

THE ADVERTISING MAN.

The following very sensible paragraph is taken from an interview with a large manufacturer, published in the *American Grocer*, and they are worthy of the thoughtful consideration of business men:

"No, I don't consider an advertising solicitor a nuisance," said one of our most progressive and successful manufacturers, the other day. "While there are many different publications that we have to make selection from, and sometimes, advertising salesmen, like others, come at inopportune times and we have to postpone them, I consider that my fortune is founded on placing the merits of my goods before the public, and this would be an impossibility, but for the press. I am indebted to the development of the publishing business for the development of my own business; hence, advertising men are welcome callers at my office, even if I cannot do business with them all."

SHIP BUILDING IN ENGLAND.

Lloyd's returns show that there are 351 vessels of 621,688 tons gross under construction in the United Kingdom at the close of the year ending March 31st, 1893, as compared with 333 vessels of 513,078 tons at the close of the corresponding quarter in 1892, thus showing that the work has diminished by over 20,000 tons, or 26 per cent. Of the vessels now being built, there are 236 steel steamers, 20 iron steamers and seven wooden and composite steamers, the total steam tonnage being 535,291; while, as regards sailing vessels, there are 51 being constructed of steel, 2 of iron and 38 of wood and composite, the gross tonnage being 86,377. The returns show that only Belfast and Hartlepool have held their own, all the other rivers suffered alike from the recent depression. The number of vessels being built abroad affords no room for the suspicion that ship-building is leaving Great Britain, the principal figures being: Trieste, 2 vessels of 4,900 tons; Antwerp, 1 vessel of 2,600 tons; Copenhagen, 7 vessels of 8,141 tons; Nantes and St. Nazaire, 9 vessels of 15,240 tons; Bremerhaven, etc., 8 vessels of 10,091 tons; Dantzig, 2 vessels of 7,500 tons; Hamburg, etc., 16 vessels of 21,438 tons; Rostock, etc., 8 vessels of 7,725 tons; Amsterdam, 2 vessels of 3,630 tons; Kinderdijk, 2 vessels of 3,510 tons; and Philadelphia, etc., 9 vessels of 14,010 tons.

NEED OF COMMON SENSE VIEWS.

In reviewing United States financial affairs, the *New York Financial Chronicle* gives expression to the following suggestive observations: "Confidence in Stock Exchange values is at low ebb. Prices have further declined, and it almost seems as if all hope of recovery had been given up, and the market had entirely lost its power of recuperation as if every one believed the only end in sight was the utter extinction of all value. The rallies have been stiffling and short-lived, and after each reaction prices have touched a lower depth. Of course operators for a decline are in part responsible for the extreme depression which prevails. At a time like the present, when confidence is so deeply

disturbed, it is easy enough to bring about a decline—a mere suggestion of something wrong, or of possible trouble, answers the purpose, for people are ready to lend their ear to any tale, no matter how ridiculous or ill-founded. As a consequence the best and strongest share in the discredit attaches to the weakest. For the moment, men are taking counsel of their fears, instead of being guided by their good judgment. What is needed now more than anything else is a return to common sense views, a discrimination between the good and the bad, between investments that have value and those that are without value. Because a few properties have been mismanaged, it does not follow that the whole body of railroad corporations is tainted in the same way; because there have been some bank failures, we must not imagine that all the banks are in danger of insolvency; because business disasters have, under the existing strain and pressure, become rather numerous, we are not justified in assuming that our entire mercantile trade is in an unsound state; and because efforts to repeal the silver law have heretofore failed, we must not give up hope that the remedy will yet be applied, and before it is too late. We are now paying the penalty for some of our follies, but, if we only heed the lesson, the future will not be doubtful. This is a young country, and our powers of recuperation are marvellous."

COMING STYLES IN LADIES' WEAR.

Very durable and pretty shirt waists are made of cotton chevrons, which are produced in dainty colors much resembling wool basket cloth in appearance.

Among the furs which will be fashionable for trimming the fall wraps are seal, mink, skunk and opossum, angora and thibet will also be seen in abundance.

Brocade waist-coats worn in conjunction with plain face cloth gowns are coming to the fore. They are made with large flap lapels, have the latter made to fall over the coat revers.

Some of the new toques are seen with jeweled effects forming an incrustation on net or gauze. Such a capote has a brim in gold braid or jet and tip over the front somewhat drooping.

The long blazer jacket has a formidable rival in the smart little Zouave jacket of black velvet made stiff with beads and gold embroidery which promises to eclipse all other wraps for summer outing.

Other toques have the oddest look imaginable. Wings of silk passementerie or gauze are perched up above the brow and held in place by stick pins with dragons' heads and great goggle eyes.

Peau-de-cygne has largely superseded China silk; this material is far softer and quite as cool; it has a satiny luster and shows beautiful color schemes in the ground and unites the same hues in the designs. Small cloverleaves, floral wreaths and fanciful rings are among the favored designs.

Blazer suits of pique or duck are greatly improved by shirt waists or blouses of wash or surah silks. These silks show a great diversity of patterns; they are pin-checked, striped and dotted in red, blue

and many other bright colors, and are being sold in great quantities.

The sailor this season has scored a greater triumph than ever before. It is shown in all kinds of straw and in the glazed material known as tarpaulin. The tarpaulin, which will be worn both for walking, yachting and lawn tennis, is now trimmed with flowers and ribbon in profusion. Violets are much in demand for trimming these hats and so are the mottled or black quills which, thrust vertically through the velvet bow at the back, lends a jaunty air to the hat.

UNITED STATES PATENTS.

The following list of United States patents granted to Canadian inventors June 6, 1892, is reported for THE COMMERCIAL JOURNAL by James Sangster, Solicitor of Patents and Expert in Patent Cases, Buffalo, N. Y.:

Edward Batters and Micheal Duggan, Toronto, Ontario, stove pipe-airing and drying rack.

Romaine Callender, assignor of two-thirds to Edward Hart and Edward L. Gould, Brantford, Ontario, electro-motive device.

James A. Gowens, Toronto, Ontario, street-rail-cleaning brush.

Total issue for the week, including designs, trade marks and re-issues, 495.

SAN FRANCISCO COAL TRADE.

J. W. Harrison reports, June 13, as follows: "During the week, there have been the following arrivals from the Coast mines, 7,385 tons; from foreign ports, 15,700 tons. The shipments recently from our Northern collieries have been very light; coal freights are low enough, as shipowners claim that dividends are not dreamt of at going rates, and no great advance is expected in prices, so that there cannot be much profit on coast coal products in the near future if the present conditions to them are unfavorable. The Australian arrivals this week were needed, as stocks of those grades were running very light; the steamer is just at hand from the Colonies with only such information as had preceded her by cable despatches; freight rates from that section are firmly maintained. Cardiff is fast becoming a favored shipping point for coal shipments to this port, as the character of that section's output is of a very high order, and the pit quotations have been marked down materially for the past year—besides some of our large fuel consumers were not aware of the efficacy of Cardiff products (both bituminous and anthracite) until the past few months, during which time practical tests have been successfully made."

T. G. Shaughnessy, vice-president of the Canadian Pacific Railway, says: "We expect to complete our line from Vancouver to St. Paul (the "Soo" extension) by August 1. We shall make the run in less than seventy hours, and expect to develop a large business, as the line will be first-class in every respect. We will build through the Crow's Nest Pass, but that will be later on."