

or more. Lipton's teas, Wanamaker's store, Douglas shoes are greater successes than they would have been had the personal element been left out. Lipton & Company would not be so effective as Thomas Lipton. The public likes to feel that it is dealing with individuals. If it has complaints to make, the public thinks they are more likely to be heard if an individual hears them rather than a corporation. It is often unsatisfactory for yourself to complain to the Canadian Pacific Railway or the Canadian Express Co.

Advertising is a serious business when one thinks of paying out six dollars a line and four thousand dollars a page for one insertion. We are afraid that a good many of our readers would hesitate to pay out such amounts unless they saw a good big return at the other end. It would take a good supply of optimism to bring us to that point, no matter how large a circulation Mr. Publisher could guarantee. "But then," as a Brooklyn man suggests, "whoever knew a successful advertiser who was not a born optimist? Optimism is half the genius of advertising!" Publicity, when properly conducted, will so enliven any half-dead business that the whole staff will be enthused as never before. A business once resuscitated by advertising can be kept alive by the same force, for publicity acts as a life preserver.

A LITTLE KNOWN WESTERN INDUSTRY.

So many experts have written articles upon the salmon canning industry of British Columbia, that there is hardly anything of interest left to relate. There is, however, a most important and growing industry, near the mouth of the Fraser river, which it might almost be said is dependent upon the canning business, and which has not been taken much notice of by anyone. Has it ever struck the outsider what the canneries do with the hundreds of thousands of heads and tails of salmon which the Chinamen so deftly cut off at the canneries?

The town of Steveston, south of Vancouver, as is well known, is the centre of the salmon canning industry, although there are canneries scattered up the Fraser river as far as New Westminster, also at the north arm of that river. Yet it is at Steveston that the biggest "pack" is looked for. Not far from this "Salmonopolis" is an island to which tug boats, towing scowloads of heads and tails of fish from the various ports of the river quietly wend their way every night during the "Sockeye" season. "What are they going to do with those salmon heads and tails?" is a question often asked by the many strangers who pay a visit to the canneries during July and August. This story is to tell you what they do with this valuable raw material.

In the first place, it takes at least four powerful tugs and from 30 to 40 scows to collect the fish offal from the many canneries on the Fraser river. Each tug, in addition to its usual crew, carries from two to four so-called "gut shovellers." This is the rude, but very expressive, name given to these indispensable human machines. It is the duty of these men to get into the gut chutes at the canneries and shovel out the offal into the scows (average capacity of scows 25 tons). In the evening, after all the offal has been collected, the tugs start for an island off the coast. Each tug tows from 100 to 150 tons of fish offal.

On arrival at the works, a crew of Chinamen, wearing gum boots, get into the scows and shovel the offal into an endless conveyor. The conveyor carries the offal to the top of the building (which is five stories high), where the heads and tails on their last journey are dropped into great big hoppers. From the hoppers a gate is opened, and the offal runs into four six-ton iron cookers. The cookers filled, steam is turned on, and in a little more than an hour the cooked mass is dumped into iron receiving tanks, of thirty tons' capacity hanging below the cookers. A wonderful sight now takes place, in less than five minutes the tops of these huge tanks are covered with oil—rich, red oil—which is immediately run off into the oil tanks, the capacity of which is 400 barrels one filling. The solids are then dumped into machines for extracting all the water from them. The water extracted, the half dried solids are dropped into another conveyor, which carries the still steaming stuff to a drier in a separate building. Twenty minutes after the

cooked mass leaves the machines for extracting the water, the finished guano pours out of the drier in one continual stream so hot and dry that it cannot be touched with the hand. It will thus be seen that in a little over an hour after the offal arrives the oil is extracted, and in less than two hours the finished guano is being made from the heads and tails of salmon caught in the river in the morning. To continue the account, as soon as the guano is cooled off it is ground and sacked automatically. This completes the guano process.

Now let us see what becomes of the red oil. The oil is run into "treating tanks" and is chemically treated in batches of seventy-five barrels (about 3,000 gallons), and in a very short space of time, the once red oil is running through the filter presses, a beautiful clear yellow color. After that it is barreled.

The buildings we have mentioned, which are very substantial on account of the enormous weight they have to carry, cover more than five acres of ground, and belong to the "Pacific Oil and Guano Co., of Vancouver, B.C." The oil is shipped to tanneries in Eastern Canada, and the guano goes to Japan, California, and Honolulu. It may be of interest to add that this big plant, said to be the biggest of its kind in the world, can get through 300 tons of offal in twenty-four hours. It has a boiler capacity of 275-h.p., and the necessary engines also a dynamo of 250 lights.

The finished goods are loaded on to cars, which are brought by the Railway Co. alongside the wharfs on lighters. In this way the goods are not touched until they reach their destination in Eastern Canada. Ocean-going vessels can lie alongside the wharf. Recently, although the company has only been operating a year, they shipped nearly 500 tons of guano and 40,000 gallons of oil.

—The Charlottetown, P.E.I., Board of Trade has passed a strong resolution asking the Dominion Government to undertake the work of putting on an efficient service between that port and the mainland of Nova Scotia, the present summer service to Pictou not being satisfactory.

—If the results of the reciprocity treaty now in force between Cuba and the United States be any criterion, the way of the benefactor is hard. A report for the first quarter of the current fiscal year shows that Cuba's import trade has risen from \$17,343,433, compared with the same period last year, or an increase of \$2,038,200. But of this very creditable amount over one-third was gained by Great Britain, over a fourth by Spain, and over a sixth by Germany. The imports into Cuba from the United States show an increase of but 3 per cent., while those from England, Germany, Spain, and France increased 20, 21, 16, and 8 per cent., respectively, "and I am unofficially informed that the Cuban exports to the United States have very largely increased. Nearly all the advantage gained by American exporters from the reductions of the reciprocity treaty was lost by the 30 per cent. advance in the principal schedules made by the Cuban Government soon after the convention went into force."

—The Canadian Pacific Railway recently made a record for rapid track-laying, having during the past two months laid 60,000 tons of steel rails. The hurry was prompted by the duty of \$7 a ton imposed on foreign rails entering Canada, and in order to avoid as much of it as possible, the company had to engage extra gangs of men and keep them working against the coming of Jack Frost. The rails were ordered in the United States for prompt delivery. Delivery began late in October, and at once 100 gangs of men were placed at work at different parts of the system. The work was distributed over the entire line, and probably represents 480 miles of new rails. By getting the rails at the low figure at which United States mills were supplying foreign markets and getting them laid in time, there was a saving of \$7 a ton, or close to \$500,000, so that there was economic method behind the energy which the company put forth.