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ESTABLISHED 1858.

# The Colonist

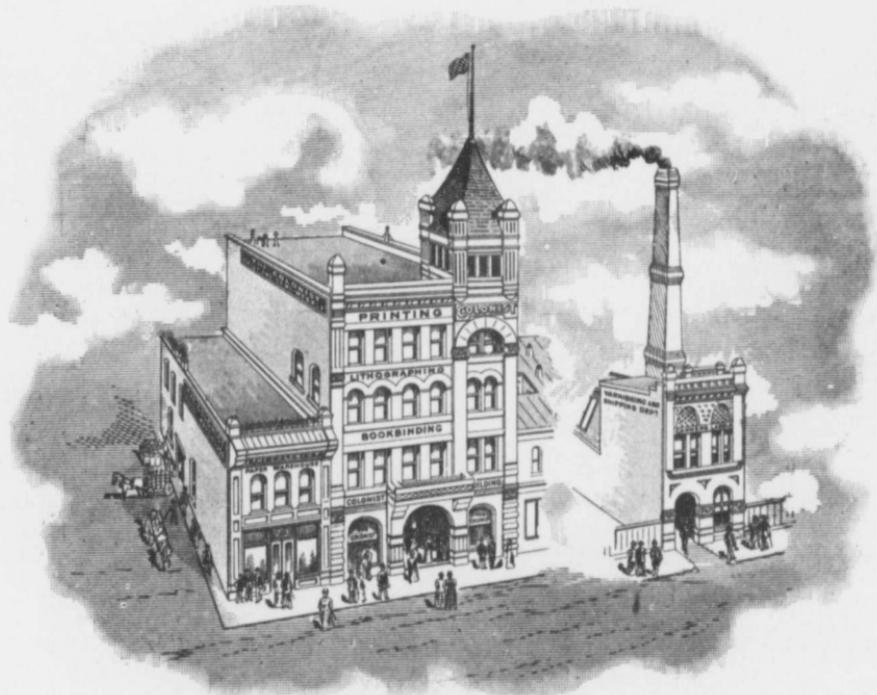
A large, ornate decorative flourish in a classic calligraphic style, featuring intricate scrollwork and flourishes that frame the title 'The Colonist' and extend downwards and to the right.

VICTORIA, B.C.

Compliments of The Colonist Printing and Publishing Company, Ltd. Ltd.

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THE COLONIST BUILDINGS

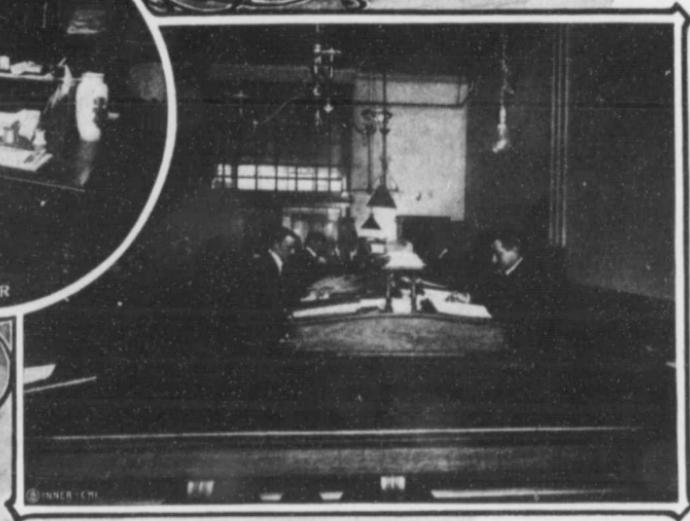
## THE COLONIST, ITS HISTORY

THE Colonist was established on the 11th of December, 1858, the office of publication being then on Wharf Street. It made its appearance as a weekly journal, "price 25 cents per copy," but after a few years it was brought out as a morning paper. The late Hon. A. DeCosmos was the original founder of The Colonist and he conducted the business until it passed into the hands of D. W. Higgins, with whom was associated the late Hon. Jno. Robson. Mr. Higgins retained the active management, both editorially and mechanically, until he sold his interests to W. H. Ellis and A. G. Sargison in 1888. The present Company was formed in 1892. In the 43 years of its history, The Colonist has seen Victoria grow from a Hudson's Bay Co. trading post into the beautiful and prosperous city which it is now. The present quarters of The Colonist on Broad and View Streets have a floor area of 18,000 sq. ft., with an additional 4,000 sq. ft. in the Paper Warehouse.

Office



MANAGER



BUSINESS OFFICE.

179181

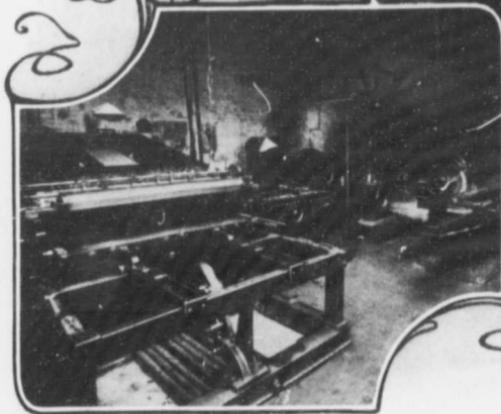
## THE DAILY COLONIST

**T**HE Daily Colonist (\$6.00 per annum) is published every day except Monday; the Semi-Weekly (\$1.50 per annum) on Tuesdays and Fridays. A Mainland edition of The Daily Colonist is issued in time for the C. P. R. Vancouver steamer, while the regular morning edition is sent out to all parts of the Island over the E. & N. railway and steamboat lines. The paper is for sale in Vancouver every morning by 8 a. m. and on all out-going C.P.R. trains. Westbound C.P.R. trains are supplied with the day's paper at Ashcroft. Consequently advertisers in The Colonist reach the reading public of Victoria, Vancouver, Nanaimo and New Westminster in good time each day and have the advantage of intercepting the incoming passengers on the C. P. R. trains. This special service is meeting with constantly increasing favor and enables The Colonist to guarantee advertisers a preferred circulation in B. C. that cannot be secured through any other medium in the province.

*News Room*



NEWS COMPOSING ROOM.



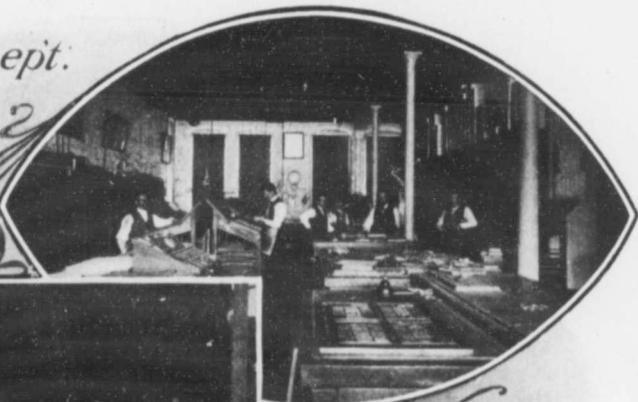
NEWS PRESSES.

## JOB PRINTING DEPARTMENT

**T**HE Colonist Job Printing Department is the largest and best equipped in Western Canada, being supplied with the latest improved machinery and typesetting machines and the newest faces in type. The presses constantly at work in this department include some of the very latest makes and offer facilities which are now recognized as necessities in all first-class printing. The policy of keeping abreast of the times in everything pertaining to the trade is appreciated by our customers, as the steady growth of patronage in this branch of the business attests. The best of materials and thoroughly competent workmen enable us to guarantee absolute satisfaction, and we pride ourselves that better work is not turned out in any office in the Dominion. With us it is a case of once a customer always a friend, and if you are not getting all that you think is coming to you from your printer, call on us or write and we will solve your difficulties.

*Job Dept.*

*3022*



JOB COMPOSING ROOM

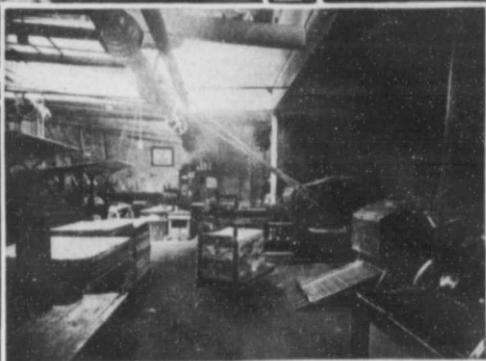


JOB PRESS ROOM

## LITHOGRAPHING DEPARTMENT

**T**HERE is no department of its varied branches in which The Colonist office is better supplied than in that devoted to Lithographic Printing. And no department is more highly commended by its patrons. The range of work includes anything from a visiting card to the most ornate of engrossed addresses; while the facilities for handling even the largest maps are of the best, a specially large cylinder press having been provided for this purpose. The usual classes of commercial work are turned out in large quantities and up to a standard which patrons admit would do credit to the most celebrated eastern establishments. We have in our employ a first-class artist for designing and engraving, we use nothing but the best material, and our prices are as low as it is possible to place them so that good work may be done and a reasonable profit earned.

*Litho. Dept.*



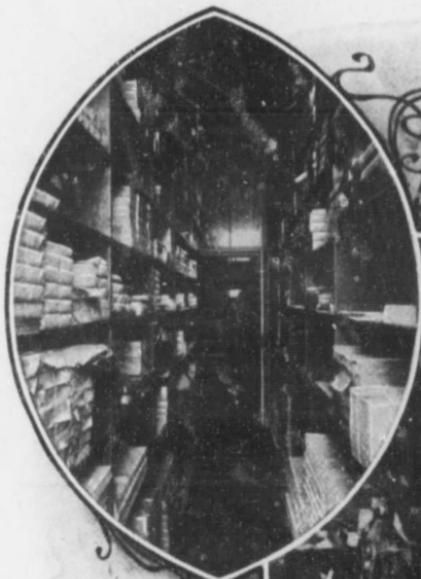
LITHO. PRESS ROOM

## BOOKBINDING DEPARTMENT

**Y**OU can select in this department from the largest and best assorted stock of fine Linen Ledger Papers and Leathers for binding carried by any manufacturer in the west. Our aim is to always make the finest goods possible by using excellent materials and the best machinery, and by employing thoroughly skilled workmen. There is no mechanical work done requiring more skill than the making of a really fine blank book, and not only is skill required but artistic taste. The taste is displayed in the proportions of the book, in the color of the ink used in ruling, the printed heading, but more particularly in the finishing of the book where the binding receives its final touches.

We invite orders for difficult or complicated blank book work, such as most smaller binderies decline owing to lack of experience or proper facilities.

# Bindery



CORNER IN STOCK ROOM



BOOKBINDING DEPT.

## LABEL PRINTING DEPARTMENT

**A** SPECIAL branch of the establishment is devoted to Salmon and other Colored Label Printing, four large cylinder presses, besides a bronzer, a varnishing machine and extensive drying racks being provided therefor. In this line the facilities of The Colonist Company are practically unequalled west of Toronto and are capable of dealing with 25,000,000 of labels during the year. The Varnishing Room and Drying Gallery are in themselves a good sized establishment, while the Cutting and Packing Rooms are of ample size. The quality of the work turned out in this department is conceded by canners and others using colored labels to be fully equal to the best produced anywhere.

### FROM THE INLAND PRINTER, APRIL, 1901:

"The Colonist Printing and Publishing Company, Victoria, B. C., forwards a large book of labels printed for the salmon canning trade. The designs are artistic, colors brilliant and harmonious, and the work throughout shows intelligent treatment and knowledge of the requirements of such a vast industry. The cover is a handsome production, printed and embossed in gold and silver on dark green stock. A pamphlet descriptive of Victoria, past and present, printed in black and red on fine enameled stock, fully illustrated with half-tones, is a beautiful piece of work, and shows that The Colonist Company does not confine itself to the label trade only, but can do anything in the line of high-class printing."

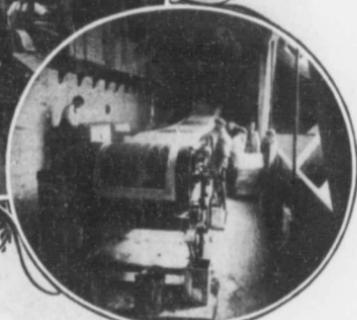
*Label Dept.*



PACKING ROOM



MAIN PRESS ROOM



VARNISH ROOM

## PAPER WAREHOUSE

THE latest branch added to the many departments in order to round out and complete the establishment is a Jobbing Paper Warehouse. Here Wrapping Papers, Twine, Paper Bags and Toilet Papers have been added and we particularly ask the merchants to give us a trial in this line instead of sending their orders to eastern firms, as we buy in carloads for cash direct from the manufacturers, and are able to sell to the consumer as cheap as any house in the Dominion. We also keep an extensive stock of Staple Stationery which has always formed a part of The Colonist Job Department. Some idea of the extent of this stock may be gleaned from the fact that in envelopes alone upwards of one million are always on hand. A handsome line of Ball Programmes, Wedding and Memorial Cards and similar fancy articles are in stock. We make a specialty of these latter and can confidently assure satisfaction to patrons. The Superintendent's Office is located in the Showroom of the Paper Warehouse and is entered direct from Broad Street.



INTERIOR OF GENERAL OFFICE AND PAPER WAREHOUSE

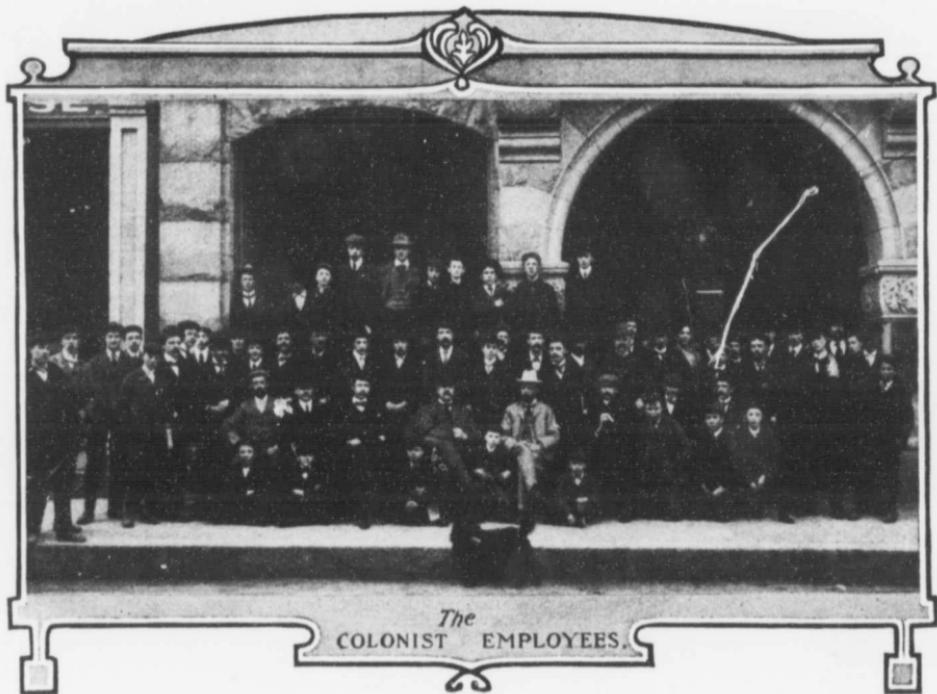
## THE COLONIST'S EMPLOYEES

**T**HE 80 odd employees of The Colonist, many of whom are shown in the picture on the back of cover, represent an earning power of upwards of \$75,000 per annum. Like every other local manufacturing industry, The Colonist establishment is dependent for its growth very largely upon local patronage, and the more patronage an establishment secures the more men it can employ; and the more money spent in wages just so much better is the business of the butcher, the grocer and the hundred and one other shops which cater to the creature comforts of the workingman.

In conclusion we wish to impress you with the fact that we have facilities equal to the best in the northwest for the economic handling of all kinds of work in our varied lines. We believe in a fair day's work for a fair day's pay and employ none but first-class help, thus guaranteeing all work entrusted to our care.

Let us persuade you to a trial order, if not already a customer, and we feel confident we will earn your future patronage.

1870



*The*  
COLONIST EMPLOYEES.