

Direct Results from Advertising.

The new advertiser looks for direct & immediate returns from his advertising, & if he doesn't get them, is likely to think the advertising unprofitable.

The old & experienced advertiser is willing to wait for results, & it is he who generally gets them.

Only bargain advertising brings in business with a rush; & it must be remembered that bargain advertising is not profitable in itself—the profit comes later. Bargains bring people again, & it is the people who come again who make profitable customers.

Advertising lives a great deal longer than most people give it credit for.

An advertisement that is in to-day loses its value only when the last man who saw it is dead.

An experience of mine on the life of advertising may not be amiss.

In a monthly class publication I inserted an advertisement one month, from which immediate replies did not seem to justify continuance, & I stopped it.

Six months afterward I got a reply that brought me more business than the advertisement cost. About ten months afterward I heard from a man who paid me several times the cost of the advertisement.

Who knows but if I had continued the advertising it might have made me rich?

The direct & immediate results were almost nothing. The results that came after I had supposed the advertisement dead & forgotten were as profitable as they were surprising.

As a single advertisement can seldom be hoped to pay, & as the cumulative effect of repeated advertising is the strongest element in the success of advertising, it is not unreasonable to suppose that a continuation of that advertisement would have been highly profitable.—From Sacramento, Cal., Bee.

G.T.R. Brantford Shops.—The Brantford Co-operative Pork Packing Co. is negotiating with the G.T.R. Co. for a lease of the old shop buildings at Brantford.

ELECTRIC RAILWAYS.

Quebec Electric Railways.

Chaudiere Valley Ry.—The Canadian Electric Light Co. is about to develop the water power of the Chaudiere Falls, near Levis, by which a minimum of 5,000 horse power is expected to be secured. It is said the Co. will construct an electric railway, to be known as the Chaudiere Valley Ry., & to run through Levis, Bellechasse, & the neighboring counties.

Hull Electric Co.—The town authorities of Aylmer are applying for an injunction to restrain the Co. from removing its tracks on Main St., Aylmer, the Council believing that it would interfere with the town's business & progress to have the tracks altered, while the Electric Co. desires to make the change to avoid legal complications.

Montreal Park & Island Ry.—At the annual meeting, Sep. 21, the report showed the following results for the year ended Aug. 31:

Earnings.	1898-9	1897-8
Car earnings.....	\$109,988 74	\$104,761 36
Miscellaneous revenue....	1,972 00	207 99
	\$111,960 74	\$104,969 35
Operating expenses.	1898-9	1897-8
Car service.....	\$23,945 71	\$23,446 51
Power house.....	16,952 88	18,442 87
Salaries (office).....	4,461 50	4,725 80
Repairs motors.....	5,459 71	5,783 25
" cars.....	3,328 35	2,921 30
" track.....	3,110 39	3,481 15
" overhead.....	1,023 84	1,320 00
" power plant.....	594 85	1,031 72
" buildings.....	159 28	272 02

tools & machinery	147 33	87 58
Car house.....	2,782 72	3,384 09
Track cleaning.....	2,233 39	2,283 89
General expense.....	2,203 00	1,830 77
Office.....	900 00	1,168 38
Injuries & damages.....	1,650 66	796 97

Balance	\$68,963 69	\$70,976 30
	\$42,997 05	\$33,993 05

Gross Earnings, 1898-9, \$111,960.74; 1897-8, \$104,969.35; 1896-7, \$79,986.93; 1895-6, \$56,446.10. Increase, 1898-9, \$6,991.39, or 6.66%.

Operating Expenses, 1898-9, \$68,963.69; 1897-8, \$70,976.30; 1896-7, \$64,621.15; 1895-6, \$55,878.81. Decrease, 1898-9, \$2,012.61, or 2.92%.

Net Earnings, 1898-9, \$42,997.05; 1897-8, \$33,993.05; 1896-7, \$15,365.78; 1895-6, \$567.29. Increase, 1898-9, \$9,004.00, or 26.78%.

Passengers Carried, 1898-9, 1,240,596; 1897-8, 1,216,370; 1896-7, 1,036,975; 1895-6, 730,494. Increase, 1898-9, 24,226, or 1.99%.

Car Miles, 1898-9, 696,314; 1897-8, 696,992; 1896-7, 520,901; 1895-6, 426,530. Decrease, 1898-9, 878, or .10%.

	1898-9	1897-8	1896-7	1895-6
Earnings per car mile....	16.08	15.06	15.30	13.43
Earnings per passenger mile.....	9.02	8.63	7.70	7.73
Operating % of earnings	61.64	67.62	80.81	98.99

The old directors were re-elected as follows:—H. S. Holt, Hon. L. Beaubien, Hon. A. A. Thibaudeau, Hon. J. R. Thibaudeau, W. Strachan, A. Brunet, D. Morrice.

Montreal St. Ry.—The gross earnings are:			
	1898-9.	1897-8.	Increase.
Oct.....	\$133,419.69	\$116,003.09	\$17,326.60
Nov.....	125,126 10	110,608.98	14,427.12
Dec.....	127,678.00	113,029.33	14,648.67
Jan.....	125,276.04	110,155.96	15,120.08
Feb.....	113,838.02	102,425.99	11,412.03
Mar.....	123,754.11	114,476.98	9,277.13
April.....	139,405.96	110,619.27	19,786.69
May.....	145,466.38	123,308.08	22,158.30
June.....	156,838.34	132,964.61	23,873.73
July.....	154,048.07	143,986.63	10,061.44
Aug.....	163,394.47	143,801.19	19,593.28
Sep.....	146,185.06	136,764.80	9,420.26
	\$1,645,450.24	\$1,438,324.91	\$187,125.33

On Oct. 2 the Co. handed over to the City of Montreal \$70,608.57, amount of percentage on the gross earnings of the Co. within the limits of the city for the year ending Sep. 30. The Co. pays 4% on earnings up to \$1,000,000, & 6% on earnings between \$1,000,000 & \$1,500,000. The question of paying the city a percentage on the earnings of the lines outside the city is still in dispute, & no payment has been made by the Co. in this connection. Under the by-laws the Co.'s annual meeting is fixed for Nov. 1, but as that is All Saints' Day & a legal holiday in Quebec it is probable the meeting will be held Nov. 2.

The Co. is appealing against its assessment by the city, the assessors having valued the poles, wires & rails, independent altogether of the plant & machinery, at \$280,000. The Co. have about 96 miles of single track in the city, so that the valuation is on the basis of \$3,000 a mile. The Co. claims that the valuation for a similar tax in Toronto is only \$1,050 a mile, & asks that the assessment be reduced to the valuation imposed in Toronto. This would reduce their valuation by about two-thirds, & the assessment to something like \$100,000, instead of \$280,000. The Co. also objects to the imposition of the special business tax on the basis of the assessment of its real property, including that already taxed under the poles, wires & rail tax & the machinery tax. The Co. points out that in reality as the law is construed by the assessors, it is being taxed no less than three times on some of its property which the city charter designated as real property. The Co.'s protest to the assessors contends that the charter, while it authorizes the taxation of machinery as being part of the immovable property, & also the taxation of poles, etc., as forming part thereof, does not authorize the taxation of the rental value thereof as part of the business premises of the Co. The machinery, poles, etc., are not subject to water rates. The poles, wires & rails of the Co. have been

valued at a higher price than the Co. would be able to obtain for the same if desirous of disposing of them. The 2nd clause of the Co.'s contract with the city reads:

"The Corporation shall grant the said Co. all licenses, rights & privileges necessary for the proper & efficient use by electric power to operate cars in the said streets in the manner successfully in use elsewhere; including the right to open said streets," etc., etc.

The understanding & agreement between the City & the Co., the document continues, was that the percentage of its earnings paid by the Co. was accepted by the City in lieu of all taxes, rates & assessments, with the exception of the tax upon immovable property & the water rate. This agreement or contract, it is argued, having been confirmed by the Legislature, cannot be annulled by the charter. In support of this sec. 567 of the charter is quoted, which reads:

"Nothing contained in this Act shall be construed as allowing the city to violate any of its obligations undertaken by contract or as affecting or repealing any powers specially granted by statute to corporations or companies."

In conclusion the notice of appeal says: "The Montreal St. Ry. Co. respectfully submit to the Board of Assessors, That an excessive valuation has been placed upon its property on Delisle & Notre Dame Streets. That its machinery, poles, wires, etc., did not constitute, at the time of the contract, real estate, & consequently it is not liable for assessment thereon under the present charter of the city. That it is liable only for an assessment of the property which was immovable in 1893. That if the machinery, poles, etc., are immovable they should be assessed only at such value as the Co. could obtain for them if they were desirous of disposing of them. That it is not liable for water rates on any part of the assessment which represents machinery, poles, etc. That the Co., having a grant from the City of all licenses necessary for business, the city cannot levy any tax or license upon it, & inasmuch as all personal taxes, including business tax, are licenses within the meaning of the charter & the contract referred to, the Co. is not liable for the same."

The Co.'s car shops at Hochelaga, on which work was started early in the spring, have been completed. They cover an acre & a half of ground at the corner of Harbor & St. Catherine Streets. The blacksmith shops & a portion of the storerooms are the only rooms occupied at present, the workmen in these having been removed recently from Côté St. The vacated building on Côté St. is to be used for storing reserve cars & for urgent repairs at all times. The new shops include those for machine, blacksmith, winding & car-building purposes. The latter building is nearest St. Catherine St., & is fitted with a full system of tracks, where a large number of cars may be kept in the course of alteration or construction at once. The premises are all to be heated by the hot blast system. The machine shop & storeroom are 35 ft. high, while the other building is only 20 ft. high, & is well lighted by hundreds of windows & a dozen large skylights. Near by the Co. is erecting a reading room & recreation building for employees, which is to be fitted with a gymnasium, bathroom & barber shop, & will be ready before the snow flies. On St. Denis St. the Co. has well under way large storage sheds, measuring 250 by 100 ft., which will accommodate nearly 100 cars.

The city attorney has given his opinion that the Co. is bound to remove the snow from its tracks, & also to pay half of the cost of removing the snow from the rest of the street from curb to curb, including that thrown from the tops of buildings.

The Co.'s winter cars now being put in service have the front vestibules entirely closed in, thus making the motor men more comfortable & keeping the cars warmer, owing to the doors on the front vestibules not being opened.