

THE ART OF COLLECTING AND DISTRIBUTING NEWS.

BEFORE the art of printing was invented, the ink horn and quill pen were the only means of preserving and handing down to posterity records of the times. All books and statements were copied by professional clerks, and a few sentences an hour was considered good progress. With these drawbacks, education was materially handicapped, and we even hear of kings and queens who could not write their own names. Books were expensive—ruinously so, and only the great and rich could afford them. Even one volume was a treasure, and though sometimes the owner could not read, he was happy in possession.

But with the art of printing came, also, a freer distribution of knowledge. With the advance of time and continuous improvement in the art, books became more widely circulated. To be able to read and write was no longer a profession. Improvement after improvement was introduced. News spread much more quickly, and, as decade after decade rolled on, new thoughts and ideas replaced the old ones. The difference of a few centuries is astounding. Caxton, in his wildest enthusiasm, never dreamed of a newspaper. When Victoria came to the throne, the steam engine was unknown. Yet, we have the railway, the steamer, the telegraph, and telephone, and these are quite commonplace. Our daily paper tells us what happens in England, in China, in India, in the uttermost parts of the earth, the very day it happened. What more can the mind of man conceive? Truly, the printer's art has reached perfection! He has all these means at his disposal, and he uses them. From a lack of news, a man is overwhelmed—buried—with so much, he cannot possibly read it all.

How, then, is this mass of news collected and distributed? How does a man receive every item of news bearing on his business? There are 1,200 papers published in Canada—he cannot read all these. Yet, he must know the news. Men in every business used to have this problem to solve. They cannot subscribe to every paper—it would cost a fortune—and, even if they did, the task of reading them and finding what they wanted would prove too great. How, then, can a man receive all the news relating to his particular business without reading all the papers? How can a contractor, broker, banker or wholesaler receive daily every item of news in the Canadian press relating to his own particular business without reading all the Canadian papers—without wading through thousands of pages and tens of thousands of columns of printed matter?

Here is the solution. He subscribes to The Canadian Press Clipping Bureau, Montreal.

His reading is all done for him. He tells what particular class of news he wants, what he must receive, what it is necessary for him to have, reports from all over the country on the condition of crops, of cattle, of mines, or of anything his business is interested in. Every paper in Canada is searched. Dailies, weeklies, every publication, and the items clipped, mounted and set before him daily. He escapes the herculean task of doing this for himself at a paltry cost. It is not his business to read papers, but it is the business of The Press Clipping Bureau. They do absolutely nothing else. Skilled sharp eyed readers systematically search the columns of the press and clip the items he wants; they rarely miss one, so great is their experience.

Brokers receive every notice of the sale of bonds, debentures and money transactions, the chief of police everything relating to crimes and criminals, descriptions of bank-robbers, murderers and thieves; contractors, all advertisements of tenders for the erection of buildings, bridges, etc.; the politician every scrap of political news, and material for speeches, the alderman, complete reports of city council meetings in any other or every city in the country, the author, notices of his books and material for new works; private parties, material for scrap books and personal notices. Even the undertaker receives all death notices. Anybody interested in anything for business or private use requires the services of this perfect system of the art of collecting and distributing news.

CANADA'S GREATEST FAIR.

This year will mark the coming of age of Canada's Great Fair and Industrial Exposition, which will be held in Toronto from August 28 to September 9. It is just 21 years since Toronto Exhibition was established as an annual institution under the present management. During that time it has increased five fold in every direction, and to-day can fairly lay claim to have assumed a national character. Last year upwards of 300,000 people attended, and this year such arrangements are being made as will warrant the expectation of a still larger attendance. Many entirely new features will be presented, while the exhibits, with an increased amount given in prizes (totaling \$35,000, will undoubtedly crowd the 600,000 dollars' worth of buildings to their utmost. The usual brilliant military spectacles will be given, illustrating recent famous feats of arms on land and sea by both England and America, and arrangements have been made for an illustration of wireless telegraphy, wireless telephoning and the improved X rays. In short, the Exhibition will be more than ever up-to-date.

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