

THE IMPRINT.

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{ 10 CENTS
PER
50c. YEAR.

The Late W. A. Shepard.

W. A. SHEPARD, who for many years had managed the Mail Job Printing Company, departed this life on the 28th September, in his sixty-fifth year. He was foremost among the printers of Toronto and was highly esteemed by his fellow craftsmen. He combined with a thorough knowledge of his business a fund of tact, energy and good judgment which could hardly fail to command success. He was a clear thinker, conservative in his views, and had a happy knack of expressing his thoughts in words. He won an enviable reputation among the members of his craft, not only for ability, but for sterling honesty and high-mindedness, and his death will be deeply regretted by his many personal friends and by the numerous members of the United Typothetae, who have recognized in him a leading spirit in their association. In 1891 he was elected president of

the United Typothetae of America for the ensuing year, and in August, 1892, when the annual convention was held in Toronto, he gave evidence of his executive capacity and fluency of utterance in the management of the meetings and the able address which he delivered.

The funeral took place on the 2nd October and was largely attended by personal and business friends of the deceased, and representatives from various societies with which he had been connected. The services at the house and church were conducted by Rev. D. J. Macdonnell, pastor of St. Andrew's, where Mr. Shepard had been long an active member and

office-holder, and at the grave by the members of Rehoboam Lodge, No. 65, A. F. and A. M. The six sons of the deceased acted as pall bearers.

The service at the church was brief but very impressive. Rev. Mr. Macdonnell spoke a few words of eulogy of the life and character of the deceased, referring to his sterling qualities of heart and head, as exemplified in the home, the social circle, the office and the church. As

a teacher in the Sabbath School and an officer in the sanctuary Mr. Shepard had long labored thoroughly, earnestly and with great usefulness and acceptance, and his genial presence and whole-hearted, faithful services will be sorely missed.

A MAN said to me, "I have tried advertising and did not succeed, yet I have a good article."

I replied, "My friend, there may be exceptions to a general rule, but

how do you advertise?"

"I put it in a weekly newspaper three times and paid a dollar and a half for it."

I replied, "Sir, advertising is like learning, 'a little is a dangerous thing.'" P. T. Barnum's Autobiography.

FOR SALE.—Owing to the owner's ill health, a country newspaper and job office, doing a prosperous business, can be secured on fair terms. Enquiries addressed to THE IMPRINT, 44 Bay street, will be duly replied to.

THE Shorthand Review is a new monthly which recently appeared at Toronto.



THE LATE W. A. SHEPARD.