

ST. JOHN, N. B., SATURDAY, SEPTEMBER 3, 1898.

A CHANCE FOR INVESTORS!

THE CUSHING SULPHITE FIBRE COMPANY, LIMITED.

Capt. Partington Takes Two-Thirds of the Stock!

The Cushing Sulphite Fibre Co., Ltd., of Fairville, City and County of St. John, N. B., incorporated under the Great Seal of the Province of New Brunswick under the New Brunswick Joint Stock Companies Letters Patent Act, with an authorized capital of \$500,000, has been formed for the manufacture in Canada of SULPHITE PULP for the American and European markets. Within the last few years the manufacture of paper has been completely revolutionized by the substitution of Wood Pulp for Esparto and Rags as a Paper-making materials, and it is probable that at the present time there is no other industry offering such certain and lucrative results as the production of Wood Pulp, for which a great demand exists.

The Company is issuing for the present Shares to the amount of \$360,000. for the erection and operation of a **Pulp Mill** of a capacity of **50 Tons of Dry Pulp per day** at Union Point, Adjacent to the Cushing Saw Mills, of which site Mr. N. W. Jones, manager of the Katadin Pulp Company Lincoln Maine, says:

"I consider the proposed site and facilities the very best that I have seen in America, and the shipping facilities from the Port of St. John are unequalled on the Atlantic coast."

Capt Partington, of Manchester, Eng., the largest and most successful pulp and paper maker in Great Britain, thinks so much of the prospects of this company that he has not only taken two-thirds of the present issue of stock, amounting to \$240,000, but he also undertakes to buy from the company at the highest market value two-thirds of the whole output, which he intends using in his immense paper mills. Of the remaining \$120,000 worth of stock offered to the public a good portion has already been taken up by some of our leading business men. The balance is now open for subscription and the shares will be allotted in the order in which they are received.

Wood: It is a matter of prime importance to consider the extent of supply of Pulp Wood or Raw Material in locating a Pulp Mill. Experience has demonstrated the fact that many large Pulp Manufacturing Plants have been rendered helpless and useless by the rapid consumption of suitable forest growth within the range of reasonable transportation to such mills. The location here defies the occurrence of such a disaster, being situated at the mouth of the Saint John River, which is 450 miles long, and which, with its many lakes and tributaries draining the great lumber area of New Brunswick, Quebec, and the State of Maine, is the largest spruce area in America, if not in the whole world. It will always be borne in mind that the great highway of the Saint John waters affords the cheapest transportation for any supplies of Logs or Pulp Wood that may be required for Pulp Manufacturing, the wood being always floated from the point of production to the very foundation of the mill where consumption takes place, giving manifest advantage in the line of economy over all mills that rely in whole or in part for railway and other expensive means of transportation.

Sulphur: Obtainable at the lowest cost.

Lime: From our own quarries.

We have: **Cheapest of Raw Material** with an inexhaustible supply; **Cheap Fuel;** **Unexcelled Shipping Facilities:** **Situated on the Seaboard,** thus avoiding all expensive rail carriage; **Proximity to the Canadian Spruce Wood,** excelled by none for the quality of its fibre; **Open Harbor all the Year Round.**

The estimated cost of manufacturing Sulphite Pulp is \$31.25 per ton (2,240 lbs.), including freight and insurance to Great Britain and selling commission. The output at 50 tons per day, for 300 working days per annum, viz:

15,000 tons, at \$ 31.25 per ton gives.....	\$468,750
The selling price of 15,000 tons, \$38 per ton delivered F. O. B. Great Britain gives.....	570,000
	\$101,250
	15,000
	\$ 86,250

Deduct allowance for depreciation of machinery and plant.....

Showing a surplus of.....

Or a return equal to 24 per cent, upon the capital issued. The Provincial Directors, pending the election of the permanent Board are:

JOSEPH ALLISON,
WILLIAM H. MURRAY,

THOMAS McAVITY,
GEORGE S. CUSHING,
GEORGE F. BAIRD.

The shares are \$50 each, thus giving those who have but small amounts a splendid opportunity to invest their savings at a highly remunerative rate. Application forms for stock may be had from any of the Provincial Directors or from, the Company's Bankers the Bank of Nova Scotia.

TO CATCH THE PUBLIC EYE.

Ingenious Ways Professional Gentlemen Adopt to Advertise Themselves.

It is pretty generally admitted that few things tend so much to success in this world as self-advertisement. Business people advertise openly after recognized methods; but with most of the professions it is different, advertising in the ordinary way being either strictly prohibited by the governing bodies, or being considered so infra dig, that even the most necessities of their class could not practise it without being boycotted by their associates.

Thus a doctor is not allowed to have advertisements on the walls and in the newspapers proclaiming the many wonderful cures he has effected and the strict moderation of his charges. Nor may a lawyer publish a list of the cases he has won to his clients, and the extent to which the latter have profited through their wisdom in accepting his advice. But, though the laws and traditions of the professions are very severe, the members of them frequently manage by the exercise of a little ingenuity to evade them, so that their names are prominently paraded before the public. A few minutes' confidential chat with the editor of a daily newspaper will reveal some curious facts showing how common is the practice, though how little the public are allowed to know of it.

Perhaps the actor and actress are cleverest at the game; certainly they play it most. The laws which control the profession are unwritten, and, advertising of a kind is permitted. The actor's popularity and prospects depends to an enormous extent upon it, and therefore it is little wonder that, when all the ordinary methods are exhausted, he oftentimes has secret recourse to others.

Lectures and speech-making at prize distribution and such-like are very good in their way; but the drawback is that there are very often no newspaper reporters there and a glorious opportunity looks like being lost. There are, however, one or two of the most distinguished actors on the London stage who make certain, as far as they can, of this little matter. All these speeches are usually prepared beforehand, and the enterprising player than has them neatly printed on sheets of paper of handy size. They are headed "Mr. Dropse's speech at the So-and-so School Prize Distribution," and begin simply, "Mr. Dropse said," this brief introduction being followed by what is called in newspaper terms a "first-person verbatim"—that is, a full report in the exact words of the speaker.

Now this, with a brief circular note from the private secretary, saying that he has pleasure in favouring the editor with Mr.

Dropse's speech, is sent to a large number of offices on the same day as the speech is made; and newspapers, recognizing that theatrical items of this kind are often read with interest, usually publish them. Thus the actor gets the whole or a portion of his learned and epigrammatic speech in many papers; whereas if he had left it to the tender mercies of the newsagency or busy reporter, he might have been cut off with half a dozen lines. Unquestionably this is a valuable advertisement to him.

He has a few other tricky modes of bringing himself before the general public, with the kind help of the Press. A neat little paragraph, written in a fairly modest way, about future plans, or an interesting experience, is sent round from time to time. Those who are not at the very top of their profession are very anxious to be interviewed, and more of them than one now and again supply the provincial papers with an article about themselves. A certain eminent and very popular actress, who is usually on tour and who is really much sought after by interviewers, makes a point of doing her utmost to comply with their requests. The pressman walks into the boudoir and, probably to his pleasure, finds his work is ended as soon as begun, for, after a kindly welcome, the lady hands him a brand new type written interview really well done, and forthwith entertains

him with chatter of a lively character on other subjects.

Young and struggling doctors find it hard to come to the front, for they can do none of these things. But, without seeming so, they are ever on the look-out for a little advertisement, and athletic gatherings and football matches of importance are favourite haunts for the purpose. Often a man is injured, and then, as quick as lightning, the young medico is attending upon him. This is not for any fee that may result. The thing he has in mind is that a few thousand of people are watching him, and that the evening papers, contain accounts of the sports, or whatever the affair is, are pretty certain to mention that "Dr Blank was promptly on the spot, and rendered all possible assistance to the injured man."

Sometimes they accept the posts of medical officers to very small institutions, from which they derive little salary or none at all, but an amount of publicity which is worth everything to them. A good instance came to the writer's knowledge not long ago. A young dental surgeon set up for himself in a Midland city, and though clever and painstaking, found business woefully slow. However, an offer to the Board of Guardians to attend to the workhouse children for a period was accepted. He made a close friend of the

Assistant-Clerk who prepared the Clerk's periodical reports, and consequently when the period of the first appointment ended there was a flattering allusion in the report to the energy, skill, and care of the new official. The Assistant-clerk, being likewise on good terms with the reporters who attended the Board's meetings, used his influence with them to the extent of obtaining the publication of the report in full, with the name and professional address of his friend, who thus secured one of the best advertisements possible.

Budding lawyers find briefs come slowly; but when they do come they are made the most of. The one small line in the police-court report. "Mr. Finum appeared for the defendant," means everything to Mr. Finum, especially if the defendant is let off. So he obligingly asks the reporters if there are any little point they are in doubt about, and places his brief at their disposal. Such little weaknesses are not peculiar to the young and briefless. When reporting great arbitration and other cases the writer has often had such assistance—if it is to be called so—offered him by eminent Q. C.'s. Occasionally it tends to the elucidation of a knotty point and then lawyer, reporter, and public benefit alike.—Tid Bits.

"We have parted for ever," said the young man, sadly, "She is never going to even write to me again."

"Are you sure of that?" asked the sympathetic friend.

"Yes. She told me so in each of her three letters."