

**MR. HENRY BROPHY.**

MANAGER MONTREAL NEWS CO.

ONE of the most popular and best known men in Montreal, and, in fact, throughout Eastern Canada to-day, is Mr. Henry Brophy, manager of The Montreal News Co., the subject of this sketch.

Born in New Glasgow, Que., in 1861, he is now in his 38th year, but his many friends may possibly doubt this statement, as his appearance would lead one to think him at least a few years younger. After completing his education at the Montreal High School, he entered the service of Dawson Bros., the prominent wholesale and retail booksellers and stationers, and his early training there has done much towards the success which he has attained in later years.

Upon the formation of The Montreal News Co. in 1880 (that company taking over the periodical business of Dawson Bros.) he cast in his lot with it, and, after three years' service in a subordinate position, he was appointed to the management of the company, which position he has continued to fill with credit and advantage both to himself and the company.

The business, which was originally rather small, has steadily increased, until now the company controls almost all the periodical and novel trade of Eastern Canada. This has required constant care, watchfulness and business ability, all of which qualities Mr. Brophy has to a marked degree, and, when one takes into consideration the large number of people with whom the company has dealings, it is remarkable that a hard or unkind word is never heard regarding its manager. No small degree of diplomacy is required to constantly keep in touch with and retain the confidence of the numerous publishers, booksellers and news agents with whom the company does business, but it is seldom if ever that anyone has cause to complain of the treatment accorded them by Mr. Brophy.

Outside of business he has attained considerable prominence, owing to his great interest in all kinds of athletic sports. His judicious refereeing of the championship games of lacrosse at a time when a strong hand and clear head were required caused him to be recognized as an authority not to be disputed, and made him many friends throughout the whole country.

The Montreal Amateur Athletic Association has for many years received much of his attention, which services have been recognized this year by his election to the highest office in the

association, viz., the presidency. He occupied the proud position of president of the Amateur Athletic Association of Canada during 1898, and is to-day the Canadian representative on the executive of the Amateur Athletic Union of the United States. Taken all-in-all, he has, by his hard work and persistent demand for fair dealing, made a record for himself of which anyone might feel proud.

He holds prominent offices in many other clubs and organizations, and is recognized by all who know him as an able and conscientious worker and a friend to be desired.

**TWO WAYS.**

There is a great difference in the manner in which metropolitan dailies handle their advertising patrons.

The other day, copy for a big advertisement was sent to a New York paper accompanied by the request that a certain type-face be used. It so happened, however, that there was not sufficient type of the style desired in the office, and so the advertising manager sent back word to that effect to the advertiser, and also asked if some other face wouldn't be "just as good." This was one paper's way.

On the same day, the same advertisement, accompanied by the same instructions, went to another New York daily, and after the genial advertising manager thereof had discovered what was wanted he straightway hid himself to the speaking tube and whistled up to the composing room.

"Have you type enough of this face to set the advertisement?" he asked.

"No," came the answer.

"Then order it in at once," said the manager, tersely.

This was another paper's way.

Of course, this is only one instance, but it serves to show the difference in the methods used by newspapers in pleasing and holding an advertiser—a difference, too, that the advertiser is quick to recognize and appreciate in the placing of present and future business.—Profitable Advertising.

F. Fraser Timms is establishing a new paper in Edmonton to be known as The Post. Its circulation will be pushed all through Alberta and into the Kootenay. It will be issued bi-weekly and will be independent Conservative in politics, supporting protection and advocating imperial federation. Mr. Timms is assisted by Mr. Thomas Gregg, for many years connected with the Toronto press.



MR. HENRY BROPHY.