

of the best markets in which to buy, as well as of the goods to be bought. So in advertising, the same principle is being made to apply. It has been stated on good authority that John Wanamaker, with his stores in Philadelphia and New York, spent in each of these not less than \$300,000 on advertising last year. If one calculated profits on a basis of 10 per cent. this meant a turn-over of \$3,000,000 to cover the expenditure for advertising alone. Hood's Sarsaparilla expenditure amounts to \$750,000 yearly; that of Ayer's Sarsaparilla, \$500,000; of a certain brand of baking powder, \$500,000; Pearline, \$300,000; Castoria, \$200,000. It is true these are not Canadian figures, yet they are the figures of advertisers whose names are familiar to the people of all countries, and some portion of this appropriation is spent among Canadian newspapers. They are all successful concerns cited, and in this fact is made clear the value of good advertising.

"But there are large advertisers in Canada. Two of the largest departmental stores spend each not less than \$100,000 a year. and Mr. P. C. Larkin, manager of the Salada Tea Company, has stated over his own signature within the past few weeks, that his firm spends \$50,000 a year. Advertising has become one of the essentials of present day business, and one of the first questions to be considered, when one commences business, is that of advertising."

The point aimed at by the lecturer in citing these cases was to emphasize the fact that whether a business is large or small, the advertising appropriation is one of the important items of expenditure, and careful business men are to-day, as never before, learning that it is unwise business to expend this money indifferently or unknowingly. Hence the place that is filled in many business houses by those who had made a study of advertising—the mediums in which advertising is to be placed, and the preparation of the matter for the space purchased.

In illustration of the direct relationship of advertising to success in business the lecturer instanced the experience of large advertisers in Chicago during the time of the printers' strike, a year or two ago, when that city was without a daily newspaper for several days. The manager of the Siegel-Cooper Co. departmental store has said that their business fell off two-thirds from being unable to advertise, and his testimony was corroborated by other leading merchants. Less than two years ago the departmental stores in St. Louis united and refused to advertise because newspaper rates were not made to their liking. The lock-out did not last long, for the effect was such on the business of these mammoth stores that they were glad to capitulate and pay the newspaper their tariff rates and start advertising again.

Very frankly the students of the British American College were told that they must not go away with any fairy notion that in the course of lessons to be given on the subject of advertising they could immediately command incomes earned by such men as Chas. Austin Bates, N. C. Fowler, jr., Powers, Rose, Gillam and others. Both in the country to the south of us and in Canada, hard work was needed to bring success, but the fact that salaries equal to those of bank officials and cabinet ministers were paid for this work was evidence that, as Daniel Webster has said, "there is room at the top;" and what was probably more practical, that these cases showed the possibilities that exist in the business of advertising writing and management. A knowledge of the general principles of advertising possessed by a young man or woman, who would go out with a diploma for book-keeping or stenography, would be the means of increasing materially the worth of such students to their employers. In those houses where the advertising appropriation was not very large, the employer welcomed an assistant who was able to help in the matter of preparing the advertising of the house, and who had some knowledge of what constituted values in media.

As to future lessons the lecturer announced that the aim would be to make them of a thoroughly practical character. Preparation of advertising matter will be the subject of the second lesson, when Mr. Robertson will discuss some of the conditions that enter into the preparation of good advertising, and set the pupils at work to prepare matter. Following this subject will come other lessons dealing with the matter of display, compression of matter, and other practical questions.

ABOUT CANADIAN INDUSTRIES.

The Nova Scotia Steel Company are making preparations for the erection of another smelting furnace. The large steel building will be extended some eighty feet to cover the new furnace and bring the steel travelling crane in connection with it. The furnace will be of the tiling pattern, and will produce 100 tons of steel a day.—Eastern Chronicle.

The Dominion Coal Co. has made a provision for the widows and children of the men who lost their lives in the June explosion at Caledonia Mine. Each widow \$4 a week for the first year and thereafter \$12 a month; \$2 a month for children under 13 years, \$4 a month for boys till 14 years, and for girls till \$16; \$8 a month is to be given to parents whose sons were their sole support.

The receipts of the Industrial Fair, Toronto, were this year \$88,334, against \$97,611 in 1898—a record year—and \$74,736 in 1897, an average of nearly \$87,000.

No cessation of activity characterizes the works of the Robb Engineering Company, of Amherst, N.S. We hear that Mr. H. E. Hill, of Halifax, has ordered a 100 h.p. steam plant from that concern, for the new works of the Maritime Explosives Co. Also that a 100 h.p. Mumford Improved boiler is ordered by the Canadian Rubber Company from the same works.

The Stanstead Granite Quarries Company has been organized in Toronto with a capital stock of \$130,000 to work the granite quarries at Stanstead and Mount Johnson in the Eastern townships of Quebec. The directors of the company are: W. R. Brock, president, Toronto; Hugh Elder, Stanstead Junction; Duncan McIntosh, Toronto; John McIntosh, vice-president, Toronto; John W. Elder, Stanstead Junction; D. Taylor McIntosh, managing director, Stanstead Junction. We are told that the company has acquired the granite quarries of Mount Johnson. It is claimed that these quarries will turn out granite similar to Quincy, Mass., granite, with the advantage of being free of iron rust.

It must be very gratifying to the authorities of the St. John Exhibition to find the attendance of the public so greatly increased from that of former years. Up to and including the sixth day in 1896, the attendance was 24,714; next year it was 25,492; the following year, 1898, it was 27,224, but this year it was 41,982. The total attendance was also largely ahead of former years, being 56,000 this year, against 47,439 in 1898; 40,182 in 1897 and 39,411 in 1896.

According to a press telegram which emanates from Kingston, a movement is on foot to form a combine of all the woolen mills of Central Canada, taking in the five mills of the Penman Company, the Moody mills of Hamilton, and the mills at Paris, Almonte and Kingston. The capitalization would run up to a million dollars. It is understood the scheme owes its origin to the Penman Company.

A description appears in a New Brunswick paper of the huge mill of D. Frazer & Son at Fort Ingalls, on Temiscouata Lake, which began running week before last. This mill will give employment to 150 men and cut up 20,000,000 ft. of lumber a year. The main mill is 196 feet long and is 88 feet wide in front. The engine is of tremendous power, of the compound type. The mill will turn out many millions of shingles every year. There are eight machines, which will run continuously the year round, as will the clapboard machine. Fort Ingalls is 38 miles from Edmundston, at the mouth of the Cabano river, on Lake Temiscouata. The long lumber will be shipped north to River du Loup, while the most of the short lumber, shingles and clapboards will come down by way of Hartland, near Woodstock. Messrs. Frazer have an immense acreage of lumber limits—something like 800 square miles, on Squatook and Green rivers. They will employ this winter 400 men.

We understand that the Ottawa Fire Insurance Company has secured the services of Mr. A. B. Powell, now inspector of the Economical Insurance Company, of Berlin, and that the position of manager of the Ottawa will be assumed by Mr. Powell on or about 1st November. Having been, some half dozen years ago, an agent of the Economical in London, Mr. Powell was chosen inspector, and he has performed the duties of that office with marked ability. As manager of the Ottawa Company he will have a somewhat larger field.