

capable young advertisement writer to assist him in that branch of the work.

The new concern will be a pioneer in its line in Canada, and will run on much the same lines as the large American ad.-bureaus. It starts under favorable auspices, with orders from the Kennedy Co., the Corticelli Silk Co., and the Albionite Co.—proprietors of "Dentofoss"—which will keep the staff busy for the next three months. Mr. McConnell does not intend to seek retail advertising but will devote his attention to general advertising. He should have the support of publishers and advertising men, because a well-managed ad.-bureau, turning out good, result-bringing advertisements for which a fair price is charged and not seeking any "rake-off" from the papers, is an invaluable ally to the solicitor for legitimate mediums.

THE SPHINX SPEAKS.

I have referred more than once in this column to the Sphinx Club of New York, of which a former Canadian, Mr. F. James Gibson, is the courteous and efficient secretary. Their annual dinner took place recently. One of the features of the evening was an address by Morris S. Wise on "Trade Marks in relation to Advertising." Some quotations from his speech will be appreciated. He showed how old trade marks win, and he gave a number of rules that ought to guide their employment for advertising purposes: They must not misrepresent; they must not offend public morals; they should be a mark which others equally have a right to use, etc. He said, in conclusion:

"A new feature has recently been added to the advertising qualities of the trade mark, by the addition and use of what are known as 'catch phrases,' as instance the following:

"Ayer's Pill, announced as 'The pill that will.'

"The porous plaster which is announced as 'Does its work while you do yours.'

"The Geo. W. Childs' cigars, boomed as being 'Generously good.' Another cigar, which is cleverly described as being 'In Everybody's Mouth.'

"The 'Good Morning' of Pear's Soap.

"'Knox them all,' of Knox's gelatine.

"'It takes the ache,' of the Cherry Pectoral plaster.

"'Braces Body and Brain,' of Vin Mariani.

"'You press the button, and we do the rest,' of the Kodak camera.

"'Children cry for it,' of Mr. Pitcher's Castoria, and

"'Meet me at the Fountain' of the Big Store.

"These and many others are very clever catch phrases, and admirably serve the purpose for which they are intended.

"It is evident, therefore, that the trade mark advertises the wares to which it is attached, so, by advertising the trade mark, the merchant advertises his wares.

"The good-will of a business is to the greater extent represented by the value of its trade marks. The great advertising given to various cigarette trade marks, made them worth millions upon million of dollars, and to-day the cigarette trade marks of The American Tobacco Co. are worth fully \$40,000,000, and the company is paying a steady dividend year in and year out on this ware.

"What would those trade marks have been worth if they had not been properly and fully advertised? Nothing! And what would that business be worth to-day without those trade marks? Not a dollar!

"What is the Royal Baking Powder trade mark worth? Millions!

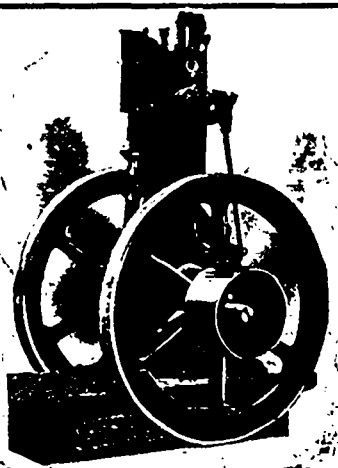
"What would it have been worth without the Royal advertising the word Royal has received? Probably nothing, or very little.

"And so on.

"Run the gamut from Sapolio up or down the list, and then, O Sphinx, answer the riddle yourself.

"James B. Duke put every dollar he had in the world into advertising his 'Cameo' cigarette trade mark—and to-day he is a multi-millionaire, and the head of one of the most successful mercantile corporations in the world."

"Cheap Power, Mr. Printer, with



The Northey Gasoline Engine costs only \$155 to begin with—the running expenses are low, 12½ cents per hour—the engine is always ready for work—can be managed by anyone—is always under complete control. The Northey Engine has become a great favorite with newspaper men. Read the experience of Mr. J. A. McLaren, of The Barrie Examiner: "The engine purchased from you has been running for over three months and has given us every satisfaction. It is clean, safe, always ready (in a few minutes), saves time, labor and insurance, besides the saving of fuel. As to power, the small engine that we have gives ample power to run all our presses simultaneously and the admirable governors give perfect control of speed. In fact, the machine supplied us is even better than you represented it to be. Such, at least, is our experience."

Northey Mfg. Co., 1007 King St. Toronto
LIMITED Subway,

the * * *
Northey
Gas and
Gasoline
Engine."