

them, and all are placed at the disposal of a client. An agency is always ready with timely suggestions and hints about methods and technicalities, which are invaluable to our friend, the inexperienced advertiser. Of course, a paper cannot go to the trouble that an agency will, but, at least, it can send out, as its representatives, men who know the practical side of advertising.

"PROTOSE" AS A SPACE USER.

A big deal has just been concluded by which Hall & Rueckel, a millionaire drug firm of New York, who are well known to all advertising men as the proprietors of "Sozodont"—the much-advertised tooth powder—buy out The Hatch Protose Co., Montreal. The latter concern have been manufacturing a food powder called "Protose," which is claimed to be the most remarkable preparation of its kind that has ever been introduced in America. It was discovered by an Austrian chemist, Henri Hatch, who came to this country in the belief that there would be an enormous demand for such a food in Klondyke and other mining districts. The food has, however, been principally used in cases of wasting diseases, such as diabetes, etc. Lack of capital has prevented the discoverer from giving "Protose" the publicity which is required to make it a commercial success, but, of course, under new management, it will be vigorously pushed. It has not yet been decided whether the company will continue to manufacture in Canada or whether they will remove to New York, but, in any case, it is likely that a considerable amount of money will be spent in advertising in Canada. A. McKim & Co. have been placing some business for "Protose" in Montreal and Toronto dailies, and, no doubt, any further business will be placed by them, also. It is interesting to note, by the way, that the British Government are experimenting with "Protose" as an emergency food for the troops in South Africa.

MAIL-ORDER BUSINESS.

The growth of the mail-order business promises big profits to publishers. Department stores, manufacturers of novelties, pocket knives, etc., find a veritable Klondyke selling their wares by mail. For one thing they get a larger profit, and, besides, there is less trouble and expense in selling goods by this means. The whole mail-order scheme depends upon advertising, so the business cannot be developed without giving newspaper proprietors a share in the profits. The objection to advertising of this kind is that it treads upon the toes of the home merchant, and in some cases papers have refused good orders because their local advertisers kicked.

NEW BUSINESS.

The first two weeks of the new year have not been marked by any startling developments in the advertising field. Business houses are balancing their books and don't feel like talking advertising, but, as soon as that is over, business will begin to move.

A. McKim & Co. are sending out orders for "Turkish Dyes" and "Herbine Bitters," controlled by J. Brayley, Sons & Co., of Montreal, to Maritime Province and Newfoundland

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DESBARATS ADVERTISING AGENCY, Montreal.

papers; for "Garfield Headache Wafers" to Quebec dailies, and for the Montreal-Victoria Insurance Co. to a big list of papers. The latter part of the month should see some big orders sent out by the agencies.

TORONTO ADVERTISING BRISK.

The new year finds Toronto advertisers in a cheery mood. The annual stock-taking and book-balancing has found practically all the large houses, both retail and wholesale, in a prosperous condition. The result is that advertising keeps up well. While many clients of most of the houses are reducing their space, very few have dropped out. Some new business is being placed. J. S. Robertson & Co. are putting out the advertising of a new specialty known as "Corn File," for The Corn File Co. The trade papers bear evidence of the beginning of the season's campaign of bicycle, bicycle tire and bicycle sundries advertising. The large companies which were floated during the past year are advertising with considerable enterprise.

The Dunlop Tire Co., Limited, are placing their contracts through the Central Press Agency. This agency is also looking after the advertising of "Rokco," for the Rokco Manufacturing Co. Two of their patrons, the Sanden Electric Co., and the Samaria Remedy Co. are largely extending their advertising. The former are taking space in British Columbia, Nova Scotia, and New Brunswick papers to extol the virtues of their electric belt. The latter are going into Manitoba and Northwest papers as well as into many of those published in the Provinces on the Eastern and Western seaboard.