon, the "boss" paper-maker of the Dominion of Canada, whose card will be found in the advertising columns of the *Miscellany* this month, makes a specialty of the manufacture of news printing paper, and keeps one mill (the largest in the Dominion) continually running on this class of paper. In order that an idea may be gained of the magnitude of his business in this line alone, it may be mentioned that he employs in this one mill about one hundred and fifty hands, who produce eight tons of paper per day. It might be added that the *Daily Telegraph* and several other of the papers of this city, besides a large number in this and the adjoining provinces, use the paper made at this mill. It is the universal verdict of those whose duty it is to handle and work this paper that it is the best, in a great many respects, they have ever used during an experience of many years on the class of work for which it is specially intended.

H. Chubb & Co. offer for sale a first-rate ruling and a paging machine. Both of these machines have done the work of Messrs. Chubb & Co.'s establishment up to the present time, which is a sufficient guarantee that they are good and serviceable articles. Having found it necessary, in order to execute largely increased orders, to put in the most approved machinery to be had, they have no further use for those offered for sale in the columns of the *Miscellany* this month. These machines will answer the purposes of an ordinary business, just as well as the most expensive.

The Kuklos Club of Montreal.

The editor of the *Kingston Daily News* was present at a recent meeting of the above club. This is what he says of it:—

Already there is good reason to believe the formation of the Club has been productive of some of the good results sought after by those who called it into existence. Let any representative of the Ontario Press accompany one of its members to the Club Rooms—under the hospitable roof of its genial and highly-esteemed President, Mr. T. D. King—on a night of meeting, and he will there enjoy a "feast of reason and a flow of soul" of which he will carry away home with him the most enjoyable recollections. There are assembled gentlemen (French and English) of all shades of politics and every phase of religious belief. But for the nonce political differences are cast to the winds, religious prejudices are buried, and all heartily enter into the spirit of social and mental pleasure, which, under the most favorable surroundings, are there so happily combined. If judiciously managed—a point in regard to which we entertain no apprehensions—the Club cannot fail to grow in influence and usefulness. If a similar Association existed in the leading cities of the Dominion where members of the press are sufficiently numerous, a rich harvest of favorable results would, we cannot help thinking, inevitably follow.

MR. JOHN WALTER, M. P., grandson of John Walter, who founded the *Times*, is on a visit to the United States and Canada. He is the guest of Mr. G. W. Childs of the *Philadelphia Ledger*. It is a remarkable fact that the three Walters have been able to make the *Times* the most powerful journal in the world; and it is noteworthy that in doing so they had to devote their attention largely to the mechanical matters, such as labor-saving presses, and improved modes of printing, as well as to the literary and news departments of the paper. The present Mr. Walter is described as of medium height, spare in figure and rather long in face, with grayish hair and gray side whiskers, cut in the English style. He seems neither more nor less than his actual age—fifty-eight—and is terse and energetic in conversation, but of an extremely grave and dignified demeanor.

EVERY apprentice, as well as journeyman at the printing business, should subscribe for and preserve the *Miscellany*, and in order to place it within the reach of all, we will mail it for one year to the address of any apprentice for fifty cents.

THERE is no special change to note as regards the state of trade. Business at present is just about medium and there are a few printers idle, which is not surprising this time of year.