

submitted to some large buyers of such material here, who seem much pleased with the samples, and have promised to communicate with their Canadian agents. I shall indeed be pleased if it leads to business, as the more the Mother Country can reciprocate with her colonies, the better for all.

A letter from Mr. F. B. Girdlestone, general manager of the Bristol docks, has also been received. He says:—"The package of peaches and pears was delivered to my house on Saturday morning last. The contents came to hand in splendid condition, and all I can say is that if your country can deliver fruit of this quality, and in such condition, the market in this country is an unlimited one. I have sent specimens around to friends, who pronounce the condition excellent and wonderful."

OUR ADVERTISING MAN.

"I have often wondered," said the advertising man, "why some men, whether in buying goods or contracting for advertising space that they really want, persistently speak disparagingly of what they are going to buy or contract for. I have sometimes thought that it was a chronic habit with them, and again have been led to believe that the thought that that course would secure them better terms in some shape or other. Here is one experience (and I have had numerous similar ones). I had heard from several sources that the advertising man of a certain large concern had boasted of the splendid results obtained from the paper I represented, and consequently, when I went for a renewal of my contract, I expected to

be received with open arms, so to speak. On the contrary, the company's advertising man received me politely, but stiffly, and informed me that he 'guessed he wouldn't renew his contract with me.' That he 'didn't believe the advertising profitable at the price he was paying.' He said that some papers had paid him well and that he intended to renew with them, and probably increase the size of his advertisement. 'I've tried your paper and it did not pay' acts like a solar plexus blow when fired at an advertising solicitor. He can make little defence. But I knew that my paper had paid him and took matters easy. He offered to try my paper another year at a reduced price, but that I could not give him unless he took a larger space. He took the larger space, remarking that perhaps his card had been too small to attract attention. Now, that man gained nothing by belittling my paper, and I would have written the notice of the additions to his plant with better grace had he acknowledged the value of the advertising he had had. I am glad to say, however, that the majority of advertisers with whom I have done business are always glad to acknowledge the benefits secured from their advertising."

F. E. ATTEAUX & CO.

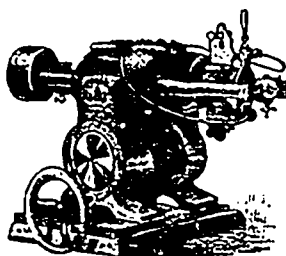
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Toronto,

15 Lemoine Street, Montreal.

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Philadelphia, Chicago, and
Gloversville, N.Y.

Dyewood Extracts,
One Dip Alizarines,
Aniline Colors,
Dyestuffs and
Chemicals.

Jones & Moore Electric Company



ELECTRIC LIGHT

...AND...

POWER PLANTS

Multipolar Machines

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16-Light Arc Plant for sale cheap. Good as New.

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14 MARKET PLACE, MANCHESTER

ANOTHER TORONTO INDUSTRY.

The Hamilton Glass Company, who have for a number of years operated their main factory in Hamilton, Ont., and who recently established a branch of their works in Toronto, will remove its entire plant from Hamilton to this city, and make window glass and all the other varieties of the company's product in the Toronto factory. The following letter from Mr. Fleming, the Assessment Commissioner, to the Board of



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VALVES**

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For Hot Water
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