

numbered with the crime class and dealt with accordingly."

"The time is not far distant," he adds, with much force, "when society will be forced to demand less indifference on the one hand and less sentimentality on the other than is now manifested by a large part of the community on the important question of how to deal with its criminals. The deterrent power of fear has its place in reformation; but fear of brutalizing punishment has proven a failure, and we are now seeking to make the deterrent power of fear more potent by practically wise and humane treatment. We recognize the necessity for intermediate prisons, with such laws governing them as will give a reasonable opportunity, by suitable education, to eradicate criminal desires, and fan into greater strength that spark of manhood that lingers in the bosom of every human being. For such prisons, the records of this association would be of immeasurable benefit."

It is the habit of some to contend that all law-breakers must be alike crushed and kept down by the coercive enginery of the law, and to pooh-pooh such aims as are indicated above by terming them the mistaken efforts of humanitarians. We are no apologists for goody-goody humanitarianism (Captain Nicholson is, at all events, we know, no maudlin sentimentalist), but we do recognize the common sense, nay, the business-like prudence, of such measures as will distinguish between hardened offenders who deserve no mercy, and the victims of circumstance, or those who have become breakers of the law through force of inherited temperament, or through unfortunate associations.

—Mr. Buchanan, general manager of the Bank of Montreal, in the course of an interview the other day, at Vancouver, B. C., expressed the sentiments of capitalists and investors when he said:—"What we want now is a period of rest and freedom from any anxiety as to any great or revolutionary fiscal changes, so that we may have the opportunity to consolidate and build up the many and diverse industries which have sprung into being under the policy of the present Government. The Canadian Pacific Railway has opened a communication across the Dominion. With a judicious extension of branch roads bringing traffic to the main line, new life will be infused into the whole country, and Canada's prosperity within the next decade be far greater than during any similar period in the past."

THE GRAIN STANDARDS.

The long expected order-in-council establishing the new grain standards has been made public. It takes effect on the 1st September. The grades of Manitoba will be as follows: Spring wheat, extra Manitoba hard, shall be sound and well cleaned, weighing not less than 62 pounds to the bushel, and shall be composed of at least 85 per cent. of hard Red Fyfe wheat grown in Manitoba or the North-west Territories. No. 1 Manitoba hard wheat shall be sound and well cleaned, weighing not less than 60 pounds to the bushel, and shall be composed of at least two-thirds of hard Red Fyfe wheat,

grown in Manitoba or the North-west Territories of Canada. No. 1 hard White Fyfe wheat shall be sound and well cleaned, weighing not less than 60 pounds to the bushel, and shall be composed of not less than 60 per cent. of hard White Fyfe wheat grown in Manitoba or the North-west Territories of Canada, and shall not contain more than 25 per cent. of soft wheat. No. 1 Manitoba northern wheat shall be sound and well cleaned, weighing not less than 60 pounds to the bushel, and shall be composed of at least 50 per cent. of hard Red Fyfe wheat grown in Manitoba or the North-west Territories of Canada. No. 2 Manitoba northern wheat shall be sound and reasonably clean, of good milling qualities, and fit for warehousing, weighing not less than 58 pounds to the bushel, and shall be composed of at least 50 per cent. of hard Red Fyfe wheat, grown in Manitoba or the North-west Territories of Canada. The remaining spring grades are unchanged, and there is no change whatever in the standards of winter wheat. There is no change in Indian corn, peas, or rye. No. 3 oats is graded as follows: Sound, but not clear enough to be graded. No. 2. Barley is unchanged, but in future inspectors must distinctly class all barley grown in Manitoba or the Territories as "Manitoba barley." The new provisions with regard to all grain are: No. 1 wheat or other grain that has been subject to scouring or treated by the use of lime or sulphur shall be graded higher than No. 3. Samples furnished to the inspector shall be made to conform as strictly as possible to the conditions and terms specified in the foregoing classifications.

MERCHANTS AS FISHERMEN.

A timely article on an entertaining subject appeared the other day in the Dundalk *Herald*. Whilst commending the enterprise of a tradesman who will paint and clean up his premises to draw custom, or that of the community which will organize a celebration to attract visitors, the writer uses novel arguments to show that the prudent merchant will be sure to do his share towards making his business and his bargains known by means of printers' ink. It was a good notion on the part of the Dundalk editor to use what may be termed the *argumentum ad piscem*, since the County of Grey is somewhat famed for its fishing. Every Toronto fisherman has heard of Horning's Mills and its delights, and we have ourselves participated with some greater but less modest men in marvellous feats among the finny beauties of Brewster's Lake. Besides, the present is a time for fishing as for other sorts of holidaying; and we assume, from the evident familiarity of the editor with what he happily terms "judicious angling," that there must be good fishing at Dundalk. But to the essay: Premising that advertising is one of the concomitants of trade used for drawing attention to goods, and that it places men in a superior position for reaching customers, the author says, "indeed, the man who advertises may be likened to the man who has a long rod for fishing in the deepest waters compared with the one who has a long line and sinker for fishing on the shallow covered beach. He has the power to wield his influence over a large area, and by judicious angling may receive a large share of patronage. The successful advertiser is the one who frequently changes his bait and induces people to nibble continually, for he lets the people know that his line is in the water, whilst the non-advertisers are supposed to be sitting on the bank placidly looking on, which in reality

they are, for they never inspire confidence in the public and never do a large trade. Advertisements can get stale, and should be changed in some way at least once a month. There are some advertisements, however, which scarcely need altering at all; they are like the silver spoon of the troller, which doesn't taint or decompose. It is a good thing to keep advertisements fresh, spicy, and interesting, with not too much of the gilded edge about them, because they evoke an interest in the advertiser, and when liberally used inspire a confidence which cannot be got in any other way."

The argument is good, the illustrations undeniably sound. Proper appliances for securing trade are just as necessary as proper appliances for securing trout. Pin hooks may do for the amusement of children, but cannot be relied on to capture a wriggling fish. A good advertisement in a respectable and influential journal is the barbed hook that will take secure hold. The *Herald* man drops figurative language midway of his article, and proceeds to talk straight at the niggardly store-keeper in the following fashion: "Did you ever see a good liberal advertiser who continually attended to business, kept a good window, and a stock to correspond with the advertisement, who did not receive as liberal a patronage as the extent of his advertisement demanded? And may we not with equal confidence of a negative reply ask, did you ever see a man who curtailed his advertising, took little interest in his window, falsely economised on coal oil and other things which are indispensable to efficiently light up a well regulated store, that the people did not fear that the same spirit would be infused into his dealings with customers and that he would have to be watched with the eye of a hawk? A liberal advertisement, by which we mean an advertisement in proportion to the extent of the business, denotes a liberal disposition and a desire to cater to the wants of the public."

CANADIAN PETROLEUM.

According to the *Petroleum Topic*, there is a large area of untested oil territory yet to be developed. The paying wells are confined to a belt of land from two to three miles in width and twenty-five miles in length, situated east of Sarnia and extending nearly parallel with St. Clair River. The territory is divided into two districts, viz., Petrolea and Oil Springs. The annual production of crude oil in Petrolea averages from 350,000 to 450,000 barrels, and the Oil Springs production is placed at 150,000 to 200,000. The total quantity of refined oil for illuminating purposes manufactured annually from this crude is about 250,000 barrels. The capital invested is estimated at about \$2,750,000, as follows: Cost of the wells exclusive of the value of the land, \$1,500,000; cost of engines, derricks, and other machinery to run the wells, \$300,000; storage tanks, \$150,000; 60 miles of pipe line with forcing machinery, \$150,000; and the cooper shops, barrels, chemicals, etc., \$250,000. There are 3,200 oil wells in the districts of Petrolea and Oil Springs, and the total value of the output of petroleum and products in Canada, for the year 1887, is estimated at \$2,000,000.

—Licht, the German authority, has published his first estimates of the yield of the next beet crop, which will be very near if not quite equal to that of two years ago. That is, the deficiency of last year will be made up, and a total production of about 2,725,000 tons against 2,412,050 do. last year, and 2,728,810 do. the year previous, which was the largest on record.