

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 apothegms, every one of which rings with a true note."
 —Geo. P. Howell.
 "Excellent Work."—*Buffalo Evening News*.
 "Interesting and profitable."—*Baltimore Herald*.
 "Lively and Sensible."—*Philadelphia Evening Telegram*.
 "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*.

THE Mining Society, of Nova Scotia, held their semi-annual meeting at the Halifax Hotel. The revision of the Miners' Regulation Act met with the views of the society with scarcely a suggestion for amendment.

A MEETING of the creditors of G. A. Marion & Co., general merchants at Rockland, Ont., whose failure we lately noted, was held in Montreal last week, but as the insolvent did not file an appearance, or make any offer, the estate will in all probability be wound up by the assignee.

THE assignment is reported of Mrs. O. Winters, general dealer, L'Original, Ont. The business was formerly carried on by F. Winters & Co., who became embarrassed in 1895, the stock being sold under chattel mortgage, when it was bought in for Mrs. Winters. Liberal credits and lax collections are given as the reasons for non-success.

THE homeliest man in Congress is Mr. Eddy, of Minnesota, and he rather prides himself on this fact. Some of his political adversaries once accused him of deceitfulness and hypocrisy, but he rose to the occasion. "They say I am two-faced," said Mr. Eddy. "Now, gentlemen," looking mournful and homelier than usual, "do you believe that, if I had two faces, I would be wearing this one?" This did up all his critics.

THIRTY-TWO years is a long while for one business firm to have been in existence, unchanged and successfully in Canada. But this period is the record of one Ontario firm, that of John M. Bond, of Guelph. At the beginning of 1868, Mr. Bond, who had made an early record for himself as manager for Rice Lewis & Son, of Toronto, made his advent as a hardware merchant in Guelph. He was young and energetic and knew the business, which are all factors in commercial success. Year by year the business grew, until to-day this is one of the most prominent establishments in south-west Ontario. Guelph is situated as most of our readers know, in a thriving farming and manufacturing district. As the surrounding country developed, Mr. Bond's business grew, and of course the premises to accommodate it had to extend. The firm now occupies premises covering 50 feet front on Wyndham street, by 106 feet on Cork street, and 120 feet on St. George Square. Part of these buildings are three stories in height, part five stories, stored with every variety of hardware and woodenware, and the basement contains paints, oils, cement, bar iron, and all descriptions of heavy goods, peculiar to the metals business. But even this extensive place is inadequate to the requirements of the business, and a yard, farther on, is stored with drain tiles, firebricks, and iron and steel pipe. The business is done at wholesale, as well as retail, and travellers on the road take orders for this well-known Guelph house. The growth of this business, to large dimensions, illustrates the possibilities that lie before enterprising men with the requisite capacity, and an eye to expansion. And Mr. Bond is to be congratulated on his success.

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

ACTON, Halton County, **STORIE, CHRISTIE & CO.**

ALISA CRAIG, Middlesex County. **JOS. ROSSER.**

ALLISTON, Simcoe County. **GRAHAM & KNIGHT**

AMHERSTBURG, Essex County. **THE CUDDY-FALLS CO.**

ARKONA, Lambton County. **JOSEPH WILCOX.**

NORTH-WEST TERRITORIES

WAPELLA, 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.

MANUFACTURERS' 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. GRISWOLD, Pub'r.

CANADIAN PEOPLE

ARE PROUD TO
 ACKNOWLEDGE

L'Empereur CHAMPAGNE



As a product of Canada. It is pure. No fancy price for foreign label.

Fermented in bottle under expert from France.

The Best Value in Champagne.

J. S. Hamilton & Co.
BRANTFORD, Ont
 Manufacturers
"L'Empereur" Extra Dry.