

running in all the editions of The Guide—daily and weekly—for a period of three months, at a small cost, in order to interest everyone and demonstrate its value. The advertisements will be written in attractive form. Our representative will call and fully explain other interesting features, and all contracts made by him will be carried out by us."

#### AN AD. MAN'S VENTURE.

The third number of The Canadian Year Book has lately been issued by Alfred Hewett, Toronto, and is complete in all its details. Besides containing much interesting matter in regard to Canadian commerce, tariffs, etc., there are also numerous half-tones of the Dominion's most prominent business men, statesmen, and others. As an advertising medium it must be valuable, as not only does it reach the best class of possible buyers throughout the Dominion, but the advertisements are attractively set and scattered throughout the book along with the reading matter, so that they are certain to be seen by all who read the book.

#### BUSINESS PLACED FROM TORONTO.

The annual slow spell is about over, and business is beginning to show signs of picking up, although it is still rather early for advertisements to be placed for Fall.

The Central Press Advertising Agency think that the prospects for Fall, so far as can be judged now, are very good. They are placing business for Authors & Cox, and have on hand some advertising for Boeckh Bros.

The J. S. Robertson Advertising Agency have already a quantity of advertising for early Fall to dispose of. Among their clients are Heintzman & Co., the Toronto College of Music, and R. Parker & Co., the last named having street car advertising in Toronto and Hamilton, and posters in Montreal; besides the regular newspaper advertisements in

outside towns. The J. S. Robertson Agency are getting out one of the most handsome and costly booklets of the season for John Kay, Son & Co., the cost of which will run up into four figures.

The Canadian Home Journal, which has been bought by the J. S. Robertson Agency, is receiving a number of advertisements from new people, and the former clients of this agency are using it freely as a good medium to reach Canadian homes.

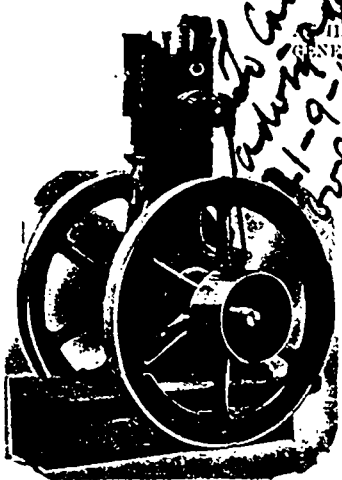
#### AUGUST BUSINESS.

August has been a pretty dull month for advertising in the city of Toronto. During the past few years August has been growing more and more a holiday month, and the local advertisers hold off until the Exhibition or the first week in September. The principal retail trade is done by tourists or visitors from outside points. They come in great numbers and help merchants to do a thriving trade. You can tell by the diminished size of the big dailies that advertising contracts are not very plentiful. The Exhibition and the wholesale millinery openings begin August 27, and then the Fall season will fairly open.

#### EVERYBODY READS THEM.

The "man who never reads ads." is like the Cock Lane ghost—he makes a great deal of noise in the advertising world and is dreaded by all advertisers, but when thoroughly reached for he turns out to be a myth. There are not 1,000 men in the United States who pass from sunrise to sunset without reading an ad. of some sort and remembering it, barring, of course, the blind, and the illiterate. The farmer may not read the papers, but he will be sure to know "Hood's Sarsaparilla" and "Battle Axe Plug" thoroughly; will be able to tell the prices of all the widely-advertised articles, know their uses and stand a civil service examination

## THE NORTHEY GAS AND GASOLINE ENGINE. . .



IDEAL POWER FOR THE COUNTRY NEWSPAPER OR GENERAL JOB OFFICE PLANT.

**Costs Only \$155.**

Ready for work at any time—gets up full speed in less than a minute. Anyone can manage it—requires no looking after when working, and runs for hours at a time without interruption at an even, unvarying speed. Can operate all your presses simultaneously—or supply just enough power for one or two at will. Running expenses are insignificant—the Engine is always perfectly under control and gives off no heat, ashes, or dirt. The Northey Engine is being used with great success by many newspaper men, recent purchasers being the proprietors of The Gananoque Journal; Greenwood, B.C., Times; Newmarket Era, Barrie Examiner, Menford Mirror, Markham Economist, St. Marys Journal, Bowmanville Statesman, Orangeville Banner, and others.

Write for descriptive booklet and specifications.

**The NORTHEY CO., Limited**  
1007 King St. Subway, TORONTO, CANADA.

**No Motor Power yet introduced means so much to the Printer for economy and handiness as . . . The Northey Gasoline . . . Engine. . . .**