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Series  
(Monographs)**

**ICMH  
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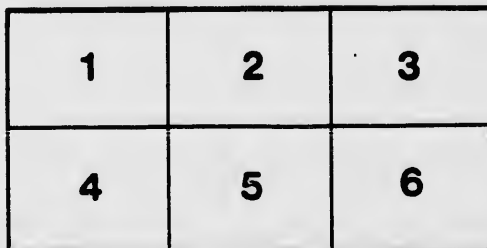
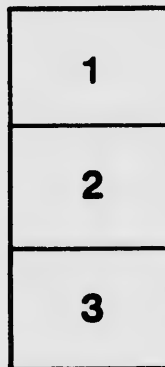
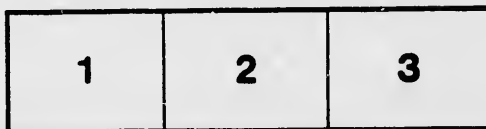
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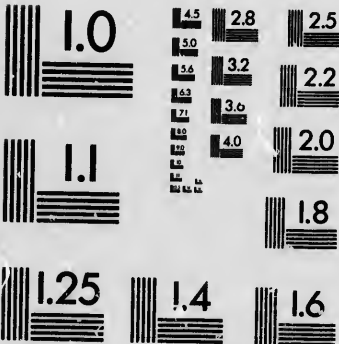
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1890

EDITION

R. HOLTBY MYERS & CO.'S

COMPLETE CATALOGUE

CANADIAN

NEWSPAPERS AND PERIODICALS

ONTARIO .....	Page	3
QUEBEC .....	"	18
NOVA SCOTIA .....	"	22
NEW BRUNSWICK .....	"	24
PRINCE EDWARD ISLAND .....	"	25
NEWFOUNDLAND .....	"	26
MANITOBA .....	"	27
NORTHWEST TERRITORIES .....	"	28
BRITISH COLUMBIA .....	"	29

1890  
48

ESTIMATES FREE.

FOR ANY INFORMATION ABOUT NEWSPAPER ADVERTISING  
ADDRESS,

R. HOLTBY MYERS & CO.

Newspaper Advertising Agency,

37 YONGE ST.

TORONTO, ONT., CANADA.

☞ This Catalogue cost Time—Money—Worry—Keep it for Reference. ☞

Specially Represented in Chicago by W. E. WILSON, 147 La Salle Street.

MILLER & SOOLE, PRINTERS, TORONTO.

# KEY TO GIRCULATION.



In doubt.....	—
Exceeding two hundred and fifty.....	A
Exceeding four hundred.....	B
Exceeding five hundred.....	C
Exceeding six hundred and fifty.....	D
Exceeding eight hundred.....	E
Exceeding one thousand.....	F
Exceeding twelve hundred and fifty.....	G
Exceeding fifteen hundred.....	H
Exceeding seventeen hundred and fifty.....	I
Exceeding two thousand.....	J
Exceeding two thousand five hundred.....	K
Exceeding three thousand.....	L
Exceeding four thousand.....	M
Exceeding five thousand.....	N
Exceeding seven thousand five hundred.....	O
Exceeding ten thousand.....	P
Exceeding twelve thousand five hundred.....	Q
Exceeding fifteen thousand.....	R
Exceeding seventeen thousand five hundred.....	S
Exceeding twenty thousand.....	T
Exceeding twenty-two thousand five hundred.....	U
Exceeding twenty-five thousand.....	V
Exceeding forty thousand.....	W
Exceeding fifty thousand.....	X
Exceeding seventy-five thousand.....	Y
Exceeding one hundred thousand.....	Z



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S

V  
W

W

1890 EDITION

# R. Holtby Myers & Co.'s

COMPLETE CATALOGUE

OF

## CANADIAN · PUBLICATIONS

CONTAINING

Carefully prepared Lists of all the Newspapers and Periodicals published in the Dominion of Canada, giving Circulation, Age and other valuable information.

SEPARATE LISTS OF THE LEADING DAILIES, WITH THEIR WEEKLIES, THE LEADING RELIGIOUS AND AGRICULTURAL PUBLICATIONS, LITERARY, SPORTING AND OTHER WEEKLIES, MONTHLY MAGAZINES, MEDICAL, SURGICAL AND DENTAL PUBLICATIONS, SCIENTIFIC, MECHANICAL, TRADE AND VARIOUS CLASS PUBLICATIONS, AND NEWSPAPERS PUBLISHED IN FOREIGN LANGUAGES WILL BE PREPARED ON APPLICATION.

### TORONTO REFERENCES:

STANDARD BANK OF CANADA.	McCLARY MANFG. Co. Wholesale Stove and Tinware Manfrs.	W. B. HAMILTON, SON & Co. Wholesale Boot and Shoe Mnfrs.
KILGOUR BROS. Wholesale Paper Bag Manfrs.	NORTHROP & LYMAN, Wholesale Patent Medicine Mfrs.	FRANK SMITH & Co. Wholesale Grocers.
WYLD, GRASSETT & DARLING, Wholesale Dry Goods Merchants.	WM. THOMSON & Co. Wholesale Hardware Merchants.	THE STEELE BROS. Co., Ltd. Wholesale Seed Merchants.
A. A. ALLAN & Co. Wholesale Furriers.	McMASTER & Co. Wholesale Dry Goods Merchants.	GEO. J. FVKE, Gen. Manager QUEBEC FIRE ASSURANCE Co.
ORR, HARVEY & Co. Wholesale Boot and Shoe Mnfrs.		

## OUR BUSINESS IS ADVERTISING! WHAT'S YOURS?

THERE are innumerable methods and means of advertising, but except through personal solicitation and correspondence, there is none equal to the newspaper announcement. This is the universal conviction of the advertisers of to day,—and to the man who does not believe it, we have neither the time or patience to convince him of the error of his anti-quarian ideas. But, while we believe there is no other method of advertising so far reaching and effective, there is none more extravagant or fruitless if improperly done. The more progressive and successful business men consider this subject one of special importance, and rarely pretend to give to the study of newspaper advertising the time it demands. It is a business by itself, in fact a science, and requires undivided thought and attention. **It is our business,** and we commend to your consideration these questions: Was newspaper advertising a success with you last year? If not—Why not? It pays others. It ought to pay YOU; and will—if **wisely done.** What you want to know is **How? When? Where?** These questions can only be satisfactorily answered through the Advertising Agency. Wouldn't it be a good idea to find out what we know about it? Our special province is to produce best effects in least space; to see that you get what you pay for by systematically checking advertisements; to save your **time** in writing, placing, checking and paying—**worry,** from publishers, agents and canvassers—and **money** as we are "wholesale buyers of space."

Our head office being in Toronto, the metropolis of Ontario, which Province alone publishes more than one-half of the papers in Canada, places us geographically in the best possible position to conduct your Canadian newspaper advertising satisfactorily. We wish American and English advertisers especially to note this fact, and consider our claim of being able to do their business in this field to better advantage than any home firm can.

It will be our earnest endeavor to conduct our business in such a manner that every publisher will be glad to receive our orders for advertising at the lowest price, and at the same time be willing to allow our patrons every concession which can, under any circumstance, be permitted in the matter of choice position or editorial mention.

R. HOLTBY MYERS & CO.

# DIRECTIONS

## For Getting a Correct Estimate

WE solicit the management of your advertising and will be pleased to submit an estimate. In writing to obtain the same, please observe the following observations:

1. When possible always send copy of your advertisement. If you have no printed copy, send it in writing.
2. Mention the space you wish it to occupy in lines or inches, but not in squares.
3. Name the papers you wish to use. If undecided on this point, state the cities and towns, or at least the particular section of country you would like to cover and class of consumers you you desire to reach.
4. State the length of time you desire it inserted, and whether daily, e. o. d., twice a week, or weekly.
5. In case your plans are not fully matured, it is always well to state about the amount of money you propose expending. By doing so you will enable us to make the most suitable selection for your use, including only the best and cheapest papers to cover the ground.

A printed proof of an advertisement will be furnished before it is forwarded to the newspaper, and for this we make no charge.

No charge for estimates. Address,

**R. HOLTBY MYERS & CO.,**  
Newspaper Advertising Agency,  
37 Yonge Street,  
TORONTO, ONT., CANADA.



## POINTERS

WE wish advertisers and publishers to note especially that we are thoroughly INDEPENDENT. We neither own or publish any papers, and therefore have no object in advising advertisers to use inferior sheets in order to bolster up our legitimate business.

.. .. .

NEWSPAPER advertising is a science, and one who has spent a lifetime in its study will readily admit there is much to learn. No advertiser who attends to the details of his own business and is thoroughly conversant with them, can give to the study of newspaper advertising the time it requires. That is a business by itself, and requires undivided thought and attention.—*Chicago Daily News.*

.. .. .

IN advertising, steady, thoughtful, persistent work tells. Spasmodic, impulsive advertising is rarely profitable. Do not neglect the dealer, but work especially for the *consumer*. Create a demand among those who *use* your goods, and the dealer will seek you. Make plans *carefully*—but when made, stick to them, and in time success will follow. An everchanging policy will inevitably result in failure.—*Chicago Daily News.*

.. .. .

*Newspaper Advertising, Brightly Started, Rightly Stuck To, Solidly Backed Up*, insures business success.—*Exchange.*

THE marked value of a half-inch white space at the top of an announcement, in making it conspicuous to the eye of a reader, is something which few advertisers can appreciate, although the fact is unquestioned.

The advertising agent knows that a little unoccupied space possesses power to catch the eye of a reader, and that is the main object in view in the preparation of an advertisement.

If the agent felt justified in assuming the responsibility he would often boil down the matter furnished him to a concise statement of facts: he would then devote all the space necessary to make the facts conspicuous: but suggestions to this effect from the agent are rarely received by the advertiser with much enthusiasm. A shrug of the shoulders generally gives expression to the idea which is present in his mind. He fails to see any good reason why all his space should not be as fully occupied as type will admit. Sometimes an advertiser will use a type so small that only young eyes can read it, although the article to be sold may only find buyers among the old and middle aged.

A good advertisement inserted once is worth many consecutive issues of one which is blind, poor, illegible or likely to escape being seen by a reader of the paper.—*Printers' Ink.*

# ONTARIO.

## Complete List of Publications for the Province of Ontario.

PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Estab- lishd	D. W. or M.
Acton .....	1,250	Free Press .....	Ind. ....	E.	1875	W
Alliston .....	1,756	Herald .....	T Cons ..	D.	1871	W
Alexandria .....	2,000	Glengarian .....	Cons ..	J.	1885	W
Almonte .....	3,000	Times .....	Cons ..	D.	1882	W
" .....	"	Gazette .....	Ref. ...	J.	1867	W
Alvinston .....	1,200	Free Press .....	Ind. ....	D.	1885	W
Amherstburg .....	3,000	Echo .....	Ref. ....	K.	1874	W
Arnprior .....	2,450	Chronicle .....	Cons ..	D.	1879	W
Arthur .....	1,400	Enterprise .....	T Cons ..	E.	1862	W
Athens .....	700	Reporter .....	H .....	A.	1885	W
Aurora .....	2,000	Banner .....	T Ref. ...	E.	1861	W
Aylmer .....	1,800	Express .....	Ind. ...	F.	1873	W
" .....	"	Sun .....	T Ind. ...	D.	1886	W
Ayr .....	1,300	Recorder .....	T Ref. ...	C.	1880	W
Barrie .....	5,860	Examiner .....	Ref. ...	F.	1863	W
" .....	"	<b>GAZETTE</b> (p 38) .....	Ref. ...	F.	1867	W
" .....	"	Advance .....	Cons ..	F.	1852	W
Beamsville .....	800	Advertiser .....	T Ind. ...	B.	1885	W
Beaverton .....	1,000	Express .....	T Ind. ...	C.	1881	W
Beeton .....	900	World .....	T Ind. ...	H.	1883	W
" .....	"	Canadian Bee Journal .....	Bee Cul.	K.	1884	W
Belmont .....	600	<b>TIMES</b> (p 35) .....	T Ind. ...	C.	1888	W
Belleville .....	10,500	Intelligencer .....	Cons ..	F.	1867	D
" .....	"	Intelligencer .....	Cons ..	L.	1834	W
" .....	"	Ontario .....	Ref. ...	F.	1870	D
" .....	"	Ontario Chronicle .....	Ref. ...	L.	1838	W
Berlin .....	5,500	News .....	Cons ..	C.	1878	D
" .....	"	News .....	Cons ..	E.	1878	W
" .....	"	Telegraph .....	Ref. ...	E.	1859	W
" .....	"	Journal (Ger) .....	Ref. ...	J.	1859	W

# Burlington Budget

6

R. HOLTBY MYERS & Co.'s

PLACE.	Popula- tion.	NAME OF PAPER	Politics.	Circu- lation.	Estab- lishd	D. W. or M.
Berlin .....	5,500	Evangeliums Panier (Ger)..	Men...	B.	1877	S Mo
" .....	"	Gospel Banner .....	Men...	G.	1877	S Mo
" .....	"	Lutherischer Friedensbote..	Luth...	F.	1883	M
Blenheim .....	2,170	Rondeau News.....	H Ind...	F.	1873	W
Blyth.....	1,100	Standard.....	T Ind...	C.	1887	W
Bobcaygeon.....	850	Independent .....	Ind. . .	F.	1870	W
Bothwell .....	1,000	Times.....	T Ind...	E.	1870	W
Bowmanville .....	3,950	Statesman .....	Ref....	J.	1854	W
" .....	"	News .....	Ind....	F.	1874	W
" .....	"	{ Medical Adviser and Farm Help.....	Agri. & Med. }	G.	1884	M
" .....	"	Home and School.....	School.	A.	1888	M
" .....	"	Sun .....	H Ind...	B.	1883	W
" .....	"	Musical Monitor.....	Music..	A.	1889	M
Bracebridge.....	1,650	Gazette .....	T Ref....	C.	1872	W
" .....	"	<b>HERALD</b> (p 34).....	T Cons ..	C.	1878	W
Bradford.....	1,400	News.....	T Ref....	D.	1866	W
" .....	"	Witness.....	H Cons ..	D.	1879	W
Brampton.....	3,500	<b>CONSERVATOR</b> (p 41)	Cons ..	H.	1873	W
" .....	"	Times.....	Ref....	H.	1856	W
" .....	"	Peel Banner.....	Ref....	H.	1868	W
Brantford.....	12,600	Courier.....	Cons ..	C.	1871	D
" .....	"	Courier.....	Cons ..	F.	1839	W
" .....	"	Expositor .....	Ref. . .	D.	1871	D
" .....	"	Expositor.....	Ref....	K.	1851	W
" .....	"	Telegram.....	Cons ..	C.	1879	D
" .....	"	Telegram .....	Cons ..	J.	1860	W
Brighton .....	1,900	<b>ENSIGN</b> (p 33).....	T Ind....	F.	1871	W
Brockville .....	8,500	Recorder .....	Ref....	E.	1872	D
" .....	"	Recorder .....	Ref....	G.	1820	W
" .....	"	Times.....	Cons ..	E.	1882	D
" .....	"	Times.....	Cons ..	J.	1882	W
Brussels.....	1,500	Post.....	Ref. . .	D.	1872	W
Burk's Falls.....	500	Arrow.....	H Ind....	C.	1885	W
Caledonia.....	1,300	Grand River Sachem....	Cons ..	H.	1855	W
Campbellford.....	1,800	Herald.....	Ind....	E.	1873	W
Cannington.....	1,000	Gleaner.....	T Cons ..	F.	1871	W
Carleton Place....	3,500	Central Canadian .....	Cons ..	H.	1876	W
" .....	"	Herald .....	Ref....	H.	1850	W
Cayuga.....	1,000	Haldimand Advocate ....	T F....	E.	1868	W

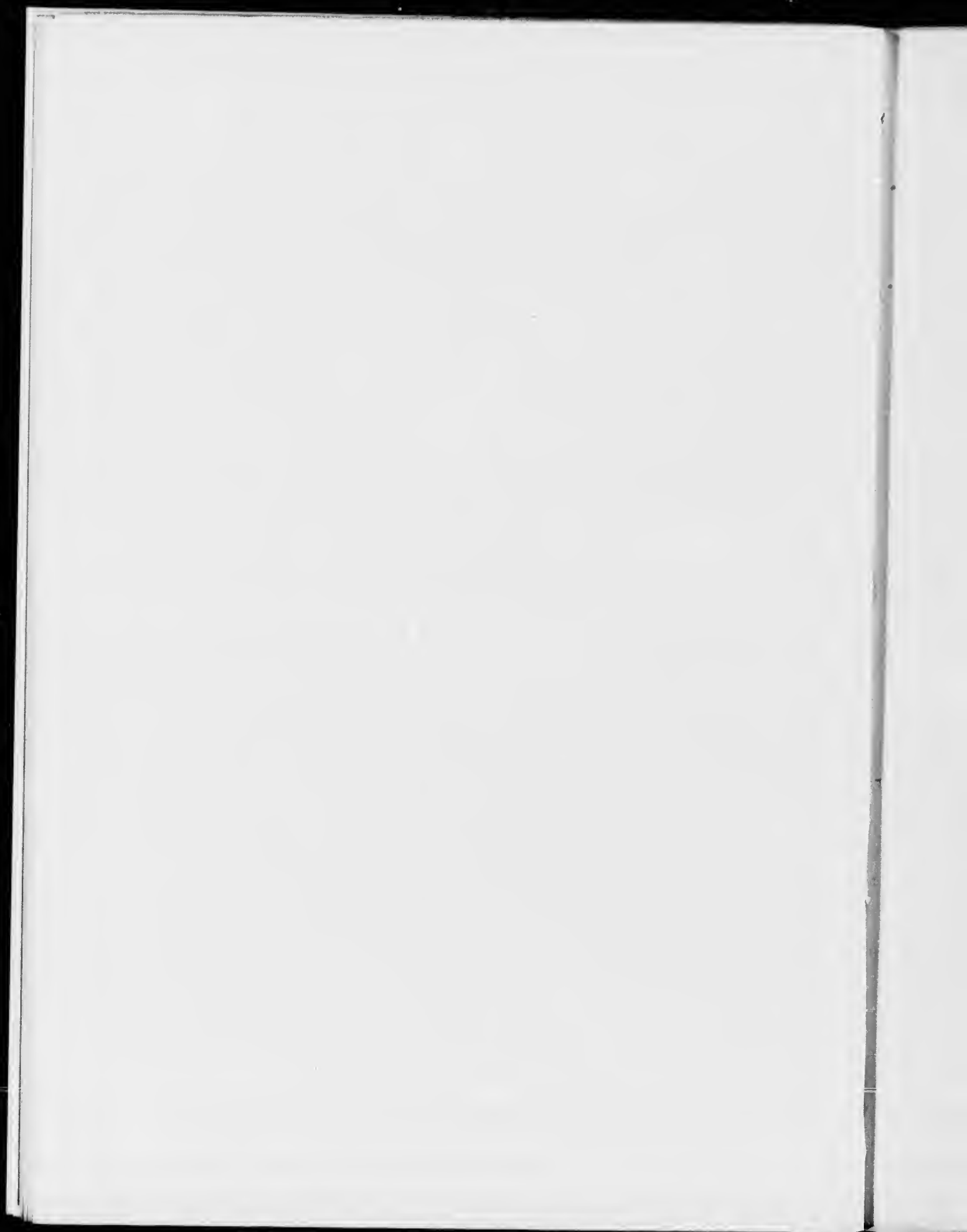
CATALOGUE OF CANADIAN PUBLICATIONS.

PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Estab- lishd	D. W. or M.
Chatham.....	9,500	Planet.....	Cons..	L.	1851	W
".....	"	Planet.....	Cons....	C.	o851	T W
".....	"	Banner.....	Ref....	J.	1864	W
Chatsworth.....	800	News.....	T Ind....	D.	1885	W
Chesley.....	1,800	Enterprise.....	Ind....	E.	1878	W
Clinton.....	3,000	News Record.....	Cons..	I.	1878	W
".....	"	New Era.....	Ref..	H.	1865	W
Cobourg.....	5,000	Sentinel Star.....	Cons..	F.	1831	W
".....	"	World.....	Ref....	II.	1875	W
".....	"	Acta Victoriana.....	Coll..	C.	1876	M
Colborne.....	1,300	Express.....	T Cons..	C.	1866	W
".....	"	Enterprise.....	T Ref....	E.	1880	W
Coldwater.....	600	Tribune.....	Ind..	B.	1884	W
Collingwood.....	5,500	Bulletin.....	Ref....	G.	1869	W
".....	"	Messenger.....	Cons..	F.	1856	W
Comber.....	900	Independent.....	T Ind....	D.	1883	W
Cornwall.....	8,000	Standard.....	Cons..	J.	1876	W
".....	"	Freeholder.....	Ref..	L.	1846	W
Creemore.....	600	Advertiser.....	Ind....	B.	1888	W
".....	"	Herald.....	Ind....	B.	1888	W
".....	"	Star.....	T.....	.....	.....	W
Deseronto.....	2,800	Tribune.....	Ind....	E.	1883	W
".....	"	Ind. Forester.....	Soc....	A.	1879	W
Drayton.....	1,100	Times.....	T Ind....	C	1884	W
Dresden.....	2,700	Times.....	T Ind....	F	1872	W
Drumbo.....	550	Record.....	.....	A	1889	W
Dundalk.....	800	Herald.....	T Ind....	D	1881	W
Dundas.....	3,000	Standard.....	Cons....	H	1876	W
".....	"	True Banner.....	Ref....	H	1857	W
Dunnville.....	2,300	Gazette.....	T Cons..	E	1870	W
".....	"	Reform Press.....	T Ref....	E	1873	W
Durham.....	1,100	Chronicle.....	T Cons..	F	1862	W
".....	"	Grey Review.....	Ref....	E	1878	W
Dutton.....	850	Enterprise.....	T Ind....	D	1880	W
".....	"	<b>ADVANCE</b> (p 36).....	T Ind....	B	1889	W
Eganville.....	1,000	Enterprise.....	H Cons..	D	1878	W
Elmira.....	1,300	Advertiser.....	H Ind....	C	1882	W
Elora.....	1,500	Express.....	H Ref....	C	1874	W
Embro.....	800	Courier.....	H Ind....	B	1880	W
Erin.....	900	Eye.....	T Ind....	D	1880	W
".....	"	Ontario Evangelist.....	Evan .	A	1886	M



PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Esta- blshd	D. W. or M.
Essex Centre.....	1,700	Essex <del>Liberal</del> <i>Essex News</i>	Ind....	F	1884	W
Everton.....	300	Evangelist (see Erin.....)				
Exeter.....	2,000	Advocate.....	T	Cons...	F	1887 W
".....	"	Times.....		Cons...	H	1873 W
Farmersville.....	800	Reporter.....	H	Ref....	D	1888 W
Fenelon Falls....	1,500	Gazette.....	T	Ref....	B	1872 W
Fergus.....	2,000	News Record.....		Ind Ref	H	1858 W
".....	"	Advocate.....	T	Ind....	E	1885 W
Flesherton.....	663	Advance.....	H	Cons...	D	1880 W
Forest.....	1,700	Free Press.....		Ind....	I	1879 W
Fort William.....	700	Journal.....	T	Local..	B	1887 W
Galt.....	6,500	Reformer.....		Ref....	H	1848 W
".....	"	Reporter.....		Cons..	J	1847 W
".....	"	Hotel World & Trav. Guide		Com....	..	1886 M
Gananoque.....	3,100	Reporter.....		Ref....	E	1872 W
".....	"	Journal.....	T	Cons..	F	1883 W
Georgetown.....	1,700	Herald.....		Ind....	D	1865 W
Glencoe.....	2,000	Transcript.....	H	Ind....	E	1870 W
Goderich.....	5,000	Signal.....		Ref....	G	1848 W
".....	"	<b>STAR</b> (p 35).....		Cons...	F	1866 W
Gore Bay.....	500	Manitoulin Guide.....		Ind....	E	1878 W
Gorrie.....	600	Videtti.....	T	Ind....	B	1885 W
Grand Valley.....	600	<b>STAR</b> (p 33).....	T	Ind....	A	1886 W
Gravenhurst.....	2,300	Banner.....		Ind....	E	1880 W
Grimsby.....	1,000	<b>Independent</b> (p 35).....	T	Ind....	C	1885 W
".....	"	Can. Horticulturalist.....		Horti..	L	1876 M
Guelph.....	11,000	Herald.....		Cons...	F	1872 D
".....	"	Herald.....		Cons...	L	1847 W
".....	"	Mercury.....		Ref....	F	1867 D
".....	"	Mercury.....		Ref....	M	1853 W
".....	"	National (see Toronto).....				
".....	"	Ontario Evangelist.....		Pres....	A	1886 M
Hamilton.....	42,000	Times.....		Ref....	O	1858 D
".....	"	Times.....		Ref....	O	1858 W
".....	"	Spectator.....		Cons...	P	1848 D
".....	"	Spectator.....		Cons...	P	1848 W
".....	"	Herald.....		Ind....	N	1889 D
".....	"	British Lion (colored).....		Edu....	..	1881 M
".....	"	Can. Ch. Mag. & Mis. News		Epis....	..	1886 M
".....	"	Can. Live Stock Journal...		L. Stk..	P	1883 M





PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Estab- lished	D. W. or M.
Hamilton.....	42,000	Inter. Royal Templar.....	Temp..	V	1882	M
" .....	"	Portfolio .....	Coll...	A	1876	M
" .....	"	Protestant Churchman.....	Epis....	..	1878	M
Hanover.....	1,300	Post.....	Ind....	D	1871	W
Harriston .....	1,000	Tribune .....	Ref....	F	1872	W
Hastings.....	1,000	Star .....	Cons...	E	1878	W
Hepworth.....	300	Sun.....	Ind....	..	1889	W
Humberstone....	800	Volksblatt (Ger).....	Luth. .	A	1870	S M
Huntsville.....	1,000	Forester.....	Ref....	D	1877	W
Ingersoll.....	5,000	Chronicle .....	Ref....	J	1852	W
" .....	"	Tribune .....	Cons...	H	1873	W
" .....	"	Sun.....	Ind....	E	1882	W
Iroquois .....	1,000	News.....	Ind....	D	1889	W
Jarvis .....	1,000	Record .....	Ind....	E	1878	W
Keewatin .....	1,000	Hustler.....	Ind....	B	1888	W
Kincardine.....	3,650	Reporter.....	Ref....	H	1866	W
" .....	"	Review .....	Ind....	G	1863	W
Kingston .....	16,000	Whig.....	Ref....	H	1834	D
" .....	"	Whig.....	Ref....	N	1834	W
" .....	"	News.....	Cons...	J	1851	D
" .....	"	News Chronicle .....	Cons...	K	1810	W
" .....	"	Queen's College Journal....	Coll....	E	1885	S M
Kingsville.....	1,000	Reporter. ....	Ind....	F	1876	W
Lakefield. ....	1,400	Chronicle .....	Ind....	C	1887	W
Leamington .....	1,700	Post.....	Ind....	G	1873	W
Lindsay.....	6,500	Warder.....	Ind....	M	1856	W
" .....	"	Post.....	Ref....	M	1857	W
" .....	"	<del>Recorder .....</del>	Cons...	F	1888	W
Listowel.....	3,000	Banner .....	Ref....	G	1866	W
" .....	"	Standard .....	Cons....	E	1878	W
Little Current....	825	Algoma Gossip.....	Cons...	B	1866	W
" .....	"	Manitoulin Expositor ....	Ref....	B	1879	W
London.....	26,500	<b>FREE PRESS</b> (p 33)..	Cons...	P	1859	D
" .....	"	<b>FREE PRESS</b> (p 33)...	Cons...	..	1848	W
" .....	"	Advertiser.....	Ref....	O	1863	D
" .....	"	Advertiser .....	Ref....	V	1863	W
" .....	"	<b>Grand Trunk Bulletin</b> (p 39)	Advt... O	1877	W	
" .....	"	Catholic Record .....	Cath... P	1878	W	
" .....	"	Echo.....	Local.. P	1880	W	
" .....	"	Canadian Entomologist....	Science B	1868	M	

*Witchman*

PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Esta- blishd	D. W. or M.
London.....	26,500	Canadian Forester.....	Forest..	H	1881	M
" .....	"	Canadian Wheelman .....	Cycling	E	1883	M
" .....	"	Farmers' Advocate.....	Agri. ...	T	1866	M
" .....	"	Forest City.....	Ind....	E	1888	W
" .....	"	International Good Templar	Temp..	..	1888	M
L'Original. ....	1,000	Advertiser.....	T	Cons...	D	1868 W
" .....	"	Advocate .....		Ref....	F	1888 W
Lucan.....	1,200	Enterprise.....		Cons...	B	1883 W
" .....	"	<b>RECORD</b> (p 33).....		Cons..	C	1889 W
Lucknow.....	1,500	Sentinel.....	H	Ref....	E	1873 W
Madoc.....	1,400	Review.....		Ind....	E	1877 W
Markdale.....	800	Standard .....		Ind....	D	1875 W
Mallorytown.....	300	Express.....	H	Ind....	A	1885 W
Mattawa.....	1,000	News.....	H	Ind....	B	1889 W
Markham.....	1,400	Economist.....		Ref....	H	1856 W
" .....	"	Sun.....		Ind....	C	1876 W
Meaford.....	2,300	Mirror.....		Cons...	E	1882 W
" .....	"	Monitor .....		Ref....	E	1868 W
Midland.....	1,400	Free Press.....	T	Ind....	D	1882 W
Millbrock.....	1,300	Reporter.....		Cons...	E	1857 W
Milton.....	2,000	Champion .....		Ind....	E	1860 W
" .....	"	<b>REFORMER</b> (p 38)....	H	Ref....	C	1885 W
Minden.....	450	Echo.....	H	Cons..	.	1884 W
Mitchell.....	2,400	Advertiser .....		Ind....	F	1885 W
" .....	"	Advocate .....		Cons...	K	1860 W
" .....	"	Recorder .....	H	Ref....	E	1877 W
Morrisburgh.....	2,000	<b>COURIER</b> (p 36)....	T	Cons...	G	1862 W
" .....	"	Herald.. .....	T	Ref....	G	1874 W
Mount Forest....	2,360	Confed. and Examiner...H		Ref....	F	1866 W
" .....	"	Representative .....	T	Cons...	E	1885 W
Napanee.....	4,500	Beaver.....		Cons...	L	1870 W
" .....	"	Express .....	T	Ref....	H	1870 W
New Hamburg ..	1,400	Canadisches Volksblatt ...		Ger....	G	1854 W
" .....	"	Independent .....	T	Ind....	E	1879 W
" .....	"	Kirchenblatt .....		Germ..	A	1868 S M
Newmarket.....	2,400	Era .....		Ind....	H	1852 W
" .....	"	North York Reformer....T		Ref....	E	1876 W
" .....	"	Canadian Independent.....		Cong..	F	1854 W
Niagara Falls....	5,000	Review .....	T	Ind....	F	1879 W
" .....	"	Welland Co. Gazette.....		Ind....	A	1885 W
" .....	"	Record .....		J	1888	W

CATALOGUE OF CANADIAN PUBLICATIONS.

PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Esta- blishd	D. W. or M.
North Bay.....	800	Nipissing Times.....	Ind....	..	1885	W
Norwich.....	1,900	Gazette.....	Ind....	E	1877	W
Norwood.....	1,300	Register.....	H Ind....	E	1865	W
Oakville.....	2,000	Star.....	Ind....	C	1881	W
Omemeé.....	800	Herald.....	T Cons...	C	1878	W
Orangeville.....	3,500	Advertiser.....	H Ref....	F	1867	W
".....	"	Post.....	Cons...	H	1879	W
".....	"	Sun.....	Cons...	E	1860	W
Orillia.....	4,000	Times.....	Ref....	B	1889	D
".....	"	Times.....	Ref....	F	1867	W
".....	"	News Letter.....	Non-P'y	J	1884	W
".....	"	Packet.....	Cons...	G	1870	W
".....	"	Canadian Workman.....	Soc.....	N	1888	M
Orono.....	1,000	News.....	T Ind....	C	1885	W
Oshawa.....	4,750	Ontario Reformer.....	Ref....	F	1871	W
".....	"	Vindicator.....	Cons...	G	1853	W
Ottawa.....	40,000	Citizen.....	Cons..	H	1864	D
".....	"	Citizen.....	Cons..	N	1844	S W
".....	"	Free Press.....	Ref....	L	1869	D
".....	"	Free Press.....	Ref....	M	1869	S W
".....	"	Journal.....	Ind....	M	1885	D
".....	"	Journal.....	Ind....	L	1885	S W
".....	"	Le Canada.....	Cons...	K	1879	D
".....	"	Le Canada.....	Cons..	J	1879	W
".....	"	Can. Gazette, Gov't ads. only.....	.....	A	....	W
".....	"	Canadian Militia Gazette... ..	Mil....	H	1885	W
".....	"	United Canada.....	Ind....	J	1888	W
".....	"	Canadian Mining Review ..	Mining.	K	1882	M
".....	"	<b>Health Journal</b> (p 34)....	Hygene	J	1874	M
".....	"	<b>OWL</b> (p 41).....	Coll. ...	..	1888	Col. year
".....	"	La Lyre D'or.....	Literary	H	1888	M
".....	"	Woman's Journal.....	Temp..	L	1884	M
".....	"	Anglo-Saxon.....	SOEBS	F	1877	M
Owen Sound.....	6,000	Advertiser.....	Ref....	G	1862	W
".....	"	Times.....	Cons....	G	1853	W
".....	"	Co-Operator Patron.....	P of H.	J	1881	M
Paisley.....	1,550	Advocate.....	T Ind....	D	1864	W
Palmerston.....	1,000	Telegraph.....	Cons..	D	1876	W
Paris.....	3,700	Review.....	T Cons....	F	1870	W
".....	"	Star Transcript.....	Ref....	J	1850	W

PLACE.	Popu- lation.	NAME OF PAPER.	Politics.	Circu- lation.	Esta- blishd	D. W. or M.
Paris.....	3,700	Sons of Temperance.....	Temp..	F	1886	M
Parkdale.....	7,000	<b>TIMES</b> (p 36).....	Ref....	M	1884	W
Parkhill.....	2,000	Gazette.....	T Ind....	C	1860	W
".....	"	<b>REVIEW</b> (p 37).....	Ref....	F	1885	W
Parry Sound.....	1,700	North Star.....	T Ind....	E	1874	W
Pembroke.....	3,800	Observer.....	Ref....	J	1856	W
".....	"	Standard.....	Cons....	H	1873	W
Pepetangishene.....	1,000	Herald.....	T Ind....	C	1881	W
Perth.....	3,000	Courier.....	Ref....	H	1834	W — 2M
".....	"	Expositor.....	Cons....	F	1861	W — 1M
".....	"	Star.....	Ind....	E	1888	W
Peterboro.....	10,000	Review.....	Cons....	E	1878	D
".....	"	Review.....	Cons....	K	1852	W
".....	"	Examiner.....	Ref....	F	1882	D
".....	"	Examiner.....	Ref....	K	1847	W
".....	"	<b>TIMES</b> (p 38).....	Ind....	G	1884	D
".....	"	<b>TIMES</b> (p 38).....	Ind....	L	1872	W
".....	"	Canadian Lumberman.....	Com....	K	1880	M
".....	"	Can. Agriculturalist.....	Agri....	T	1884	M
Petrolia.....	5,200	Advertiser.....	T Cons....	F	1865	W
".....	"	Topic.....	H Ref....	E	1879	W
Pleckerling.....	1,000	News.....	Ind....	D	1881	W
Port Huron.....	3,000	Gazette.....	Cons....	H	1834	W
".....	"	Times.....	Ref....	H	1853	W
Plattsville.....	800	Echo.....	H Ind....	D	1887	W
Point Edward.....	1,800	Post.....	T Ind....	D	1886	W
Port Arthur.....	7,000	Sentinel.....	Ind....	C	1875	W
".....	"	Herald.....	Local..	E	1885	W
Port Dover.....	1,400	Maple Leaf.....	T Cons....	E	1871	W
Port Elgin.....	2,100	Times.....	T Ind....	F	1876	W
Port Hope.....	6,000	Guide.....	Ref....	C	1878	D
".....	"	Guide.....	Ref....	K	1831	W
".....	"	Times.....	Cons....	C	1882	D
".....	"	Times.....	Cons....	J	1862	W
Port Perry.....	1,900	Observer.....	Cons....	C	1858	W
".....	"	Standard.....	Ref....	H	1860	W
Prescott.....	3,500	Messenger.....	Cons....	F	1855	W
".....	"	Telegraph.....	Ref....	E	1847	W
Preston.....	2,300	Progress.....	Ind....	E	1886	W
Rat Portage.....	1,300	Review.....	Ref....	"	1880	W

PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Esta- blishd	D. W. or M.
Renfrew . . . . .	2,000	Journal . . . . .	Ind. . . . .	I	1886	W
" . . . . .	"	Mercury . . . . .	Ref. . . . .	D	1871	W
Richmond Hill . . . . .	1,000	Liberal . . . . .	Ref. . . . .	C	1878	W
" . . . . .	"	Herald . . . . .	Cons. . . . .	C	1859	W
Ridgton . . . . .	3,000	Plainsdealer . . . . .	Ref. . . . .	G	1877	W
" . . . . .	"	Standard . . . . .	Cons. . . . .	F	1880	W
Rockwood . . . . .	675	Advance . . . . .	Ind. . . . .	A	1880	W
Rodney . . . . .	750	Mercury . . . . .	Ind. . . . .	E	1883	W
St. Catharines . . . . .	10,500	Evening Journal . . . . .	Cons. . . . .	H	1826	D
" . . . . .	"	Journal . . . . .	Cons. . . . .	K	1826	W
" . . . . .	"	Gazette . . . . .	Ref. . . . .	F	1872	D
" . . . . .	"	Gazette . . . . .	Ref. . . . .	L	1872	W
" . . . . .	"	Star . . . . .	Cons. . . . .	C	1887	D
" . . . . .	"	Star . . . . .	Cons. . . . .	D	1887	W
St. George . . . . .	625	<b>JOURNAL</b> (p 34) . . . . .	H Ind. . . . .	C	1888	W
St. Mary's . . . . .	4,600	Journal . . . . .	Cons. . . . .	F	1876	W
" . . . . .	"	Argus . . . . .	Ref. . . . .	F	1856	W
St. Thomas . . . . .	11,000	Journal . . . . .	Ref. . . . .	H	1881	D
" . . . . .	"	Journal . . . . .	Ref. . . . .	L	1859	W
" . . . . .	"	Times . . . . .	Cons. . . . .	I	1882	D
" . . . . .	"	Times . . . . .	Cons. . . . .	N	1873	W
" . . . . .	"	Almafilian . . . . .	Coll. . . . .		1886	M
Sarnia . . . . .	6,200	Canadian . . . . .	Cons. . . . .	H	1857	W
" . . . . .	"	Observer . . . . .	Ref. . . . .	K	1854	W
" . . . . .	"	Sun . . . . .	Ind. . . . .	C	1884	W
Sault Ste. Marie . . . . .	1,000	Algoma Pioneer . . . . .	Ind. . . . .	C	1874	W
" . . . . .	"	Express . . . . .	Local . . . . .	A	1888	W
Seaforth . . . . .	3,500	Huron Expositor . . . . .	Ref. . . . .	L	1867	W
" . . . . .	"	Sun . . . . .	Cons. . . . .	G	1880	W
Sebringville . . . . .	450	Lutherisches Volksblatt, (G)	Luth. . . . .	F	1870	S M
Shelburne . . . . .	1,200	Free Press . . . . .	Cons. . . . .	F	1875	W
" . . . . .	"	Economist . . . . .	Ref. . . . .	E	1883	W
Simcoe . . . . .	3,100	British Canadian . . . . .	Cons. . . . .	F	1861	W
" . . . . .	"	Norfolk Reformer . . . . .	Ref. . . . .	H	1858	W
Smith's Falls . . . . .	3,200	News . . . . .	Cons. . . . .	H	1870	W
" . . . . .	"	Record . . . . .	Ref. . . . .	D	1887	W
Southampton . . . . .	"	<b>BEACON</b> (p 37) . . . . .	H Ind. . . . .	C	1888	W
Springfield . . . . .	1,883	Argus . . . . .	H Ind. . . . .	D	1883	W
Stayner . . . . .	1,800	Sun . . . . .	Non-Pol	C	1877	W
Sterling . . . . .	900	News Argus . . . . .	Ind. . . . .	D	1879	W



PLACE.	Popula- tion.	NAME OF PAPER	Politics.	Circu- lation.	Eta- blshd	D. W. or M.
Stouffville.....	1,200.	Tribune.....	T Ref....	C	1888	W
Stratford.....	10,000	Advertiser.....	T Ind. . .	C	1881	W
".....	"	Beacon.....	Ref... .	K	1854	W
".....	"	Herald.....	Cons... .	C	1887	D
".....	"	Herald.....	Cons... .	H	1863	W
".....	"	Times.....	Cons... .	H	1876	W
".....	"	Der Canadischer Kolonist (G)	Ref.... .	G	1864	W
Strathroy.....	4,000	Age.....	Ref.... .	G	1867	W
".....	"	Western Despatch.....	Cons... .	G	1861	W
Streetsville.....	1,000	Review.....	H Ind... .	D	1887	W
Tara.....	800	Leader.....	T Ind.... .	E	1881	W
Teeswater.....	1,500	News.....	T Ref.... .	B	1874	W
Thamesville. ....	800	Herald.....	T Ind.... .	C	1886	W
Thessalon.....	550	Advocate.....	Ind... .	B	1888	W
".....	"	Christian Monthly.....	Undeno ..		1888	M
Thornbury.....	2,000	Union Standard.....	T Ind.... .	D	1873	W
Thorold.....	2,800	Post.....		D	1875	W
Tilbury Centre....	1,000	Times.....	T Ind.... .	D	1884	W
Tilsonburg.....	2,800	Liberal.....	Ref.... .	E	1877	W
".....	"	<b>OBSERVER</b> (p 40).....	Cons... .	F	1863	W
Tiverton.....	800	Watchman.....	H Ref.... .	C	1873	W
Toronto.....	175,000	Empire.....	Cons... .		1887	D
".....	"	Empire.....	Cons.... .		1887	W
".....	"	Globe.....	Ref.... .	V	1844	D
".....	"	Globe.....	Ref.... .	V	1844	W
".....	"	Mail.....	Ind.... .	V	1872	D
".....	"	Mail.....	Ind... .	X	1872	W
".....	"	News.....	Ind.... .	T	1880	D
".....	"	News.....	Ind.... .	P	1884	W
".....	"	Telegram.....	Ind.... .	T	1876	D
".....	"	World.....	Ind.... .	Q	1880	D
".....	"	Presbyterian.....	Pres... .	O	1871	W
".....	"	Presbyterian Review.....	Pres... .	N	1884	W
".....	"	Week.....	Lit.... .	M	1883	W
".....	"	Dominion Oddfellow.....	Soc.... .	N	1880	W
".....	"	Catholic Review.....	Cath... .	L	1887	W
".....	"	Irish Canadian.....	Cath. . .	P	1863	W
".....	"	Canadian Baptist.....	Bapt... .	N	1854	W
".....	"	Christian Guardian.....	Meth... .	R	1829	W
".....	"	Sentinel.....	Soc.... .	S	1870	W

PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Esta- blshd	D. W. or M.
Toronto.....	175,000	Monetary Times .....	Com...	N	1866	W
" .....	"	Grip .....	Humor.	P	1873	W
" .....	"	Canadian Grocer.....	Trade..	L	1886	W
" .....	"	Forest and Farm.....	Family.	N	1886	W
" .....	"	Canadian Sportsman.....	Sport..	N	1874	W
" .....	"	Canadian Labor Reformer..	Labor..	M	1885	W
" .....	"	Canadian Advance .....	Non-Se	M	1887	W
" .....	"	Dominion Churchman.....	Epis...	N	1875	W
" .....	"	Evangel. " .....	Epis...	L	1876	W
" .....	"	Farm and Fireside .....	Agri...	V	1887	W
" .....	"	North Ender.....	Local..	J	1887	W
" .....	"	Saturday Night.....	Society.		1887	W
" .....	"	Truth .....			1870	W
" .....	"	'Varsity .....	Coll. ...	E	1880	W
" .....	"	York Citizen .....	Local... H		1888	W
" .....	"	Can. Manufacturer and In- dustrial World.....	Indl... ..		1882	S M
" .....	"	Canadian Practitioner.....	Phar... F		1876	S M
" .....	"	Educational Journal.....	Educ... M		1885	S M
" .....	"	Merchant.....	Com... J		1888	S M
" .....	"	Books and Notions.....	Trade.. F		1884	M
" .....	"	Hardware.....	Trade.. F		1889	M
" .....	"	Budget .....	Ins.... F		1881	M
" .....	"	Canada Educa. Monthly....	Educ... H		1879	M
" .....	"	Canada Law Times.....	Legal.. E		1881	S M
" .....	"	Canada Metho. Magazine ..	Lit.... L		1875	M
" .....	"	Can. Missionary and Church and Home Magazine....	Epis... M		1883	M
" .....	"	Canadian Overseer.....	AOUW C		1885	M
" .....	"	Can. Pharmaceutical Journal	Phar... G		1868	M
" .....	"	Canadian Poultry Review...	Stock... H		1877	M
" .....	"	Dominion Mechanical and Milling News.....	M & M J		1883	M
" .....	"	Freemason .....	Masonic O		1881	M
" .....	"	Knox College Monthly....	Coll.... ..		1879	M
" .....	"	Ladies Journal.....	Fash... ..		1880	M
" .....	"	Massey Illustrated .....	Adv... ..		1881	M
" .....	"	Pigeons and Pets.....	Pigeon. M		1888	M
" .....	"	Railway Life .....	Railway C		1886	M
" .....	"	Rural Canadian. ....	Agri... P		1877	M

PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Eta- blshd	D. W. or M.
Toronto	175,000	Sunday School Banner	S S Jou	R	1866	M
"	"	Canadian Meth. Quarterly	Meth.	H	1889	Q
"	"	<b>Canadian Citizen</b> (p 34)	Temp.	N	1880	W
"	"	Fireside Weekly	Story.	N	1884	W
"	"	Canadian Craftman	Masonic	L	1865	M
"	"	Canadian Nation	Eq. Rts.	...	1889	W
"	"	National	Cons.	H	1872	W
"	"	Secular Thought	.....	...	1885	W
"	"	Canadian Law Journal	Legal	D	1865	S M
"	"	Faithful Witness	.....	K	1886	S M
"	"	Ancient Forester	Soc.	F	1880	M
"	"	Canadian Bookseller	Com	...	1888	M
"	"	Canadian Horticulturalist, (See Grimsby).				
"	"	College Times	Coll.	...	1881	M
"	"	Merchants & Manufacturers and Millers' Gazette	Com.	J	1880	M
"	"	Trinity University Review	Coll.	...	1879	M
Tottenham	900	Cardwell Sentinel	T Cons.	F	1874	W
Trenton	5,000	Courier	Ref	C	1866	W
"	"	Trent Valley Advocate	Cons.	E	1854	W
Tweed	750	News	T Non-Po	A	1887	W
Uxbridge	2,500	Guardian	H Ref.	D	1873	W
"	"	North Ontario Times	Cns.	G	1889	W
"	"	Journal	T Ref.	D	1869	W
Walkerton	3,200	Bruce Herald	Cons.	F	1861	W
"	"	Bruce Telescope	Ref.	F	1868	W
"	"	Glocke (Ger)	Cons.	E	1869	W
Wallaceburg	2,500	Valley Record	Ind.	F	1870	W
"	"	Star	Ind.	C	1888	W
Waterford	1,200	Star	T Ref.	D	1874	W
Waterloo	2,700	Chronicle	Ref.	H	1855	W
"	"	Bauernfreund	Cons.	J	1850	W
Watford	2,000	Advocate and Guide	Ind.	J	1875	W
Welland	2,500	Telegraph	Cons.	K	1863	W
"	"	Tribune	Ref.	L	1857	W
West Toronto Junc.	5,000	Junction Comet	Cons.	E	1887	W
West Winchester	1,200	<b>PRESS</b> (38)	II Ind.	C	1888	W
Westport	2,600	Journal	Ind.	K	1889	W
Whitby	3,500	Chronicle	Ind.	J	1857	W
"	"	Gazette	T Cons.	H	1862	W

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PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Eta- blshd	D. W. or M.
Whitby.....	3,500	Sunbeam.....	Coll....	C	1879	M
Warton.....	1,500	Echo.....	Ind....	F	1879	W
Windsor.....	10,000	Essex Record.....	Ref....	J	1858	W
".....	"	Essex Review.....II	Cons....	K	1878	W
".....	"	Clarion.....	Ind....	J	1885	W
".....	"	<b>Pythian Record</b> (p 37)...	K. of P.	F	1888	M
".....	"	Le Progress.....	Ref....	..	1881	W
Wingham.....	2,300	Advance.....T	Cons...	E	1873	W
".....	"	Times.....	Ref....	E	1871	W
Woodstock.....	7,500	Sentinel Review.....	Ref....	D	1886	D
".....	"	Sentinel Review.....	Ref....	M	1854	W
".....	"	Standard.....	Ind....	F	1885	D
".....	"	Standard.....	Ind....	K	1885	W
".....	"	Times.....	Cons...	I	1853	W
Woodville.....	800	Advocate.....T	.....	C	1877	W

ADDENDA.

Delhi.....	750	Reporter.....	Ind....	A	1887	W
Toronto.....	175,000	Live Stock Journal.....	Agri...	P	1888	M

THE FOLLOWING PAPERS ARE ADVERTISED:

- |                                       |                                     |
|---------------------------------------|-------------------------------------|
| Bracebridge—Gazette, (p 31).          | Toronto—Live Stock Journal, (p 31). |
| Ingersoll—Sun, (p 31).                | " . Evangelical Churchman, (p 31).  |
| Grimsby—Horticulturalist, (p 32).     | " . Canadian Practitioner, (p 31).  |
| Toronto—Canadian Law Journal, (p 31). |                                     |
| Cornwall—Standard. (p 32).            |                                     |

WE wish advertisers and publishers to note especially that we are thoroughly INDEPENDENT. We neither own or publish any papers, and therefore have no object in advising advertisers to use inferior sheets in order to bolster up our legitimate business.

THE agent who advises the use of papers because of personal interest in them—who gives short space—or less insertion than agreed, IS AS DISHONEST as the cashier who steals your money.—*Exchange.*

# QUEBEC.

## Complete List of Publications for the Province of Quebec.

PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Estab- lishd	D. W. or M.
Athabaskville . . . . .	2,020	L'Union des Cantons de L'Est	French.	C	1865	W
Aylmer . . . . .	1,762	Times . . . . . T	Cons. . . . .	D	1855	W
Bedford . . . . .	1,800	Times . . . . .	Cons. . . . .	H	1878	W
Coaticooke . . . . .	3,100	Observer . . . . .	Cons. . . . .	F	1868	W
" . . . . .	3,100	L'Etoile . . . . .	French.	J	1887	W
Cowansville . . . . .	1,800	Observer . . . . .	Ind. . . . .	J	1870	W
Chicoutimi . . . . .	1,901	Le Progress Du Saguenay . .	Cons. . . . .	B	1886	W
Fraserville . . . . .	4,000	Courrier de Fraser . . . . .	French.	C	1887	W
" . . . . .	"	Journal . . . . .	" . . . . .	C	1883	W
Hull . . . . .	8,114	<b>DISPATCH</b> (p 42) . . . . .	Cons. . . . .	J	1880	W
" . . . . .	"	Gladiator . . . . .	Ind. . . . .	C	1887	W
Huntingdon . . . . .	1,100	Canadian Gleaner . . . . .	Ref. . . . .	H	1863	W
Inverness . . . . .	1,000	Review . . . . .	" . . . . .	D	1887	W
Joliette . . . . .	5,000	La Gazette de Jolitte (Fr) . .	Cons. . . . .	C	1866	W
" . . . . .	"	La Courier des Laurentides.	F. Cons. . . . .	"	1887	W
" . . . . .	"	L'Etoile Du Nord . . . . .	French.	C	1884	W
" . . . . .	"	L. Etudiant . . . . . (Fr)	Edu . . . . .	F	1885	M
Knowlton . . . . .	800	News . . . . .	Cons. . . . .	C	1886	W
Lachute . . . . .	2,500	Watchman . . . . . T	Cons. . . . .	I	1877	W
" . . . . .	"	Independent . . . . .	Ind. . . . .	C	1888	W
Levis . . . . .	8,187	Le Quotiden . . . . .	Ind. . . . .	H	1878	D
" . . . . .	"	L'Hebdomadaire . . . . .	Ind. . . . .	M	1878	W
Longueuil . . . . .	2,445	L'Impartial . . . . .	French.	C	1886	W
" . . . . .	"	La Science Populaire . . . . .	Science.	B	1886	M
Louisville . . . . .	"	Le Courier de Maskinonge . .	French.	C	1878	W
Magog . . . . .	1,000	News . . . . .	Ind. . . . .	C	1885	W
Montreal . . . . .	235,000	Gazette . . . . .	Cons. . . . .	N	1778	D
" . . . . .	"	Gazette . . . . .	Cons. . . . .	M	1778	W
" . . . . .	"	Herald . . . . .	Ind. . . . .	M	1809	D
" . . . . .	"	Herald . . . . .	Ind. . . . .	N	1809	W

PLACE.	Popula- tion.	NAME OF PAPER	Politics.	Circu- lation.	Estab- lishd	D. W. or M.
Montreal	235,000	La Minerve	Cons...	N	1826	D
"	"	La Minerve	Cons...	O	1826	W
"	"	La Patrie	Ref....	O	1879	D
"	"	La Patrie	Ref....	Q	1880	W
"	"	La Presse	Cons...	R	1884	D
"	"	La Presse	Cons...	K	1884	W
"	"	Le Monde	Cons...	R	1867	D
"	"	Le Monde	Cons...	Q	1873	W
"	"	L. Etendard	Ind....	O	1883	D
"	"	L. Etendard	Ind....	F	1883	W
"	"	Star	Ind....	V	1869	D
"	"	Star	Ind....	Z	1869	W
"	"	Witness	Ind....	Q	1860	D
"	"	Witness	Ind....	V	1845	W
"	"	<b>Canadian Journal of Commerce</b> (p 45)	Com...	O	1875	W
"	"	Canadian Trade Review	Com...	N	1885	W
"	"	Church Guardian	Epis...	N	1878	W
"	"	La Semaine Religieuse	Cath...	H	1883	W
"	"	L'Aurore	Pro....	H	1866	W
"	"	Legal News	Legal...	C	1878	W
"	"	<b>Les Mondes Illustr.</b> (p 43)	Illus...	F	1882	W
"	"	L. Moniteur de Commerce	Com...	L	1880	W
"	"	Methodist	Method...	F	1886	W
"	"	Shareholder and Insurance Gazette	Ins....	L	1879	W
"	"	True Witness	Cath...	R	1850	W
"	"	Northern Messenger	Temp...	W	1866	B W
"	"	A B C Railway and Steam- boat Trav. Guide	Trav...	J	1880	M
"	"	<b>Battersby R'y Guide</b> (p 43)	Rail'y...	A	1874	M
"	"	Canadian Medical Record	Med...	F	1872	M
"	"	<b>Canadian Journal of Fabrics</b> (p 42)	Com...	H	1883	M
"	"	Can. Magazine of Science	Mech...	F	1873	M
"	"	Educational Record	Edu....	J	1881	M
"	"	Illus. Journal of Agriculture	Agri....	O	1879	M
"	"	Insur. and Fin. Chronicle	Ins....	J	1881	M
"	"	Inter. Rail'y and Steamboat Navigation Guide	Rail'y...	J	1864	M
"	"	Journal D' Hygiene	Hyg...	E	1883	M
"	"	La Rerae Canadienne	Lit....	F	1864	M



PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Esta- blshd	D. W. or M.
Montreal . . . . .	235,000	Le Jour. de Agriculture, Ill.	Agri. .	P	1879	M
" . . . . .	"	L'Union Medical de Canada	Medical	E	1872	M
" . . . . .	"	Lower Canada Jurist . . . . .	Legal. .	B	1854	M
" . . . . .	"	Medical Journal. . . . .	Medical	F	1871	M
" . . . . .	"	<b>Pres. Coll. Journal</b> (p 45).	Pres. . .	F	1879	M
" . . . . .	"	Pres. Record . . . . .	Pres. . .	W	1876	M
" . . . . .	"	Church Guardian. . . . .	Epis. . .	N	1876	M
" . . . . .	"	<b>TRADE REVIEW</b> (p 43)	Trade .	O	1885	M
" . . . . .	"	<b>Le Prix Courant</b> (p 42) .	Trade .	N	1887	W
" . . . . .	"	Index of Current Events. . . .	Trade. .	..	1888	W
" . . . . .	"	La Vie Illustrae. . . . .	Soc. . . .	..	1888	W
" . . . . .	"	Le Colonisateaur Can. . . . .	Inmig. .	..	1888	S M
" . . . . .	"	La Petite Revue du Tursordre	Cath. . .	C	1884	M
Nicolet . . . . .	2,200	Le Nicoletain. . . . .	French.	A	1886	W
Portage de Fort. . . . .	600	<b>Pontiac Advance</b> (p 44). . .	Ind. . . .	E	1872	W
Ormstown. . . . .	3,000	Record. . . . .	T Ind. . . .	..	1888	W
Quebec . . . . .	92,682	Chronicle . . . . .	Cons. . .	K	1846	D
" . . . . .	"	Chronicle. . . . .	Cons. . .	H	1846	W
" . . . . .	"	Mercury. . . . .	Cons. . .	F	1805	D
" . . . . .	"	Telegraph. . . . .	In. Con	K	1876	D
" . . . . .	"	Le Canadien. . . . .	Cons. . .	L	1808	D
" . . . . .	"	Le Canadien. . . . .	Cons. . .	H	1873	T W
" . . . . .	"	Le Cultivateur. . . . .	Cons. . .	Q	1873	W
" . . . . .	"	Le Courier du Canada . . . . .	Cons. . .	J	1857	W
" . . . . .	"	Le Journal des Campagnes .	Cons. . .	N	1842	W
" . . . . .	"	L' Electeur. . . . .	Ref. . . .	K	1880	D
" . . . . .	"	L' Electuer . . . . .	Ref. . . .	J	1880	W
" . . . . .	"	Le Journal de Quebec. . . . .	Cons. . .	D	1842	D
" . . . . .	"	Le Journal de Quebec. . . . .	Cons. . .	D	1842	T W
" . . . . .	"	La Verite . . . . .	Ind. . . .	I	1881	W
" . . . . .	"	Saturday Budget. . . . .	Ind. . . .	F	1872	W
" . . . . .	"	Le Canada Fremais . . . . .	Lit. . . .	..	1888	Qr
" . . . . .	"	L'Evenement. . . . .	.. . . . .	..	1867	D
" . . . . .	"	L' Justice . . . . .	Ind. . . .	C	1886	D
Richmond . . . . .	2,200	Guardian. . . . .	T Cons. . .	F	1857	W
" . . . . .	"	Times. . . . .	H Ref. . . .	F	1878	W
Rock Island. . . . .	4,596	Stanstead Journal. . . . .	Cons. . .	G	1845	W
St. Anne. . . . .	2,590	La Gazette. . . . .	Agri. . .	I	1861	W

CATALOGUE OF CANADIAN PUBLICATIONS.

PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Estab- lishd	D. W. or M.
St. Hyacinthe . . . . .	7,615	Courier . . . . .	Cons. . .	I	1853	T W
" . . . . .	"	Journal d' Agriculture . . . . .	Cons. . .	N	1866	W
" . . . . .	"	L' Union . . . . .	Ref. . . .	H	1879	S W
" . . . . .	"	L' Union . . . . .	Ref. . . .	L	1872	W
" . . . . .	"	La Tribune . . . . .	French. .	L	1888	W
St. Johns . . . . .	5,000	News . . . . .	Cons. . .	N	1848	W
" . . . . .	"	Le Franco Canadian . . . . .	Ref. . . .	L	1860	W
Shawville . . . . .	600	Equity . . . . .		A	1883	W
Sherbrooke . . . . .	9,000	Examiner . . . . .	Ref. . . .	K	1878	W
" . . . . .	"	Gazette . . . . .	Ind. . . .	L	1833	W
" . . . . .	"	<b>La Progress de l'Est</b> (p 44) . . . . .	Ind. . . .	F	1883	S W
" . . . . .	"	<b>La Progress de l'Est</b> (p 44) . . . . .	Ind. . . .	E	1884	W
" . . . . .	"	Pioneer de Sherbrooke . . . . .	Cons. . .	J	1866	W
" . . . . .	"	<b>The Land We Live In</b> (p 44) . . . . .	Cons. . .	J	1888	W
Sorel . . . . .	7,000	<b>LE SORELLOIS</b> (p 45) . . . . .	Cons. . .	L	1879	W
" . . . . .	"	<b>NEWS</b> (p 45) . . . . .	T Ind. . . .	H	1879	W
" . . . . .	"	Le Sud . . . . .		C	1887	D
" . . . . .	"	Le Patriot . . . . .	Nat. . . .	C	1886	W
" . . . . .	"	L'Hochelega . . . . .	French. .	C	1886	W
" . . . . .	"	Richelieu Press . . . . .		C	1886	W
Stanstead . . . . .	1,000	Independent Times . . . . .	Ind. . . .	C	1887	W
Three Rivers . . . . .	7,500	Le Journal des Trois Rivieres . . . . .	Cath. . .	D	1865	S W
" . . . . .	"	Le Trifluven . . . . .		B	1888	B W
Valleyfield . . . . .	5,250	Le Progress . . . . .	Ind. . . .	H	1878	W
Waterloo . . . . .	3,200	Advertiser . . . . .	Ref. . . .	J	1855	W
" . . . . .	"	L'Independent . . . . .	Ind. . . .	G	1888	W
" . . . . .	"	Le Journal de Waterloo . . . . .	Cons. . .	E	1882	W

THE man who does his advertising through the handbill and dodger nuisance is generally the "strolling player" on the stage of advertising. The man who constantly uses the columns of the newspapers is the "star combination," holding the boards forever to crowded houses, with good prices at the door.

# NOVA SCOTIA.

## Complete List of Publications for the Province of Nova Scotia.

PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Estab- lishd	D. W. or M.
Amherst	4,500	Gazette	Ino.	H	1866	W
"	"	Sentinel	Ref.	F	1872	W
Annapolis	1,500	Spectator	Cons.	F	1882	W
Antigonish	1,500	Casket	Cons.	D	1852	W
"	"	<b>ECHO</b> (p 46)	Ref.	E	1886	W
Baddeck	800	Reporter	Ref.	E	....	W
Barrington	1,800	Advertiser	Ref.	G	1886	W
Berwick	1,500	News	Ind.	..	1888	W
Bridgetown	1,000	Monitor	Ind.	F	1873	W
Bridgewater	3,000	Enterprise	Ref.	G	1886	W
Caledonia	....	Gold Hunter	Ind.	E	1888	W
Canning	608	Gazette	Ind.	E	1888	W
Digby	2,000	Courier	Ind.	G	1874	W
"	"	L'Evangeline (Fr)	..	..	1887	W
Halifax	40,000	Acadian Recorder	Ref.	M	1813	D
"	"	Acadian Recorder	Ref.	E	1813	T W
"	"	Evening Mail	Cons.	L	1875	D
"	"	Chronicle	Ref.	L	1865	D
"	"	Chronicle	Ref.	K	1845	T W
"	"	Herald	Cons.	L	1875	D
"	"	Herald	Cons.	N	1875	W
"	"	Canadian Voice	Prohib.	..	1888	W
"	"	Critic	M & G.	N	1884	W
"	"	Pres. Witness	Pres.	L	1848	W
"	"	Royal Gazette	Legal.	D	1783	W
"	"	Wesleyan	Meth.	L	1850	W
"	"	Dalhousie Gazette	Coll.	B	1867	S M
"	"	Maritime Medical News	Medical	..	1888	B M
"	"	Can. Stamp and Coin Journal	..	..	1888	M
"	"	Philatelist	..	B	1887	M

*Kesthills*

CATALOGUE OF CANADIAN PUBLICATIONS.

PLACE.	Popula- tion.	NAME OF PAPER.	Publ. Dates	Circu- lation.	E. or F. or D.	W. or M.	D. W. or M.
Kentville.....	2,000	New Star.....	Ref....	F	84	W	
".....	"	Chronicle.....	Cons..	J	1873	S W	
Liverpool.....	3,600	Advance.....	Ref....	E	1878	W	
".....	"	Times.....	Cons..	E	1850	W	
Lunenburg.....	3,000	Progress.....	Ind....	F	1878	W	
New Glasgow....	4,000	Chronicle.....	Ref....	J	1841	W	
".....	"	Enterprise.....	Ind....	E	1888	W	
North Sydney....	6,000	Herald.....	Cons..	M	1872	W	
Parrsborough....	1,000	Leader.....	Ind....	C	1888	W	
Pictou.....	4,000	Standard.....	Cons..	J	1858	W	
".....	"	News.....	Ref....	L	1883	W	
Port Hawkesbury.	600	Eastern Journal.....	Ind....	H	1889	W	
Spring Hill.....	3,000	Clarion.....	Temp..	G	1865	W	
".....	"	Reporter.....	Ind....	E	1888	W	
".....	"	News.....	Ind....	E	1887	W	
Stellarton.....	3,000	Journal.....	Ind....	F	1880	W	
Sydney.....	3,000	Advocate.....	Cons..	F	1872	W	
".....	"	Reporter.....	Ref....	K	1884	W	
Truro.....	4,500	Blade.....	Ind....	K	1888	W	
".....	"	Sun.....	Cons..	J	1871	W	
".....	"	Guardian.....	Ref....	H	1879	S W	
Weymouth.....	400	Times.....	Ind....	D	1888	W	
".....	"	Free Press.....	Ind....		1889	W	
Windsor.....	4,000	Journal.....	Ind....	H	1867	W	
".....	"	Tribune.....	Ind....	E	1883	W	
".....	"	<b>Kings Coll. Record</b> (p 46)	Coll... A	1877	M		
".....	"	<b>Can. Ch. Magazine</b> (p 46)	Rel.... N	1886	M		
".....	"	The Hants Journal.....					
Wolfville.....	1,000	Acadian.....	Ind....	F	1883	W	
".....	"	Athenaeum.....	Coll... B	1874	M		
Yarmouth.....	8,500	Times.....	Cons.. M	1883	S W		
".....	"	Herald.....	Ref.... L	1833	W		

*See in W. 80  
is the  
Canning & Co.*

THE science of producing light by electricity is no further in advance of the old-fashioned tallow candle, than the science of advertising a modern business, is in advance of our grandfathers' system of doing business without it.

# NEW BRUNSWICK.

## Complete List of Publications for the Province of New Brunswick.

PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Esta- blshd	D. W. or M.
Albert	300	Maple Leaf	Ind....	F	1880	W
Bathurst	1,100	Courier des Prov. Maritime.	Ind....	E	1885	W
Chatham	5,000	World	Cons...	E	1882	S W
"	"	World	Cons...	J	1882	W
"	"	Miramiche Advance	Ref....	II	1874	W
Fredericton	7,000	Gleaner	Cons...	H	1884	T W
"	"	Herald	Cons...	D	1880	T W
"	"	Herald	Cons...	E	1880	W
"	"	Maritime Farmer	Agric..	K	1878	W
"	"	Religious Intelligencer	Rel....	J	1853	W
"	"	Reporter	Cons...	K	1844	W
"	"	Temperance Journal	Temp..	N	1885	M
"	"	Fredericton Advertiser	Cons...	I	1885	W
"	"	University Monthly	Coll...	B	1882	M
Hillsboro	900	Observer	Cons...	C	1885	W
Moncton	7,000	Times	Cons...	G	1877	D
"	"	Times	Cons...	L	1868	W
"	"	Transcript	Ref....	F	1882	D
"	"	Transcript	Ref....	L	1879	W
Newcastle	3,000	Union Advocate	Cons...	G	1867	W
Sackville	4,000	Chignecto Post	Ind....	II	1855	W
"	"	Argosy	Coll....	A	1868	M
St. Andrews	.....	Bay Pilot	Cons...	D	1875	W
St. John	40,000	Evening Gazette	Ind....	K	1887	D
"	"	Globe	Ref....	N	1859	D
"	"	Globe	Ref....	F	1861	W
"	"	Sun	Cons...	M	1878	D
"	"	Sun	Cons...	N	1878	W
"	"	Telegraph	Ref....	M	1869	D
"	"	Telegraph	Ref....	O	1862	W

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PLACE.	Popula- tion.	NAME OF PAPER	Politics.	Circu- lation.	Esta- blshd	D. W. or M.
St. John .....	40,000	Messenger and Visitor.....	Bap....	O	1837	W
" .....	"	Progress .....	Ind....	E	1888	W
" .....	"	Educational Review.....	Edu...	J	1887	M
" .....	"	Gripsack.....	.....	...	1888	M
St. Stephen.....	3,500	St. Croix Courier .....	Cons...	H	1865	W
Shediac.....	700	Acadian..... (Fr)	Cons....	J	1867	S W
Sussex.....	1,500	Record .....	Ind....	E	1887	W
Woodstock.....	2,500	<b>Carleton Sentinel</b> (p 47)..	Ind....	I	1837	W
" .....	"	<b>PRESS</b> (p 47) .....	Ind....	J	1878	W

## Prince Edward Island.

### Complete List of Publications for the Province of Prince Edward Island.

Charlottown.....	12,000	Patriot .....	Ref ...	C	1859	D
" .....	"	Patriot .....	Ref....	K	1881	W
" .....	"	Examiner.....	Cons. .	F	1877	D
" .....	"	Examiner.....	Cons. .	J	1847	W
" .....	"	Herald.....	Ind....	M	1870	W
" .....	"	Island Guardian .....	Ind....	K	1885	W
" .....	"	Royal Gazette.....	Legal ..	B	1791	W
Summerside.....	3,500	<b>JOURNAL</b> (p 47).....	Cons. .	N	1865	W
" .....	"	Pioneer.....	Ref....	K	1877	W
" .....	"	Agriculturist.....	Agri...	N	1882	W
" .....	"	Island Farmer.....	Agri ..	K	1887	W

ADVERTISING is expensive ; so is working a gold mine. The mine and the thing advertised must be good or the outcome will not cover the outlay.—  
*Printers' Ink.*



# NEWFOUNDLAND.

## Complete List of Publications for Newfoundland.

PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Esta- blshd	D. W. or M.
Harbor Grace . . . . .	9,000	Standard . . . . .	Cons. . . . .	C	1859	S W
Hermitage . . . . .	120	Register . . . . .	. . . . .	C	1888	M
St. Johns . . . . .	39,000	Colonist . . . . .	Ref. . . . .	K	1886	E
" . . . . .	"	Evening Mercury . . . . .	Cons. . . . .	J	1882	E
" . . . . .	"	Evening Telegram . . . . .	Ind. . . . .	. . . . .	1878	E
" . . . . .	"	Times and Com. Gazette . . . . .	Cons. . . . .	A	1832	S W
" . . . . .	"	Royal Gazette and Advertiser . . . . .	Neut. . . . .	A	1807	W
" . . . . .	"	Temperance Journal . . . . .	Temp. . . . .	. . . . .	1868	W
Trinity . . . . .	2,000	Record . . . . .	Ind. . . . .	C	1886	W
Twillingate . . . . .	5,000	Sun and North. Advertiser . . . . .	Ind. . . . .	B	1880	W

OUR files of newspapers and registers are open to advertisers and publishers. Who are always welcome to the convenience of our office.

. . . . .

ALL papers are kept on file at our office for three months, for reference.

. . . . .

By doing your advertising through us, you are certain of getting what you pay for. Do you *know* that now?

. . . . .

ADVERTISING pays best when properly done.

. . . . .

Do you buy merchandise without checking the invoice? Oh! No! well just think that over in regard to advertising. We have a suspicion, there are quite a number who are "doing their business direct" "saving agents commission" &c., who never know whether they get what they pay for or not.

# MANITOBA.

## Complete List of Publications for the Province of Manitoba.

PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Estab- lishd	D. W. or M.
Brandon .....	3,000	Mail .....	Cons...	J	1883	W
" .....	"	<b>SUN</b> (p. 48) .....	Ref....	I	1882	W
" .....	"	Times and Saturday Night.	Cons...	E	1886	W
Carberry .....	700	<b>NEWS</b> (p. 48) .....	T Ind....	F	1889	W
Deloraine .....	200	Times .....	Ind....	..	1887	W
Emerson .....	1,000	International .....	.....	C	1878	W
" .....	"	Times .....	T Ref....	C	1884	W
Manitou .....	500	Mercury .....	T Ind....	A	1884	W
Minnedosia .....	800	Tribune .....	Cons...	B	1883	W
Morden .....	700	Monitor .....	Fam... C	1884	W	
Neepawa .....	550	Registerer .....	Ind....	D	1882	W
Pilot Mound .....	500	Sentinel .....	T Cons...	C	1884	W
Portage La Prairie.	3,200	Manitoba Liberal .....	Ref....	F	1882	W
" .....	"	Review .....	T Cons. .	F	1878	W
" .....	"	Manitoba Fireside .....	Fiction. ...	1888	M	
Rapid City .....	258	North-West Vindicator .....	Ind....	C	1884	W
" .....	"	Spectator .....	II Cons...	C	1887	W
St. Boniface .....	3,000	Le Manitoba .....	Cons....	F	1874	W
Selkirk .....	1,000	Record .....	Cons... C	1885	W	
Stonewall .....	350	News .....	II Ind....	B	1883	W
Virden .....	.....	Advance .....	T Neut... B	1885	W	
Winnipeg .....	25,000	Manitoba Free Press .....	Ref.... M	1874	D	
" .....	"	Manitoba Free Press .....	Ref.... O	1872	W	
" .....	"	Commercial .....	Com.... J	1882	W	
" .....	"	Hennskringla .....	Iceland. D	1887	W	
" .....	"	Logberg .....	Iceland. ..	1887	W	
" .....	"	N. W. Catholic Review .....	Cath... G	1885	W	
" .....	"	Siftings .....	Ind.... J	1882	W	
" .....	"	Den Skandinaviske Cana- diensaven .....	Swedish D	1887	M	

PLACE.	Popula- tion.	NAME OF PAPER.	Politics.	Circu- lation.	Esta- blshd	D. W. or M.
Winnipeg	25,000	Manitoba College Journal..	Coll...	..	1884	M
"	"	Man., N. W. and Columbia Lancet.....	Med. . . .	..	1887	M
"	"	N. W. Baptist.....	Bapt. . . .	..	..	M
"	"	N. W. Farmer .....	Agri. . . .	M	1882	M
"	"	Waghorn's Guide .....	Com. . . .	..	1883	M
"	"	Manitoba Colonist, Illus- trated Home Magazine & Colonization Journal....	None. . . .	P	1886	M
"	"	SUN (p 41).....	Ref. . . .	..	..	D
"	"	SUN (p 41).....	Ref. . . .	..	..	W

## North-West Territories.

### Complete List of Publications for the North-West Territories.

Battleford..	1,200	Sask. Herald.....	Cons...	F	1878	W
Calgary.....	1,500	Herald.....	Cons...	C	1883	D
"	"	Herald .....	Cons...	F	1883	W
"	"	Tribune.....	Ref. . . .	C	1886	W
Edmonton .....	3,000	Bulletin.....	Ind. . . .	C	1877	W
Lethbridge.....	150	News .....	Cons...	C	1885	W
Macleod.....	500	GAZETTE (p 48).....	Cons...	E	1882	W
Medicine Hat .....	600	Times.....	Ind. . . .	B	1885	W
Moose Jaw.....	..	News.....	Ind. . . .	C	1889	W
"	..	Times .....	Ind. . . .	C	1889	W
Moosomin .....	400	Courier .....	Cons... T	B	1884	W
Prince Albert.....	1,000	Times.....	Ind. . . .	C	1882	W
Qu Appelle .....	500	Progress .....	Prohib. B	1885	W	
"	"	Vidett .....	Cons... B	1884	W	
Regina .....	1,000	Journal.....	Ref. . . .	C	1886	W
"	"	Leader.....	Cons... J	1882	W	

# BRITISH COLUMBIA.

## Complete List of Publications for the Province of British Columbia.

PLACE.	Popula- tion.	NAME OF PAPER.	Pol. ics.	Circu- lation.	Estab- lishd	D. W. or M.
Kamloops.....	1,200	Sentinel .....	Ind....	D	1880	W
Nanaimo .....	2,500	Free Press.....	.....	C	1874	S W
New Westminster.	3,500	British Columbian.....	Ind....	..	1886	D
“ “ “	“	British Columbian.....	Ind....	E	1862	W
“ “ “	“	Guardian .....	.....	B	1858	S W
Vancouver.....	3,000	News Advertiser.....	.....	..	1885	D
“ .....	“	News Advertiser.....	.....	..	1888	W
“ .....	“	World.....	.....	..	1888	D
“ .....	“	World.....	.....	..	1888	W
Victoria . . . . .	12,000	Colonist.....	Cons. .	G	1858	D
“ .....	“	Colonist.....	Cons....	H	1858	W
“ .....	“	Standard.....	Cons....	C	1870	D
“ .....	“	Standard.....	Cons....	F	1870	W
“ .....	“	Times .....	Ref....	G	1884	D
“ .....	“	Times.....	Ref....	I	1884	W

MANY advertisers do not understand why custom cannot be directly traced to the source where they expended their money to obtain it. Business is like a river with many tributaries, and in which it is impossible to trace every individual drop of water to the spring from whence it came. Temporary advertisements in a small way will not produce an immediate or permanent increase of business, any more than a light shower will affect the depth of water in a well.—  
*Printer's Ink.*

It is easy to show that a three-inch advertisement by the year will cost much less per thousand for its circulation than any method of distributing circulars. If a tradesman could get his circulars free he could not get them before the public for twice the price that his advertisement costs him. Circulars have their use, and this is no argument against their value, but a simple comparison showing the extraordinary advantage which the newspaper affords the advertiser.--  
*Rome Sentinel.*

MARY had a little lamb, its fleece was white as snow; it strayed away one summer day where lambs should never go. Then Mary sat her down and tears streamed from her eyes; she never found the lamb because she did not advertise. And Mary had a brother John, who kept a village store; he sat down and smoked his pipe and watched the open door. And as the people passed along and did not stop to buy, John still sat down and smoked his pipe and blinked his sleepy eye. And so the sheriff closed him out, but still he lingered near, and Mary came to drop with him a sympathetic tear. "How is it sister, can you tell why—the other merchants here, sell all their goods and thrive from year to year?" Remembering now her own bad luck the little maid replies: "These other fellows get there, John, because they advertise."  
—*Exchange.*

A FEW years ago a dealer in petroleum oil decided to sell only oil of a high grade and fire test. On all packages that he sent out he stamped his trade-mark. By liberal advertising he induced consumers to try his oil, and they found that it was safe. There came a time when thousands of families would use no other. Advertising had stamped that trade-mark name on the minds of the people, and they would pay a cent a gallon extra for the assurance of safety which to them that trade-mark conveyed, and this enterprising man is, in consequence, a millionaire.—*Printers' Ink.*

# THE J. E. BRYANT COMPANY, (LIMITED)

58 BAY STREET, - - TORONTO

PUBLISHERS OF THE FOLLOWING PERIODICALS:

**The Evangelical Churchman**—Weekly, \$2.00 per annum. The best medium for reaching members of the Church of England throughout all Canada.

**The Canadian Live Stock & Farm Journal**—Monthly, \$1.00 per annum. The best medium for reaching well-to-do farmers and stockmen throughout all Canada.

**The Canadian Practitioner**—Semi-monthly, \$3.00 per annum. The best medium for reaching physicians throughout all Canada.

**The Canada Law Journal**—Semi-monthly, \$5.00 per annum. The best medium for reaching lawyers and judges throughout all Canada.

Circulation Lists and Advertising Rates quoted on application. Correspondence solicited.

ADDRESS:

THE J. E. BRYANT COMPANY, (LIMITED), 58 BAY STREET, TORONTO



1872. THE 1890.

“Free Grant Gazette”

BRACEBRIDGE.

The Oldest Established Paper in Northern Ontario.

PUBLISHED WEEKLY.

E. F. STEPHENSON, PUBLISHER.

## THE INGERSOLL SUN

Is a Bright, Breezy and Reliable Local Newspaper, having a large and rapidly increasing circulation in the town and vicinity.

Ingersoll is an enterprising manufacturing town, population 6,000, the centre of the cheese trade, surrounded by a wealthy agricultural district.

### THE SUN

Is a six-column quarto, or forty-eight columns, and is a valuable advertising medium for the merchant, mechanic, manufacturer, professional man or farmer.

Rates made known on application.

Send for sample copies, terms, etc.

Published Wednesdays. \$1.00 per year.

T. A. BELLAMY, *Publisher*,  
INGERSOLL, ONT.

## THE CORNWALL STANDARD

PUBLISHED EVERY FRIDAY  
BY

W. GIBBONS, Editor and Proprietor

Terms of Subscription:

\$1.00 PER ANNUM, IN ADVANCE.

THE **Standard** has a larger circulation, by over **one thousand**, than any other newspaper published in the United Counties of Stormont, Dundas and Glengarry, and is consequently the **best advertising medium**.

Advertising Rates made known upon application to the publisher, or to R. Holtby Myers & Co., Toronto

## THE CANADIAN HORTICULTURIST

A Journal devoted to Fruits,  
Flowers, Forestry.

Edited by L. WOOLVERTON, M. A.

PUBLISHED BY

The Fruit Growers' Assoc'n of Ontario.

PUBLISHED AT

TORONTO AND GRIMSBY.

Office Address, - - GRIMSBY, ONT.

PRICE, \$1.00 PER ANNUM

Including Membership, Annual Report and Share  
in Plant Distribution.

SINGLE COPY, TEN CENTS.

No business man is fully acquainted with the news of the day until he has read the advertising columns of his paper.—*Printers' Ink.*

THE merchant, who is his own lawyer or his own doctor, does not fare much better than the merchant who does his own advertising, providing only that he advertises to extend his business, instead of putting a card in a newspaper simply because some of his competitors do so; this last being the principal motive for a great deal of useless expense.—*J. W. Thompson.*

THE man who went out to milk and sat down on a boulder in the middle of the pasture and waited for the cow to back up to him, was the eldest brother of the man who kept store and did not advertise, because he reasoned that the purchasing public would back up to his place when it wanted something.—*The Sioux City (Ia.) Tribune.*

ST

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Share



# Daily and . . . Weekly **Intelligencer**

ESTABLISHED 1834

\* THE LARGEST circulating medium in the Dairy District of Canada. Liberal terms to Advertisers when circulation is taken into consideration. \*

**INTELLIGENCER P. & P. CO., (LIMITED), - - PUBLISHERS**  
**BELLEVILLE, - - ONTARIO**

## INDEX TO ADVERTISERS.

We ask for these our advertising publishers a careful reading of their advertisements and a liberal patronage for their columns. It will give you a better idea of the class of people the publication circulates among, and is proof positive they are live papers.

In every question arising with intending advertisers as to the value of these (or any other) mediums, it will be a matter of special pleasure for us to offer the benefit of our experience as well as the facilities of our agency in determining the true and substantial interest of every patron, by advising full participians as to the merits and value of any publication.

<i>Page.</i>	<i>Page.</i>
Antigonish, N. S., Eastern Echo.....46	Morrisburg, Ont. Courier.....36
Barrie, Ont., Gazette.....38	Ottawa, Ont., Anglo-Saxon.....41
Belmont, Ont., Times.....35	Ottawa, Ont., Canada Health Journal...34
Belleville, Ont., Intelligencer.....49	Ottawa, Ont., The Owl.....41
Bracebridge, Ont., Gazette.....31	Parkdale, Ont., Times.....36
Bracebridge, Ont., Herald.....34	Parkhill, Ont., Review.....37
Brampton, Ont., Conservator.....41	Peterboro, Ont., Daily and Weekly Times.....38
Brandon, Man., Sun.....48	Portage du Fort, Que., Pontiac Advance.44
Brighton, Ont., Ensign.....33	St. George, Ont., Journal.....34
Carberry, Man., News.....48	Sherbrooke, Que., Le Progress de l'Est...44
Cornwall, Ont., Standard.....32	Sherbrooke, Que., The Land We Live In.44
Dutton, Ont., Advance.....36	Sorel, Que., Le Sorelois.....45
Grand Valley, Ont., Dufferin Star.....33	Sorel, Que., Sorel News.....45
Grimbsy, Ont., Horticulturist.....32	Southampton, Ont., Beacon.....37
Grimbsy, Ont., Independent.....35	Summerside, P.E.I., Journal.....47
Goderich, Ont., Star.....35	Tilsonburg, Ont., Observer.....40
Hull, Que., Dispatch.....42	Toronto, Ont., The Evangelical Churchman.....31
Ingersoll, Ont., Sun.....31	Toronto, Ont., The Canadian Live Stock and Farm Journal.....31
London, Ont., Free Press.....33	Toronto, Ont., The Canadian Practitioner.....31
London, Ont., G.T. Daily Bulletin.....39	Toronto, Ont., The Canada Law Journal.31
Lucan, Ont., Record.....33	Toronto, Ont., Citizen.....34
Macleod, N.W.T., Gazette.....48	Toronto, Ont., Miller & Soole, Printers.31
Milton, Ont., Reformer.....38	Winchester, Ont., Press.....38
Montreal, Que., Battersby's Dominion Railway Guide.....43	Windsor, N.S., Canadian Church Magazine.....46
Montreal, Que., Canadian Journal of Fabrics.....42	Windsor, N.S., Kings College Record.46
Montreal, Que., Canadian Journal of Commerce.....45	Windsor, Ont., Canadian Pythian Record.....37
Montreal, Que., Le Prix Courant.....42	Winnipeg, Man., Sun.....41
Montreal, Que., Les Modes Francaises Illustrées.....43	Woodstock, N.B., Carleton Sentinel...47
Montreal, Que., Presbyterian College Journal.....45	Woodstock, N.B., Press.....47
Montreal, Que., Trade Review.....43	

SUCCEEDING THIS PUBLICATION, WE WILL ISSUE THE

**FIRST CANADIAN**

**NEWSPAPER - DIRECTORY**

THIS work will contain complete information on statistics of all Newspapers published in Canada, and will be indispensable to all Advertisers, Agents, Editors, Politicians and Departments of the Governments. As a work of reference

It will give a brief description of each place in which newspapers are published, giving names of county, population of place, etc., etc.

It will give the names of all newspapers and other periodicals.

It will give the politics, religion, class or characteristics.

It will give the days of issue.

It will give the editors and publishers' names.

It will give the date of establishment and size.

It will give the subscription price.

It will give the circulation.

It will give the names of papers in each County and much other valuable information.

It will be sent to any address, on receipt of price **Two Dollars**, by

**R. HOLTBY MYERS & CO.,**

**NEWSPAPER ADVERTISING AGENCY,**

**37 YONGE STREET,**

**TORONTO, ONT., CANADA.**

*A Free Copy of the Canadian Newspaper Directory will be sent, carriage paid, to any person who is a patron of R. Holtby Myers & Co.'s Advertising Agency, to the amount of Fifty Dollars.*

