

## Canadian Manufacturers

desirous of opening an Australian connection are requested to correspond with  
**SCOTT, HENDERSON & CO., Sydney, New South Wales.** References: Bank of New South Wales, Sydney; J. S. Larke, Esq., Canadian Government Trade Commissioner, Sydney.

## Short Talks on Advertising

224 pages, 123 illustrations; sent post-paid on receipt of price.  
Paper binding, lithographed cover, 25 cents.  
Cloth and gold, gold top, uncut edges, \$1.00.

**CHARLES AUSTIN BATES**  
Vanderbilt Building, New York.

"Mr. Bates' Masterpiece. It is interestingly and readably written—more readable than one would believe possible on so hackneyed a subject as advertising—and it is illustrated by pictures intended to lend a humorous turn to many of the sentences in the text. For those who want a general idea of advertising principles, the book will be found valuable, and even the readers to whom its subject is more than familiar will find it an interesting companion for a leisure hour. It is full of apt metaphors, every one of which rings with a true note."  
—*Geo. P. Rowell.*  
"Excellent Work."—*Buffalo Evening News.*  
"Interesting and profitable."—*Baltimore Herald.*  
"Lively and Sensible."—*Philadelphia Evening Telegraph.*  
"Handsome and Clever."—*New York Press.*  
"Should be read twice."—*Cleveland World.*  
"Should be on the desk every advertiser."—*Cleveland Press.*  
"Best thing we have seen."—*Buffalo Express.*  
"Most practical and helpful."—*Minneapolis Journal.*  
"Every advertiser may read with profit."—*St. Louis Post-Dispatch.*  
"Mr. Bates has rendered a service to all progressive business men."—*Philadelphia Record.*  
"Most interesting of all instructive books."—*Buffalo Times.*  
"Full of ideas of value."—*Cleveland Leader.*  
"Nothing humdrum or commonplace."—*Buffalo Commercial.*  
"Full of snappy, commonsense hints."—*Boston Advertiser.*  
"Striking and readable."—*Baltimore American.*  
"Cannot fail to prove interesting."—*Pittsburg Press.*  
"Should be in the hands of every business man."—*Philadelphia Ledger.*

## CANADIAN SEALING CATCH, 1899.

In a supplement to Messrs. R. P. Rithet & Co.'s circular concerning the Canadian sealing catch of the present year, is a list of the take of 35,400 skins. This is made up of 10,472 skins taken by 26 schooners in spring sealing, and 23,999 by the same in Behring Sea. To this is added 1,000 skins, estimated taken by Indian canoes, making the total 35,471. The list totals as under, and is compared with those of several previous years:

|                | Behring |        |
|----------------|---------|--------|
| Catch, 1899.   | Spring  | Sea.   |
| Total skins .. | 11,472  | 23,999 |
| Total, 1898 .. | 11,055  | 17,403 |
| Total, 1897 .. | 6,100   | 15,607 |
| Total, 1896 .. | 10,703  | 25,700 |
|                |         | 55,677 |

The circular of the Victoria firm named, adds, after noting the scarcity of tonnage for wheat charters, and that the lumber freight market continues in much the same position, enquiries for tonnage have failed to bring out offers, and large orders on hand cannot be executed for want of vessels: "We add our usual annual supplement giving particulars of the catch of the Canadian sealers, from which it will be seen that there is a very satisfactory increase over the two preceding years, although the vessels engaged in the industry were only twenty-five, as compared with thirty-five in 1898, and forty-one in 1897. Local dealers have made large purchases of skins at an advance over last year's prices, and the business has been profitable to both owners of vessels and hunters."

## WHAT THE LIFE COMPANIES ARE DOING AND SAYING.

A. C. McEown, of Brandon, who has for some years acted as the general agent in Western Manitoba of the Confederation Life Association, is moving to Winnipeg to take the city agency for the same company. Mr. McEown has been very successful as a general agent, and is likely to do well in the city, where he will begin operations at once, succeeding H. Worsley, who is going to British Columbia on account of his health. Mr. D. M. Browning, who for so many years has been the able representative of the Confederation Life at St. John's, Nfld., has been compelled to resign his position on account of his appointment as chief clerk and registrar of the Supreme Court of Newfoundland. Mr. Browning has been succeeded in the agency by his late partner, Mr. C. O'N. Conroy.

A striking picture of Portland Head Light, at the entrance to Portland Harbor, sets off the calendar of the good old Union Mutual, of Maine. The motto for January, 1900, is: "The years are passing along. Better take a Union Mutual policy now."

In the village of By-and-bye is the hostelry of Never, says a Spanish proverb. And its application to a procrastinating life assurance applicant is only too obvious. This is one of the bits of wisdom selected by the British

## BANKERS.

From the following list our readers can ascertain the names and addresses of bankers who will undertake to transact a general agency and collection business in their respective localities:

### ONTARIO

**A**CTON, Halton County. STORIE, CHRISTIE & CO.

**A**ILSA CRAIG, Middlesex County. JOS. ROSSER.

**A**LLISTON, Simcoe County. GRAHAM & KNIGHT.

**A**MHERSTBURG, Essex County. THE CUDDY-FALLS CO.

**A**RKONA, Lambton County. JOSEPH WILCOX.

### NORTH-WEST TERRITORIES

**W**APELLA, Assiniboia, N. W. T. R. A. PEASE & CO. (with Branch Office at Moosomin, N. W. T.)

**WANTED**—Honest man or woman to travel for large house; salary \$65 monthly and expenses, with increase; position permanent; inclose self-addressed stamped envelope. **MANAGER, 330 Caxton Bldg., Chicago.**

## G. H. Adams & Co.

**M**ANUFACTURERS'  
AGENTS and  
COMMISSION  
MERCHANTS

Flinders Lane, MELBOURNE,

Clarence Street, SYDNEY,  
and at FREMANTLE, ADELAIDE,  
BRISBANE and N. Z.

Will be pleased to correspond with Canadian Manufacturers and Exporters desirous of opening up direct relations with Australasia.

## The British Canadian Loan and Investment Co., Limited

DIVIDEND NO. 44

Notice is hereby given that a dividend at the rate of Five per cent. per annum on the paid-up capital of the Company, for the half-year ending 31st December, 1899, has this day been declared, and that the same will be payable on the 2nd day of January next.

The transfer books will be closed from the 22nd to the 31st proximo, both days inclusive.

By order of the Directors.

R. H. TOMLINSON, Manager.  
Toronto, Nov. 14th, 1899.

## Profitable Advertising and

## Art in Advertising For 1900

The handsomest series of cover designs ever executed for a journal of this character will appear on Profitable Advertising during the coming year. These designs alone will be worth the subscription price. The quality of the contents will be in keeping and many new and valuable features will be presented.

The readers of The Monetary Times appreciate good typography. Profitable Advertising is superior in this respect and offers more for the money (80 large pages per month) than any similar medium—all bright, original matter, and fully illustrated.  
Send \$1.00 for year's subscription. Foreign price \$1.50 per year. Sample copy 10c. if you mention The Monetary Times. Address

Profitable Advertising and Art in Advertising,  
No. 227 Washington Street,  
BOSTON, MASS.

KATE E. GRIEWOLD, Pub'r.

## L'Empereur

EXTRA DRY

## Champagne



Equal to imported. In order to introduce our "L'Empereur" Champagne we offer a Christmas hamper until end of year, containing:

- 1 qt. Bottle
- " L'Empereur,"
- " J. S. Hamilton & Co.'s Brandy,
- " St. Augustine,
- " Chateau Pelee Medoc,
- " Sweet Catawba,
- " Hocheimer,

**FOR \$4.00**

If order is accompanied by cash, case delivered at any station in Ontario east of Algoma prepaid.

**J. S. Hamilton & Co.**

BRANTFORD, Ont

Manufacturers "L'Empereur."