

are placing advertisements in a list of Ontario papers for the Galt Knitting Co., who manufacture "Tiger" brand shirts. H. H. Wolf & Co., Montreal, and A. Ramsay & Son, Montreal, are sending out this season's advertising through A. McKim & Co.

BUSINESS PLACED FROM TORONTO.

The advertising business has not been as satisfactory as was expected for the first part of September. This lateness of the appearance of Fall advertising does not, however, indicate that the season is to be a poor one. On the contrary, the prospect for a large amount of business is bright, and agencies are expecting a large trade.

The Central Press Agency are an exception this month to others, and report a good amount of business. They are placing a large order throughout Canada for J. D. King & Co., advertising "King Quality" shoes. They have also on hand for advertising in weeklies throughout Canada the business of the Samaria Remedy Co. Gurney-Tilden & Co., Hamilton, have placed their stoves and ranges advertisements in the hands of the Central Press Agency, as also have the O'Dea Business College, and Authors & Cox, truss manufacturers.

A PRETENTIOUS ADVERTISING SCHEME.

The Shawinigan Water & Power Co., whose gigantic operations at Shawinigan Falls are doing so much to develop the St. Maurice River district, are about to put into effect a plan of advertising which was briefly described in these columns some months ago. The company have absolute control of the enormous power of Shawinigan Falls, and own most of the surrounding land. They have induced several large manufacturing syndicates to locate there. Factories are being built. A model town has been laid out with every modern convenience, such as water-works and electric light, etc. In fact, Shawinigan Falls

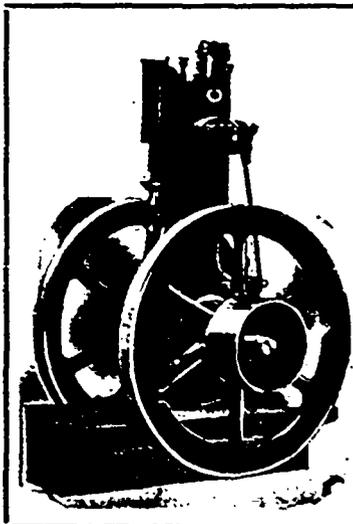
possesses every requirement of a big manufacturing city except the population. The Power Company are going to bring the people there by explaining the advantages offered to settlers through the newspaper press. They want trained mechanics, merchants and laborers of all kinds to settle in Shawinigan Falls. Work will be found for every sober, industrious man. Building lots will be sold him on easy terms. He will be assisted to build a house. When the factories are completed he will have a chance to obtain a really good position, and, as his family grows up, openings will be found for them in some of the many concerns that are going to make the Falls their headquarters.

The Power Company gave the scheme a trial trip not long ago by advertising in The Montreal Star, La Presse and a few Eastern Township papers. In the short time the ads. were appearing, over 750 applications were received from men who wanted a chance to settle in this city of the future. Now the advertising will be sent to a selected list of papers all through Quebec, Ontario and the Maritime Provinces, and to a list of New England dailies. In the latter the Shawinigan Company will point out to Canadian workmen that there is no need to remain in a foreign land. Canada can offer as high wages and better opportunities. It seems likely that the plan will be a huge success and will show that advertising plays no unimportant part even in such big development schemes as that of the Shawinigan Company. R. McKim & Co. are preparing and placing the advertising. Indeed, this novel method of securing a population for a town was hatched in their office.

THE PUBLISHER MOULDS THE PUBLIC IDEA OF ADVERTISING.

The light in which the public look upon advertising has changed very much during the last few years. Time was when the most successful advertisement was that introduced by a sensational heading, followed by a cleverly written skit on something agitating the public mind at the moment

The Northey Gas and Gasoline Engine



Price \$155.

These papers—among others—use our Engine. They have written us—you are at liberty to write them—to say what unqualified satisfaction in the way of economy and good results they get with the Northey Engine. It is far and away the easiest operated and most inexpensive independent power plant in the market. Costs up full speed less than a minute—runs for hours with little or no attention—always perfectly safe and under complete control—operates four or five presses at a time—running expenses very light—takes up little floor space. You can save the cost of the engine by dispensing with the help required to look after the old power plant. We want every printer in Canada to get money-saving pointers about the Northey Engine. Send for booklet and full information.

THE NORTHEY CO., Limited
1007 King Street Subway,
TORONTO, - CANADA.

Meaford "Mirror."
Newmarket "Era."
Barrie "Examiner."
Greenwood "Times."
St. Marys "Journal."
Gananoque "Journal."
Orangeville "Banner."
Markham "Economist."
Bowmanville "Statesman."
Carleton Place "Canadian."