

NEWSPAPER ADVERTISING THE ACME OF PUBLICITY

By permission from New York Commercial.

This column has a distinct educational value to merchants, because it gives them ideas on advertising that they can utilize. Our business men, readers, as well as advertising agencies, are invited to express their views on the merit, value, growth and future of advertising. By such interchange of views great good will, it is felt, come to all participants.

MR. JAMES RASCOVAR, President of ALBERT FRANK AND COMPANY, says: "Advertising in newspapers is the acme of publicity."

"The newspaper reaches every home. It is the welcome guest early in the morning and is sought and perused by each member of the family who is old enough to read. An advertisement therein cannot be readily overlooked. The frequency with which columns of the paper are scanned, the tural impressions on the mind—almost indelibly—the matter contained therein, which appears often, as does the average advertisement."

"The afternoon paper is likewise a factor in the advertising field, as it is carefully perused and handed from one to another at the home circles in the evening."

"Webster defines advertising truly in the following terms: 'To give notice, advice or intelligence to.'"

"Notice" impresses the fact upon the mind. "Advice" is generally accepted by a grateful community, and those to whom "intelligence" is imparted, become not only wiser, but grateful for the wisdom that is obtained."

"Printer's ink is indeed a potent factor; and when regarded from the viewpoint of the reader of the daily newspaper, it becomes—as it were—part of our lives. We cannot do without it. It fortunately reaches everyone—old and young, rich and poor. It comes to us regularly as does our daily bread. It is sought with eagerness, perused with interest and read generally with delight."

"The advantages in the Newspaper. These indispensable facts naturally tend to enhance the value and broaden the advantages of advertising space in the columns of the newspaper."

"A reckless or thoughtless use of advertising space is, however, too often exemplified, and the unnecessary and unwise use of one's means is the result thereof. It is an extravagance that can and should be curtailed—and it can be by the exercise of ordinary business prudence."

"THE FIRST DUTY OF THE ADVERTISER is to select the publications to which his publicity should be tendered. That is a matter requiring more than ordinary thought, and the exercise of a calm and wise judgment. Having selected and decided on the publications, the next important consideration is the space to be used and the location to be chosen. An extravagant use of space is too often the policy of an enthusiastic and unwise advertiser. While it is true that publicity should be conspicuous in order to attract prompt and general attention, it does not follow that the advertisement, because of the space it occupies, will produce the result or have the telling effect which the advertiser is endeavoring to attain."

"The reader must be favorably impressed with the claim set forth. He should feel that there is no exaggeration in the statements made."

"Brevity is an essential factor. It is not only the 'soul of wit'—it is the very heart of wisdom. In attempting to be brief, however, we should not fall to be sufficiently explicit. Between the two extremes lies the value of advertising force, strength and value."

"The location of the advertisement is of paramount importance. Next to reading matter is the space of most value, although the character of the reading matter that adjoins it should be seriously taken into consideration. It is not possible at all times to secure this desirable space; yet when it can be obtained, it should be, although the expense is correspondingly increased."

"Certain character of publicity, however, should, at all times and under all conditions, be placed in the classified columns appropriately designated. A small advertisement in the appropriate department is often of greater value than one of large proportions inappropriately placed."

"The frequency of an advertising campaign is a matter requiring sound judgment. To keep it up constantly and unceasingly involves an expenditure that becomes a heavy drain upon the exchequer. It is, however, to prepare a plan that will last a lengthy period of time, have the effect of constancy, and yet be minimized materially by intervals of suspension. Instead of advertising daily, alternate by omitting certain days at one period and reversing the procedure at another. Place your publicity one week on Sunday, Tuesday and Thursday, and the following week on Monday, Wednesday and Friday—using Saturday now and Sunday then to suit one's purpose."

"The constant or rather frequent publicity in comparative limited space is oftentimes preferable and more effective than occasional advertising in a larger or more conspicuous manner."

"Character of Publication Vital. The character and general reputation of the publication is of vital importance. Circulation is generally the factor that impels the advertiser to decide wherein to place his advertisement. It is, however, not always the wise course. The character of the newspaper, the estimation in which it is held, and the class of readers to which it circulates should be the points of enquiry, and should have the proper effect in reaching the decision as to which are to be selected."

"The outlay, whether much or little, should be based on the actual value received in return therefor. It is a duty one owes to himself to secure the maximum advantage at the minimum cost."

"In order to obtain that benefit, care and caution should be exercised. By reckless management of an advertising campaign, the expenditure may become, in reality, an extravagant waste of funds."

"Consult those who can advise properly, and will do so honestly. A reliable advertising agency will lead on to and along the right path. The experience, knowledge, reputation to sustain and the desire to extend and expand will impel such agency to furnish the best advice, to give the wisest counsel,

and lend the most valuable assistance to prospective advertisers. The lowest rates obtainable, the most liberal discounts, and all of the many 'inside' advantages are secured for the client of a reputable agent. Secure such a representative, and it will add materially to the general advertising campaign."

"To those whose existing business needs are imperative, and to all who are about to enter into any business enterprise whatever, I say frankly and with intensity: ADVERTISE! ADVERTISE! ADVERTISE!"

HAROLD ALMERT of Chicago, Manager of the Department of Examinations and Reports of H. M. BYLLESBY & CO. Consulting Engineers, while at the Hotel Belmont recently, speaking of the advertising of a Public Utility, said:

"In no industry that I know of has there been such a radical change of policy and awakening to the possibilities to be derived from comprehensive and intelligent campaigns of advertising as in the marketing of the product of Public Utilities."

"Ignorance on the part of the consumer is the principal retarding factor which prevents a much more extended use of Public Utility service. THE PUBLIC UNDERSTOOD all the varied uses, economies, comforts and conveniences obtainable from the intelligent use of Gas, Electric Light and Electric Power service, THE OUTPUT OF CENTRAL STATIONS and Gas companies of the Country WOULD BE THREE TIMES WHAT IT IS TODAY."

"THE CONNECTING LINK between the prospective consumer, who does not understand the varied uses, and Public Utility or producer who does, IS ADVERTISING."

"Such advertising, to be eagerly read, must be in the form of a campaign of education, setting forth step by step the whole truth and nothing but the truth, in simple language, devoid of technical terms so that the reader can readily comprehend it."

"Until recently the owners of Public Utilities believed that if the public would hunt up the office and demand it, and that to advertise, display and solicit was a waste of good money. Like a thunderbolt out of a clear sky all this has changed and the managers of Public Utilities realize that the successful marketing of their products is different only in degree from any other commodity."

"As an illustration, take a city of 50,000 population located in the middle west, changing from the old policy to the new in two years, the net profits have been trebled and by the increased output it has been possible to reduce the rates to the consumer 3-1-3 per cent."

"Equitable rates, good service, and intelligent publicity, HAVE done wonders for and ADDED materially TO THE VALUE OF SECURITIES of Public Utilities in the last five years, which now represent an investment of something over a billion dollars of American capital."

VANDAL SMASHES CLOCK. VANCOUVER, Sept. 16.—(Special.)—Some vandals last night broke into the new postoffice building and with a sledgehammer smashed the clock which had been set up in the new clock tower.

The Only Double-Track Line to Montreal is the Grand Trunk, and four trains are run daily in each direction from and to Toronto. The "International Limited" leaving Toronto 9 a.m. daily, carries library-car, parlor car, Pullman and up-to-date coaches, reaching Montreal 6 p.m., a delightful ride along the shore of Lake Ontario and River St. Lawrence. Through Pullmans, Toronto to Portland, Me., and Boston, Mass.

Night express at 10:15 p.m., the business man's train, carries regularly four Pullmans and often more, and reaches Montreal 4:40 a.m.; also has sleeper to Kingston Wharfe.

Superb roadbed and double track contributes to safety. Secure tickets and make reservations at Grand Trunk City Ticket Office, northwest corner King and Yonge streets. Phone Main 4298.

Carpenters Want More Money. W. B. Macfarlane, general organizer of the International Brotherhood of Carpenters and Joiners of America, addressed a mass meeting of the local union at the Labor Temple last night. Mr. Macfarlane came from Buffalo with the view of securing better wages for this trade in Toronto. In his address he stated that wages in the past eight years had only increased 12 per cent, while the cost of living had gone up 40 per cent. They were looking for better trade benefits.

Allan Line Changes. LONDON, Sept. 16.—(C.A.P.)—The Allan Line announces that James and Alexander Allan have retired from the business as managers and agents of the company. The business will now be carried on at the Glasgow offices under the management of Allan, Brown & Co., Liverpool and London, Limited. Hugh and Andrew Allan, Montreal, will continue to act as managers of the line for North America.

Another Labor Split. DETROIT, Mich., Sept. 16.—The Detroit Federation of Labor practically withdrew from the American Federation of Labor by voting unanimously not to comply with the recent orders of the executive council to unseat the Electrical Workers' Union. The matter will be appealed to the American Federation convention at Toronto in November.

Manley Baker Appointed. KINGSTON, Ont., Sept. 16.—The school of mining government has appointed Manley B. Baker, B.A., B.Sc., as head of the department of geology. In succession to Prof. R. W. Brock, transferred to the University of America. Survey. He has been lecturer here for three years past. His home is in Stratford, Ont.

End of Exciting Tiger Hunt. MARSEILLES, Sept. 16.—The hunt along the water front of Marseilles for the Royal Bengal tiger which escaped from a steamer in the harbor the day before yesterday came to a dramatic end this morning when the animal mortally wounded and with the blood streaming from her flanks, fled from her mob of pursuers, sprang into the sea and was drowned.

GREENWOOD, M.P., TOURS FOR THE BUDGET LEAGUE

Canada's Own British M.P. Will Thus Have to Postpone His Trans-Canada Visit

LONDON, Eng., Sept. 16.—(Herald cable).—Hannar Greenwood, the member for York, has not taken his annual trip to the Canadian Pacific coast this year, because he is putting in night and day sittings in the house of commons, with speaking tours on behalf of the budget as extras. There are only about twenty speakers in England who can command and hold large audiences, and Mr. Greenwood is certainly one of these.

He is now touring Cornwall and Devon on behalf of the Budget League, an organization with Mr. Haldane, the minister, at the head, which is re-invigorating the government throughout the country. Mr. Greenwood started from Exmouth, the home of Sir Walter Raleigh, on the 10th, and toured by motor thru two of the most beautiful and historic counties in the British Isles.

His plan of operation is to speak at a noon-day meeting in some quaint English town, and then to motor to a larger town, where he will speak one or two times two meetings in one night. In this way, he will speak at all the principal Cornish and Devon places in about ten days. His voice never tires and his six feet of good Canadian physique is equal to any work that runs up against him. He knows his subject, speaks lustily and with a minimum of gesticulation, and never fails to ask for questions, and to deal with them promptly and politely.

He ought to be at least under-secretary at the colonial office, for if he does not know more about the colonies and as much about the government of the home-country as many so-called English statesmen, then he is not worthy of the Dominion of which he is a subject so keen a champion.

ARMY DIRIGIBLE MAKES GOOD Feature of the War Manoeuvres of German Troops.

MERGENTHEIM, Wuertemberg, Sept. 16.—Surrounded by a brilliant company, including the King of Wuertemberg, the Grand Duke of Baden and Winston Spencer Churchill, and the Earl of Londale, Emperor William I. of Germany, the dirigible, which emerged from the clouds overhanging the valley of the Tauber.

Those on board were spying out the positions of the red army and transmitting their observations by wireless back to headquarters many miles in the rear.

The emperor spent six hours on a hill top, after the development of the first dirigible engine, between the red and the blue armies. He partook with his guests of the hot lunch served from the traveling army kitchen.

The message to Count Zeppelin, to come to the manoeuvres from Frankfurt with the Zeppelin III. CHINAMAN HEAVILY FINED FOR AN ACT OF COURTESY.

CHICAGO, Sept. 16.—Yee King was fined \$50 for costs for offering Mrs. Goldie Carter the shelter of his umbrella during a rain storm. The Chinaman pleaded that he had been taught in New York missions to be courteous to white women.

"I always consider it a diversion to help a white woman," said Judge Reiter in inflicting the fine.

ELEVEN NEARLY DROWN IN SHIPWRECK. CAPE TOWN, Sept. 16.—The British steamer Umhail from London for Port Natal has run ashore off Cape Point in a thick fog. The crew and the passengers left the Umhail in the small boats. One of these boats was capsized and five women and six men thrown in the water. They were rescued. An infant is missing.

MAINLY ABOUT PEOPLE. Gov. Johnson of Minnesota, who was operated upon at Rochester, N.Y., on Wednesday, while in a serious condition, is expected to recover.

British Columbia, the Great Pacific Province. Premier McBride of British Columbia is of the opinion that British Columbia is destined to be one of the most thickly populated and wealthiest provinces in all Canada. The ever increasing tide of commerce from the far east must lead to the building up of half a dozen great maritime cities. In his article on "British Columbia in 1950," published in the September 15th issue of Collier's, he predicts that British Columbia 25 years hence will have a population of not less than two and one-half million people. This is one of the most interesting of the seven articles recently published in Collier's on the commercial future of Canada.

To Find Who's Boss, Start Something. CHATHAM, Ont., Sept. 16.—John Kennedy of Chatham Township had the temerity to order his hired man, Josiah Bateman, off his place. "You speaking to me?" asked the surprised Bateman; "then take that, and that."

The hired man knocked his employer down and proceeded to wipe the barnyard with him. Now Kennedy is appealing to the local courts to know if there is not a legal way to get after Bateman to keep him off his place.

Montreal's Festival. MONTREAL, Sept. 16.—(Special.)—The "Come Back to Montreal" Festival is not a great success, although several thousand strangers are here. The idea is a good one for small towns, but the attempt will never again be made here. The industrial procession solicited some fifty cheaply constructed carriages, that looked more like a fake than a representation of this city's industrial power.

Major Pope Accepts. MONTREAL, Sept. 16.—Major William Pope, assistant general collector for the Royal Canadian Mounted Police, announced this morning that he has accepted the appointment as solicitor and secretary for the hydro-electric commission for Ontario. He will take up his new duties on Oct. 1, making his home in Toronto.

The Royal Securities Corporation, Limited, has issued in the City of Montreal, in the Province of Quebec, an advertisement stating that it is prepared to receive subscriptions for \$5,000,000 of Canada Cement Company, Limited, at the seven per cent. cumulative preference shares of CANADA CEMENT COMPANY, Limited, at the price of \$93.00 for each share, with a bonus of ordinary shares equal in par value to twenty-five per cent. of the par value of the preference shares allotted, such bonus stock to be delivered on payment of subscription in full. Firm subscriptions have been received for \$3,200,000 par value of these preference shares. The advertisement gives the following information as to the CANADA CEMENT COMPANY, Limited.

Canada Cement Company, Ltd.

(Incorporated in 1909 by Letters Patent under the Companies Act of Canada)

Head Office: Montreal, Canada.

AUTHORIZED	CAPITAL STOCK:	NOW TO BE ISSUED
\$11,000,000	7 Per Cent. Accumulative Preference Shares	\$10,500,000
\$19,000,000	Ordinary Shares Divided into Shares of \$100 Each	\$13,500,000
\$30,000,000		\$24,000,000
\$ 8,000,000	BONDS:	\$ 5,000,000
	6% First Mortgage Twenty-year Gold Bonds	

The cumulative preference shares will carry fixed cumulative preferential dividends, payable out of the profits of the Company, available for dividends at the rate of seven per cent. per annum on the capital for the time being, paid up thereon respectively, and will rank as regards dividends, and return of capital in priority to all ordinary shares in the capital stock of the Company, but shall not confer any further right to participate in profits or assets. Dividends on these cumulative preference shares will commence to accrue from January 1st, 1910. Dividends will be payable quarterly.

Applications will be made for the listing of these securities on the Stock Exchanges of London, England, Montreal and Canada.

BANKERS:

Bank of Montreal, Montreal.

DIRECTORS OF THE COMPANY

The following persons have agreed to become Directors of The International Portland Cement Company, Limited; Canadian Pacific Railway Company; J. M. KILBOURN, President of Lakefield Portland Cement Company, Limited; Owen Sound Portland Cement Company, Limited; J. R. BOOTH, Ottawa, Director of Grand Trunk Pacific Railway; GEORGE M. DRUMMOND, Montreal, Director of Melsons Bank; Canada Iron Corporation, Limited; J. A. IRVIN, Ottawa, Managing Director The International Portland Cement Company, Limited; HONORABLE W. C. EDWARDS, Ottawa, Senator, Director of Canadian Bank of Commerce; Director of Toronto General Trusts Corporation; W. D. MATTHEWS, Toronto, Vice-President The Dominion Bank; Director of Canadian Pacific Railway; R. W. KELLEY, New York, President of The Vulcan Portland Cement Company, Limited; HONORABLE GEORGE A. COX, Toronto, Senator, Director of Canadian Pacific Railway; Director of Bank of Montreal; W. R. WARREN, New York, Director of The Vulcan Portland Cement Company, Limited; Shawinigan Water and Power Company, Limited; W. H. E. BRAVENDER, Calgary, Vice-President of Alberta Portland Cement Company, Limited; E. M. YOUNG, Allentown, Penn., Vice-President of the Lehigh Portland Cement Company; HONORABLE GEORGE A. COX, Toronto, Senator, Director of Grand Trunk Pacific Railway Company; Canadian Bank of Commerce; W. M. AITKEN, Montreal, Director Montreal Trust Company; CHARLES H. CAHAN, Montreal, President Western Canada Power Company, Limited.

The Canada Cement Company, Limited, is a new Company which has been incorporated for the purpose of taking over the undertakings, properties and businesses of the following Companies, now doing business in Canada, as manufacturers of Portland Cement and like products, viz.:

The Lakefield Portland Cement Company, Montreal, Quebec.
The Lakefield Portland Cement Company, Lakefield, Ontario.
The Owen Sound Portland Cement Company, Limited, Shallow Lake, Ontario.
The Alberta Portland Cement Company, Limited, Calgary, Alberta.
The Belleville Portland Cement Company, Limited, Belleville, Ontario.
The International Portland Cement Company, Limited, Hull, Quebec.
The Vulcan Portland Cement Company, Limited, Montreal, Quebec.
The Lehigh Portland Cement Company, Limited, Belleville, Ontario.
The Canadian Portland Cement Company, Limited, Marlboro, Ontario.
The Canadian Portland Cement Company, Limited, Port Colborne, Ontario.

The Canada Cement Company, Limited, by means of contracts already made, proposes to acquire control of a majority of the shares of the capital stock of the following companies:

The Western Canada Cement and Coal Company, Limited, Exshaw, Alberta, and The Eastern Canada Portland Cement Company, Limited, Quebec. The plants, which will be owned or controlled by the new Company, are believed to be among the best constructed and most efficiently equipped on this continent; and, under a competent central management, not only will a uniform standard of quality be secured in the combined product, but an equitable standard of prices may be maintained throughout the whole country. These plants will have a total capacity in excess of 4,500,000 barrels of Portland cement per annum.

ESTIMATED EARNINGS.

The following may be regarded as a conservative estimate of the earnings of the Company:	
NET EARNINGS.	
The estimated annual net earnings of the Company, based on the quantities of cement being sold, during the present year, by the companies comprised in the merger, and on the costs of manufacture under existing conditions, amount to...	\$1,900,000
Interest on \$5,000,000 of First Mortgage Bonds, at six per cent. per annum	\$ 300,000
Sinking Fund payment on bonds, two per cent. per annum	100,000
Preferential Dividend of 7 per cent. per annum on \$10,500,000 Preference Shares	735,000
	\$1,135,000
Leaving available for dividends on Ordinary Shares of the Company...	\$765,000

The Canadian Market for Portland Cement

The demand for Portland Cement in Canada has increased remarkably during the last five years. In 1904 the total consumption of Portland Cement in the Dominion was 1,694,988 barrels, of which 784,630 barrels were imported. In 1908 the consumption, notwithstanding the general industrial depression, was 3,134,338 barrels, and no less than 3,495,961 barrels were manufactured in Canada. Existing trade conditions indicate that the consumption during 1909 will largely exceed that of 1908.

The increase is not abnormal, nor due to merely local causes. In the year 1888, it is estimated that less than 200,000 barrels of cement were manufactured on the North American continent; and the enormous growth of the business is shown by the fact that in 1908 approximately 55,000,000 barrels were there produced. The manufacture of Portland Cement commenced in Canada in 1888, but until 1904 the importations into Canada of the foreign product exceeded the Canadian production.

The report of John McLeish, B.A., chief of the Division of Mineral Resources and Statistics of the Department of Mines, Canada, on the production of cement in Canada during the calendar year 1908, furnishes the following comparative statement:

Calendar Year.	Canadian.		Foreign. Imported into Canada.	Total. Consumed in Canada.
	Manufactured. Barrels.	Consumed Barrels.		
1904	908,990	910,358	784,630	1,694,988
1905	1,541,568	1,346,548	917,558	2,264,106
1906	2,152,562	2,119,764	666,931	2,785,695
1907	2,491,513	2,436,093	672,630	3,108,723
1908	3,495,961	2,665,289	469,849	3,134,338

Great as has been the development of the Portland Cement industry in Canada since 1904, it is only reasonable to assume that this growth will be largely exceeded in the immediate future, and for many years to come. The enormous public works in progress and in contemplation, including Railways, Canals, Bridges, Harbor Improvements, Piers, Wharves, Docks, Piles, Pavements, Building Foundations, and Buildings, etc., will all require proportionately large quantities of the manufactured products of the new Company. The hydro-electric developments throughout the country will increase the demand, while the rapid substitution of reinforced concrete for other materials in the building trades will render necessary an increased production on the part of the new Company.

Objects of the Merger.

According to the returns made to the Dominion Government by the cement manufacturers, the average price at their works obtained by them in 1908 was \$1.39 per barrel. This was the lowest price ever reported by the Canadian mills. In 1906 the average price was from \$1.65 to \$1.70, and in 1907 about \$1.60. At the beginning of the present year it was realized by a number of the manufacturers that even without any increase in prices, the business could be rendered much more profitable by a merger of several of the large competing companies on a conservative basis. The Canada Cement Company, Limited, is the outcome. The new Company will own or control cement-producing plants at the central points of distribution from the St. Lawrence River west to the Rocky Mountains; and, by securing a more efficient organization which will be able to regulate the distribution of the manufactured product from these central points to the centres of consumption, large economies in the present cost of freight, which represents a large percentage of the ultimate cost to the consumer, will undoubtedly be effected. The establishment of one executive office in the City of Montreal, and the elimination of competitive salesmen, middlemen, and brokers is also expected to effect a considerable saving in the costs of the Sales Department under the new management.

Forms of application can be obtained at any office of the Royal Trust Company or of the Royal Securities Corporation, Limited.

THE ROYAL SECURITIES CORPORATION, LIMITED, MONTREAL