

The Privy Council and Oil Rates.

A summary of the decision of the Railway Committee of the Privy Council on the complaint against the railway rates on oil was given in our last issue. Following is the full text of the Order-in-Council:—

Extract from a report of the Committee of the Honorable the Privy Council, approved by His Excellency May 1, 1900.

"On a memorandum dated April 24, 1900, from the Minister of Railways & Canals, representing that under date of April 24, 1900, an order of the Railway Committee of the Privy Council recommends that the freight rates on oil as specified in the following schedule be submitted to your Excellency in Council for approval:

Miles.		In Car Loads.	
		Rate per ton per mile in cents.	Rate per 100 lbs in cts.
3	Port Huron to Sarnia.....	33.33	5
44	Suspension Bridge to Hamilton.	4.77	10½
59	Detroit to Sarnia.....	3.59	10½
69	Black Rock to Hamilton.....	3.00	10½
89	Suspension Bridge to Toronto.....	2.36	12
108	Black Rock to Toronto.....	2.22	12
129	Petrolia to Toronto.....	2.17	14
135	Sarnia to Hamilton.....	2.09	14
138	Port Huron to Hamilton.....	2.03	14
168	Petrolia to Toronto.....	2.02	17
169	Sarnia to Toronto.....	2.00	17
172	Port Huron to Toronto.....	1.92	17
186	Windsor to Hamilton.....	1.82	17
187	Detroit to Hamilton.....	1.81	17
225	Windsor to Toronto.....	1.60	18
226	Detroit to Toronto.....	1.59	18
415	Suspension Bridge to Montreal.....	1.10	23
440	Black Rock to Montreal.....	1.05	23
500	Petrolia to Montreal.....	1.00	25
501	Sarnia to Montreal.....	1.00	25
504	Port Huron to Montreal.....	.98	25
558	Windsor to Montreal.....	.93	26
	Detroit to Montreal.....	.93	26

"The above mentioned rates are not to be exceeded to intermediate points, to which the rates are to be scaled proportionately to the basing rates given above, according to mileage as far as practicable, the shortest mileage of any one road to govern.

"The Committee, on the recommendation of the Minister of Railways & Canals, submits the same for your Excellency's approval accordingly."

As yet there is no indication of what action the railways intend taking. The matter concerns the G.T.R. more than any other line & it is not likely any decision will be arrived at

until after General Manager Hays returns from England.

Trade Paper Advertising.

Chas. Austin Bates says in Current Advertising:—

Nowadays the enterprising manufacturer cultivates his trade paper space & gets good crops.

He does not stop at printing his name & address together with the thrilling information that he makes certain lines of goods, but he goes ahead & tells what kind of hats he makes, why he makes them better than the other fellows, & what they cost.

He expects results & he gets them.

You can get results from your trade paper. There isn't the faintest shadow of a doubt about that.

There must be some reasons why you are in business.

There must be some points of superiority about your product.

If there weren't you wouldn't have any customers.

Now, it is perfectly evident that if the points about you, your product & your methods, are capable of holding your present customers they are strong enough to get the trade of people who are not your customers if they are properly placed before them.

Your trade paper space is one of the best ways in the world to place these points before the people whose custom you want.

But you must not expect to get new trade unless you get right down to the root of things & tell your story as it should be told.

Your trade paper cannot get business for you. You have to attend to that part yourself.

All it can do is to place before its readers the advertisements which you turn over to it.

If the advertisements are not good you must not expect results.

If you hired a farm & after signing the lease & paying the rent sat back & expected crops without doing anything more, you would score a very complete & comprehensive failure.

It is the same way with trade paper space.

If you hire the space & let it lie idle you can't expect to reap any benefit.

If you cultivate it properly—if you sow the right kind of seed & see that it receives the right kind of attention—you will get a satisfactory & profitable crop.

Do not make the mistake of doing just the things your competitors do & following along in their tracks. Do something different. Get out of the rut.

Try to make your advertising individual. Try to have it reflect your points of superiority & try to make your advertisements stand out above their surroundings.

Put the story of your goods before the public in a straightforward, simple, frank manner & study out methods of display which will make your advertisements the first things seen upon the pages where they appear.

It may cost you quite a little to have prepared for you advertisements which will be what they ought to be.

The money will be judiciously expended.

When you come to think of it, it makes no difference what an advertisement costs. Results count not the cost.

If space that costs you \$10 can be made ten times as effective by spending \$20 or \$30 in properly filling it, it is plain to be seen that the investment is a wise one.

There are too many people doing good advertising nowadays for the comfort of the man who does poor advertising.

The Chignecto Marine Railway.

This is a subject that persists in bobbing up at every session of the Dominion Parliament. The intention of this scheme was the making of a short cut overland by means of which ships might be transported from the north-western end of the Bay of Fundy to the waters of the Gulf of St. Lawrence. The expenditure so far on this project has been enormous, estimated at over \$3,000,000, & the work has had the endorsement of leading engineers & the financial support of a number of British capitalists, who have not had any return for their expenditure. Some time ago, the Dominion Government refused to grant any further extension of time or to renew the charter of the company. This action, of course, has led to much protest among those who are interested, but whether the result of this further agitation will be of any practical benefit remains to be seen. Many of the best authorities who have examined the proposition from engineering & commercial standpoints, are of opinion that the ship railway is a practical proposition, only needing the necessary capital & assistance to make it a commercial success of inestimable value to the trade of Canada. Others equally authori-

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