

fit to print."

London Advertiser

VOL. XXXIII., NO. 333.

FRIDAY, NOVEMBER 6, 1896.

WHOLE NO. 1357

MARRIED. WHITE-BISSELL-On Wednesday, Nov. 4, at the residence of the bride's father, by 379 Talbot street. WHITE-BISSELL-On Wednesday, Nov. 4, Rev. George Jackson, Charles H. White & Rev. George Jackson, Charles H. White to Nellie M., youngest daughter of Mr. H. E. Bissell. At home, 429 Pall Mall street, after & Sons, 385 Talbot street. STREET-HALLORAN-On Sept. 17, 1896, by

Miss Mary Halloran, both of this city. DIED. FLOCK-At Pittsburg, Penn., Nov. 5. of acute pneumonia, Isaac Anderson, aged 31

Funeral on Monday, Nov. 9. at 9:30, to St. Peter's Cathedral. Please omit flowers. STANDFIELD-At Vancouver, B. C., on Oct. 28. Theophilus W. Standfield, aged 53 years. Funeral from the residence of his son, Melville E. Standfield, 1064 Dundas street, on Sunday, Nov. 8, st. 3 p.m.; services 2:30. Friends and acquaintances will please accept this intimation.

Amusements and Lectures Advertisements under this heading two cents per word or ten cents per line each insertion.

Grand Opera House, Saturday, Nov. 7. Special engagement of the legitimate Irish comedian,

MR. JOSEPH MURPHY, supported by his own company, in the com-panion drama to Kerry Gow, entitled SHAUN RHUE. Introducing Mr. Murphy's world-famous sor "A HANDFUL OF EARTH." Night prices—25c, 60c. 75c. Seats on sale Thursday, three days in advance. 59c

"The Wor'd Is Mine." GRAND PEER

Monday, Nov. 9, The Prince of Romantic Actors, MR. JAMES O'NEIL, In Alexander Dumas' MONTE CRISTO As played by Mr. O'Neil over 3,000 times. A company of artists. A carload of scenery. A chaos of calcium effects. Prices—First two rows circle \$1, balance lower floor 75c, balcony 50c, gallery 25c. Seats on sale Friday. 57c

MUSIC HALL-ONE WEEK-commencing MONDAY, NOV. 9, EVELYN GORDON, and her competent company in repertory. MISS SMITH, OF CALIFORNIA.

Admission 10c; reserved seats 20c. Secure your tickets and avoid the rush. Box office open on Saturday at 9 a.m. DALACE DANCING ACADEMY-CLASS ES as follows: Gentlemen Mondays; ladies Tuesdays, 8 p.m.; ladies and children Saturdays, 3 p.m. Circulars on application. Special reduction to former pupils. Orchestra for balls, etc. DAYTON & MCCORMICK. CHRISTMAS SAILING DATES, CUNARD Line-Umbria, Nov. 14; Lucania, Nov. 21; Etruria, Nov. 28; Campania, Dec. 5; Umbria. Dec. 12. Frank B. Clarke, Richmond street.

PRIVATE LESSONS IN DANCING BY Mr. R. B. Millard, at his residence, 315 Princess avenue. A thorough system of teaching the modern glide waltz and all fashionable dances guaranteed. Lessons given any hour.

Sunday Services. DEV. FATHER PAUL, O. S. F., WILL In St. Mary's Church, Hill street, in aid of the St. Vincent de Paul Society.

Meetings.

One cent per word each insertion. No O. E. CHELSEA LODGE RESIDENCE WELCOME. (Friday) evening; visiting brothers welcome. Geo. Tambling, president. O. E. CHELSEA LODGE MEETS THIS

Male Help Wanted.

First insertion ic per word. One-half advertisement less than ten words. WANTED-FOR THE CHOIR OF ST. good voices, between the ages of 8 and 10, as choristers, for which services they will be remunerated according to efficiency and conduct. Apply to Mr. G. B. SIPPI, at 8 o'clock on Monday and Wednesday evenings, at the Cathedral.

think of some simple thing to patent?
Protect your ideas; they may bring you wealth. Write John Wedderburn & Co, patent attorneys, Washington, D. C., fortheir \$1,800 prize offer and list of two hundred in

A GENTS-WANTED-\$20 PER WEEK-Apply to GEO. MARSHALL & Co., tea importers, 258 Dundas street.

Female Help Wanted.

First insertion 1c per word. One-half cent each subsequent insertion. No advertisement less than ten words. WANTED - FIRST CLASS STENO-GRAPHER-State age, experience and salary expected. Box 176, Advertiser. 55c

Domestics Wanted.

First insertion 1c per word. One-half cent each subsequent insertion. No advertisement less than ten words. IRL WANTED AT DOMINION HOUSE. YANTED-GOOD GENERAL SERVANT Mrs. Macbeth, 452 Princess avenue. 56c ITCHEN GIRL WANTED AT HUB

ON HAND - EXPERIENCED HOUSE took possession of.

In the interval the girl had not ceased to scream, and at this juncture, so she says, the ruffian pointed the

Real Estate.

First insertion 1c per word. One-half advertisement less than ten words. OR SALE CHEAP - TWO DOUBLE roughcast cottages, corner Duffering venue and Elizabeth street. Apply LEWIS CHADWICK & SON - REAL ES-TATE Agents. Homes. Investments. culation. Call Room 2 Albion Building.

Business Chances.

Mrst insertion 1c per word. One-half cent each subsequent insertion. No advertisement less than ten words. MOR SALE-VALUABLE HOTEL PROP-

Articles For Sale.

First insertion 1c per word. One-half cent each subsequent insertion. No advertisement less than ten words.

R SALE—ONE 30 HORSEPOWER automatic "Brown" engine, built by Goldie, McCulloch & Co., Gait. Cylinder 10 inches, stroke 24 inches; can be run at 60 revolutions, or as high as 90 revolutions; also one tubular exhaust feed water heater. The engine is in daily operation and can be seen at The Advertiser office, London, Ont. 6tf-3tf Rev. W. J. Clark, Mr. Joseph L. Street, to WRITE H. W. PETRIE, TORONTO, FOR his catalogue. No. 19. containing a list Flock, of this city.

Funeral notice later.

SULLIVAN—On Nov. 6, at the residence of his father, 79 Albion street, London West, John P. Sullivan, aged 19 years and 8 months

Funeral notice later.

Wheth H. W. Petrei H. W. Petrei E. Toronto, For his catalogue, No. 19, containing a list of iron and woodworking machinery, engines and boilers, water wheels, electric motors and dynamos, steam pumps. air compressers, grain crushers, gas engines, hay presses, printing and bookbinders' machinery, etc., etc. Address H. W. Petrei E. Toronto.

TRON AND LEAD PIPE, STEAM AND water fittings of all kinds. SMITH BROS., 376 Richmond street. NEW AND SECOND-HAND STOVES and stovepipes, 64 and 7 cents per length.

J. C. PARK, 661 Dundas street east. 53n

DUBBER STAMPS, SEALS — RAZORS

sharpened; guns, rifles, revolvers and locks repaired. D. McKenzie & Co., 388 Richmond street.

GOOD RANGES FOR SALE AT THE Ark, Market square.

PIANOS-NORDHEIMER'S AGENCY AT
Anderson's Book Store, 183 Dundas
street, representing Steinway, Chickering,
Haines, and the celebrated Nordheimer Pianos,
Orders for musical merchandise and sheet
music promptly attended to O SECOND-HAND ORGANS BY RELIABLE makers; prices ranging from \$10 upwards. Icintzman & Co., 236 Dundas street. H. W.

Wanted.

BURNETT, manager.

First insertion 1c per word. One-half cent each subsequent insertion. No advertisement less than ten words. POARD WANTED BY GENTLEMAN IN private family. Address A. B. J., this WANTED - ONE LADY'S AND ONE gents' bicycle in good order. Hutchinson's repair shop, 651 Dundas street.

Houses, Etc., To Let. First insertion 1c per word. One-half cent each subsequent insertion. No advertisement less than ten words. DENCE, 562 Wellington street, fronting the park. Apply next door north. 57n NOR SALE-NO. 332 KING-COMFORT-ABLE two-story frame house: splendid ABLE two-story frame house; splendid location. Apply on premises or to ALF. Robinson, Masonic Temple, city. brick residence, double parlor, dining-room, kitchen, bedrooms, water closet, bath separate. 7 closets, electric light and gas, soft and hard water. Opposite Victoria Park, 581

TO LET-BRICK HOUSE-NO. 521 DUN-OUSE TO LET-428 PARK AVENUE-5 bedrooms, parlor, dining room, kitchen:

Lost and Found.

cent each subsequent insertion. No advertisement less than ten words. OST OR STOLEN-A LIGHT SPRIN STRAYED OR STOLEN - LIGHT BAY horse, black points, nigh front foot white, small star on head, about 15½ hands high, 8 years old. Reward. Thos. TREBILCOCK, Star Livery, London.

Dental Cards.

PR. JEFFREY N. WOOD-DENTIST-Higgins' Block, over 212 Dundas street. DR. GEORGE C. DAVIS, DENTIST—
are Philadelphia Dental College, 1893, Specialties: Preservation of natural teeth; crown, porcelain and bridge work. 170 Dundas street, London, Ont. Telephone 975.

MoDONALD, DENTIST, Office, 1831 Dundas street, London.

WOOLVERTON & BENTLEY, DENTISTS

-216 Dundas street, next Edy Bros.,
over Cairneross & Lawrence, druggists. Tele-ELLIOTT HOLMES, L.D.S., ROOM 3, Duffield Block, Dundas and Clarence streets. Phone 897.

PR. J. H. SWANN-DENTIST-OFFICE 2071 Dundas street. Telephone 1,131.

Storage.

STORAGE — MERCHANDISE, PIANOS, furniture; reasonable rates; most convenient. Western Storage and Commission

SHE SCREAMED.

Galt Burglars Foiled in Their Scheme

by the Outcries of a Girl. Galt, Nov. 6 .- Miss Jackson, housekeeper for A. Oliver, Preston road, was aroused about 12.30 yesterday morning by the sound of footsteps in her room. Soon muffled voices were also heard, and in a few moments a candle was held to her face and she was surrounded by three masked men. One warned her not to make an outcry, but, not heeding him, the girl gave utterance to shriek after shriek man who had spoken caught hold of her and tried to intimidate her with a revolver. Finally, the robbers searched the bureau drawers, and were rewarded by finding Miss Jackson's

purse, containing \$5 35, which they weapon at her. It exploded, but did no harm, and was evidently only loaded with powder. The report brought A. Oliver, sen., an old gentleman, into the room. The burglars laid hold of him, but the courageous girl succeeded in saving him from any abuse he might have received. The three then

saparilla prove its unequaled merit. Silver Bell Mining Company stock will be 6 cents a share until the 11th. The company have allowed me the extension today by wire from Rossland. Three mines. Assays \$100 per ton. Good purchase; bound to double in 60 days. St. Elmo. 15 cents: Poorman, 11

Advertiser's"

__Gelebration.

Third of a Cen- The Staff, Together that 1863. tury It has Prospered and Progressed.

Manager Entertains the Staff and Employes.

With Former Associates, Participate.

Editor of the Globe, Hon. David Mills, and Others.

Interesting Reminiscences—Remarkable Changes Which Have Taken Place Under Mr. Cameron's Regime-Progress in Every Department-What Makes a Successful Journal -The Advertising Public and Their Relation to Good Journalism - This is The Advertiser's Day: It Only Occurs Once in 33 Years.

mainly of the staff and employes of Sarnia Observer; L. K. Cameron, now Phe London Advertiser, to the number of some 60 persons, sat down to- Miss Eva H. Brodlique, now of gether to discuss the substantial and the Chicago Times-Herald; Camelegant bill of fare prepared and serv- eron Brown, Belleville Sun; W. K. 5ltf zxv ed in Fysh's best style. The tables were Atkinson, The Leader, Eau Clare, TANO LET - LIVELY FRONT STREET decorated with flowers, the general effect being decidedly artistic. In one ronto; Andrew Denholm, Blenheim corner of the room was a piano, upon which, as accompanist, Mr. Victor Colwell assisted the musical director, Mr. Bryan, now incumbent of the Church DAS street. Apply to Mrs. William C. H. Fewings, and the other musically Altf disposed members of the establishment in the various selections with which the after-dinner proceedings were in-

> terspersed. The occasion was the completion or the 33rd year and the entrance upon the 34th, of the publication of The London Advertiser-making it practically a third of a century celebration. The guests present were confined exclusively to those now or formerly connected with The Advertiser. Other former Advertiser associates it

occasion. The following were present: Mr. John Cameron, R. D. Millar, .. Hon. David Mills. Jas. T. Archer, Wm. Lyttle, Mr. Thos. Coffey. Wonnacott. Mr. J. D. Clarke, F. Adams. C. H. Fewings, E. White. M. W. Rossie, Gorman, J. L. Goodburne, S. J. Hunter, E. J. Liddicoatt, John Dalton. Victor Colwell. H. B. Archer. J. Ferguson, James Begg, George Tuttle, John Kennedy, George Rissler, Bert. Cox. W. Maynard, W. McKenna, Geo. McKenzie, James Dunlop. H. Bartley, Melville McNab Jas. Macpherson, G. Hall, H. Talliaferro. H. Ryan, Chapman. A. Marshall, A. Marriott. L. Woonton A. Hunter.

E. Hayden

W. W. Wright.

H. Atkinson, A. Fife, H. A. Kompass. J. H. Dickson, Lewis Clark, Geo. Elliott. T. H. Winslade, John Hooper, sen., The chair was occupied by Mr. John Cameron, by whom the paper was founded in the year 1863, and the vice-Seated chair by Mr. J. D. Clarke. near the chairman and vice-chairman, among others were Mr. J. S. Willison, of the Toronto Globe; David Mills, Mr. Thomas Coffey, proprietor of the Catholic Record, London; Mr. James Gillean, sen., and

Passmore,

others. "THE QUEEN." The first sentiment—"The Queen and Her Empire"—was heartly received to the accompaniment of "God Save the Queen."

THE CHAIRMAN'S ADDRESS. Mr. John Cameron, as chairman, then made the following address: "It is a third of a century since I founded The London Advertiser. It started about the size of a copy-book. No person except myself is at present connected with The Advertiser was connected with it from the beginning. Yet there are a number who have been connected with the establishment for periods varying from a "The London Advertiser, like every other human enterprise, has had its ups and downs; but it has had a vigorous and I trust not unworthy past; at present it is in lively health; and it intends, with the help and good will of those about me tonight, Merit in medicine means the power to to exhibit a still more vigorous future cure. The great cures by Hood's Sar- in the years to come. The Advertiser office has turned out able graduates, and has had identified with its columns men of the literary standing of Hon. David Mills and Prof. Goldwin Smith, and many another prominent pen unsuspected. Among its graduates we recall Mr. J. S. Willison, now editor of the Toronto Globe-the high-ERTY on Hamilton road, six miles from now in Chicago; H. F. Gardiner, editors of the Hamilton Times; Harry Dominion of many provinces, bound
Was established, was the known was glad in the mechanical department was established, which is glad in the mechanical department was established, was clauda, consisted only of Upper ticeship in the mechanical department and Lower Canada. Today it is a ment because it had taught him the tor of the Hamilton Times; Harry Dominion of many provinces, bound-

Last evening a company consisting (Gorman, editor and proprietor of the den James Bryan, Lucknow Sentinel the firm of Hunter, Rose & Co., To-News; Thomas Coffey, London Catholic Record; James Hooper, publishing up in the Northwest; Rev. Bernard of England at Parkdale, and others. Then, of course there are many of our graduates who have distinguished themselves in other fields of life. "During The Advertiser's third of a London has grown from a stragglingvillage-sort-of-place to a charming the varied business men and business interests in London, a third of a century ago, most have been outlived by The Advertiser. Very few are in business today in London who were in business 33 years ago. The Advertiser has also outlived many contemporary newspapers. There used to be a 'Prototype'; a 'Herald'; an 'Atlas'; a 'Times'; a 'News,' Dundas street near the Robinson Hall; a 'Standard'; a 'Telegram.' The Advertiser has seen them all disappear. "There are a few rules and maxims that The Advertiser staff endeavor to follow: No unfair reporting. Report your opponent, if you have one, as fairly as you would your friend. too busy with your own proper affairs to have time to interfere with the business of others. Be diligent in en-

deavoring to get everybody to advertise, or subscribe, or both. The idea is partly a benevolent one, to prevent people inflicting injury upon selves; for publishers and editors have a persistent conviction that people who neither subscribe nor advertise are pretty sure to come to a bad

end. (Laughter.) "The founder and controller of The London Advertiser trusts and believes that the influence of the paper during its third of a century of exstence has been in the main on the side of those things which make for the welfare of Canada and the betterment of society.

"The Advertiser is no mere partisan paper, nor does it propose to be such. The main interests of our country are those which are common to both parties, and no one who is himself a patriotic citizen will for a moment say that patriotic citizens are to be found only in the ranks of one political party. "In my third of a century of jour-nalistic experience I have noted the gradual progress of the newspaper press of Canada; and I make bold alive to their own interest. We recogto say that, in proportion to its oppor- nize advertising columns, so conducted, tunities in a yet but partially developed country, no press in the world is the public, while of mutual benefit to more enterprising or more generally wholesome in its moral influence. No press, speaking generally, acts more in accordance with the excellent mot-to, 'All the news that's fit to print.' Well able to speak for the important "Though a third of a century is a considerable period, I started in at an plause.) early age, and when I think of a man Charles A. Dana, of the New York Sun, a quarter of a century my senior, alert and bright and vigorous in his 78th year, I feel as if in comparison I am as yet but one of the youthful votaries of the profession. changes in the world since the starting of The London Advertiser a third of a century ago. Since then slavery has been abolished in the United States, and the great neighbor-republic has grown to be a powerful nation of seventy millions. During the same period the British Empire has grown enormously in territory, population and power. Germany has been consolidated into a great national force. habiliments and become a republic. Russia, though despotically governed still, has increased in influence and weight in the councils of Europe. third of a century ago Japan was an inaccessible nation of savages. Today the word Japan stands for a nation powerful on sea and land, and strong in potentialities of commerce and manufacturing. When The Advertiser est editorial post in Canada; the late | was established, what was then known | was glad he had served his appren-

ed east, west and north by the At-lantic, the Pacific, and Hudson's Bay. When The Advertiser started the principal use of electricity was in the con-veying of overland telegraphic messages. It was three or four years after the establishment of the Advertiser that the Atlantic cable was laid; and since then have come in-to play all the now familiar uses of electricity; electric cars, electric lights, electric motors, telephones, surgical uses of electricity, the tele-graphing of pictures for newspaper illustrations, etc. What discoveries and inventions the Advertiser's next third of a century may show, he would be a bold man who would venture to predict. If we all meet here again 33 years from tonight, doubtless the retrospect will be as interesting as that of the tale of the years since

"And, now, thanking all for their presence here tonight, and for their loyalty and faithful services, I may say that the London Advertiser proposes, with your assistance, to con-tinue its best efforts in making London the most desirable and soundly democratic place of residence on the continent; in promoting the development and interests of Ontario, and particularly Western Ontario, of which London is the center; in mak-ing the name of Canada a name of Its Founder, President and Able Addresses by the pride; and, finally, in helping in however humble degree in uniting in bonds of brotherliness the varied branches wherever found, of the world-spread English-speaking race." (Applause.) THE ADVERTISER GLEE CLUB. The Advertiser Glee Club-Messrs. A. Gorman, J. L. Goodburne, Lewis Clark, Fred. Chambers, W. W. Wright, H. B. Archer, F. N. Wonnacott, James Begg, A. Marriott and C. H. Fewingswere called upon, and proved that The Advertiser establishment has some fine musical talent. Their se-Victor Colwell made a faultless ac- lows:

> MR. GORMAN SENDS REGRETS. Mr. Cameron read a letter from Mr. Harry Gorman, editor and proprietor of the Sarnia Observer, expressing regret that he could not attend, and wishing the occasion every success. Mr. Gorman's name was received with

THE DOWN-STAIRS OFFICE. vertiser, proposed the toast of "The Down-Stairs Office," which evoked the active printer could not attempt cheers and the chorus "For They Are to enumerate them. They have come Jolly Good Fellows." Mr. Clarke said: as naturally and as surely as each "I am glad to be here to rejoice with you, Mr. Chairman, in celebrating the 33rd anniversary of the life of The

Advertiser, and of your continuous neadship of the journal. "If an establishment such as is ours s to be successful, we must at all times have the most cordial co-operation between every department. Especially is it necessary to have the best of understanding between those who endeavor to fill the various editions of the paper with the freshest of news and those who appropriate a portion of the space for that vital popular century many have been the personal intelligence—the advertisements—I reand business changes in this city. fer to the business office. I need not remind you that while we of the editorial department must stand between and prosperous up-to-date city. Of the business managers and those who would at times try to have advertisethe usefulness of the business staff in helping us to make The Advertiser increasingly attractive to its many thousands of readers. We expect them not only to help us in supplying the city editor's staff with every "tin" that comes their way, but we look to them published on to keep their patrons alive to the importance of making announcements to the public at all times fresh, interesting, as full of news as the local or telegraphic intelligence "Through the aid of the advertiser alone can the modern newspaper, with

> How needful is it then that advertisers should at all times be shown that they are getting full value for their money. Enterprising advertisers do get full lands that the progressive merchant to accommodate that demand. papers, read not by the head of the succeeds in life. It is the intelligent or even to enlarge the size of advertiser who makes the money these days. Not the man who adver- ation. tises Christmas goods in March, or hot' cross buns in July, or trout fishing tackle in December, or picnic supplies at New Year's, but men who keep their advertisements as newsy, as attractive, as full of "meat" for men, and especially for women, as are the ordinary news columns of The Advertiser. There has been improvement in this respect in recent years. But there is room for more, and I have not any doubt that our downstairs staff, with that energy which has always characterized them, will see to it that in this essential particular the patrons of the paper are kept fully as news of the highest importance to the publishers and to us all. With this sentiment I couple the names of Mr. Millar, secretary-treasurer, and department under their charge. (Ap-

MR. R. D. MILLAR. Mr. R. D. Millar, secretary-treasurer of The Advertiser, was warmly applauded on rising. He said he had not the silver tongue of Mr. Clarke and would not attempt to make a There have been a good many speech. He was glad to see all present, and thought the celebration of the thirty-third anniversary of The Advertiser a fitting one, and expressed a hope that a similar gathering would be held again. The business office staff, with which he was most intimately acquainted, is most efficient. (Applause.)

MR. FRANK ADAMS. Mr. Frank Adams, advertising manager, was greeted with loud applause. showing his popularity among his fellow-employes. He thanked them for the honor shown, and briefly congratulated Mr. Cameron in appropriate

THE MECHANICAL DEPARTMENT. Mr. J. D. Clarke then proposed the "Mechanical Department," and more particularly the composing room. He

Hands are Chapped

There's nothing like Dermaline to restore them to their former softness and beauty. The action of Dermaline on the skin is really magical. Nothing so nice for sore lips or rough hands, You will notice the difference the moment you commence using. Your money back if you ere not more than pleased. Price 25 cents.

.... TO BE HAD ONLY FROM

Cairneross & Lawrence,

CHEMISTS AND DRUGGISTS, 216 Dundas St., London, Ont.

Branch-Corner Richmond and Piccadilly. had at one time thought that should the time come when he could not make his living by the pen the avenue of type-setting would be open to him as a means of livelihood, but the new piano method of setting type was out of his line. He then called upon Mr. Chas. H. Fewings, foreman, and Mr. John Dalton, assistant foreman, of the composing room

MR. FEWINGS

in a few premliminary remarks, congratulated Mr. Cameron and those associated with The Advertiser on the lection was splendidly rendered and unusual anniversary-a third of a cenwas rewarded with loud applause. Mr. tury-and then spoke to toast as fol-

"Mechanical progress in the newspaper department is a theme upon which intelligent writers might compile volumes. I wonder if our worthy vice-chairman, when he proposed that toast, had given a thought as to the magnitude and number of changes which have taken place even in our own establishment, during the past 26 years since I first became an ap-Mr. J. D. Clarke, editor of The Ad- prentice in The Adventiser. Improvements have been introduced into the business so steadily and surely, that succeeding binthday in a lifetime, and just as imperceptibly; and it is only by glancing back to years ago that ful strides made in the printers' art

can be obtained. "True, there have been a few radical changes, which have fairly revolutionized newspaper mechanism, but these are rather the exception. It is not many years since a few of us were discussing some new invention in labor-saving machinery, and the remark was made—and unanimously believed as fact-'Well, they're making machines to do almost now, but no one will ever invent a machine to set type. Typesetting re quires brains, not mechanism.' And vet, in this London of the new world, we have been for two years past setting type by that greatest wonder of the century, the Mergenthaler Linotype—a machine that is about the nearest thing to human that has vet been invented. And The Advertiser, as usual, was the first establishment to introduce them west of Toronto. They are not an experiment, but a successful and permanent addition to the machinery of

the printing trade. "When I had my first introduction to the printing office, a paper like The Advertiser of today was almost unknown even in the large metropolitan cities of the continent. It was only its manifold attractions, be produced. a blanket sheet of four pages, sevencolumn, if I remember correctly, and over two-thirds of the space was advertising. But what a difference now. The newspaper of today limits its value. Everywhere the world over advertising space and any encroachit is proved that they do. It is shown ment on the columns necessarily in every city and town in all civilized means an enlargement of the paper who knows how to advertise and who | sequently facilities have been perfectchooses established and reliable news- ed and introduced which enable us to be ready at any reasonable notice family alone, but by the entire house to increase the size of the paper to hold, as The Advertiser is, invariably almost an unlimited number of pages, pages, without much previous prepar-

> "My intention was to deal mainly in reminiscences of our own estab-lishment, and in speaking of the crudeness of the past, compare it with the progress as shown today. time is limited, and life is short; I won't attempt it now. The Advertiser of 1870 could be started with a comparatively small amount of capital, but to place a paper like The Advertiser of today on anything like a secure footing would require thousands, yes, tens of thousands of dollars; and yet the prices of material are rouch lower than of old. A comparatively small amount of type necessary then, and that of the least expensive. Beauty and ornamentation were little thought of. Look at the modern newspaper. There are 50 different styles of display to one known without giving a passing thought to the innumerable accessories, such as rule, border, fancy pieces, etc., necessary to please the progressive business man of today in his advertisements. New designs are being introduced constantly, and to keep pace with the procession means continual adding of modern material. "Then comes the stereotyping process. I think The Advertiser about the first paper in Canada, outside of Toronto, to do away with printing directly from type, and to adopt the stereotyping process. This was only about thirteen years ago. Yet today there is barely a paper of any pretensions to circulation but has found the web press, with its stereotyping accessories, a positive neces-"And so one could go on, merely

mentioning improvements, without end. But let this suffice. "Before concluding, I wish most heartily to thank every individual connected with the newspaper, and the members of my own department especially, for their hearty co-operation in the interests of The Advertiser, and in assisting in every way possible to make the labor of publication a pleasure.

A better staff of assistants no man could wish for, and I hope it may be my privilege to be associated with these same gentlemen for many years to come." (Applause.)

MR. DALTON. Mr. John Dalton said: "Mr. Chair-