

HOW THE TRADE JOURNAL HELPS.

Consider the advantage of reaching the man you want when he is particularly disposed in your favor.

Nothing is so bad as approaching a man at the wrong time.

When a man is reading his trade journal he is interested in his business. His mind is turned toward you. When he finds your ad. between the pages of the trade journal, it fits in with his thoughts about his business. If you sell anything he can use, this is the time to talk to him about it. He will meet you half way. Everything he has been reading in his trade journal has been leading him up to this point. In no other way will your ad. be so sure to strike him at just the right time.

You can know what he is thinking about when he is reading his trade journal. You can know that he is thinking about something that will make him more or less predisposed toward what you have to say. This is the best time to strike. If your advertisement were anywhere else than in the pages of the "Trade Journal," he would not see it at this time, and you would lose part of the interest that the journal has prepared for you.

Trade journal space is naturally valuable space. It only needs proper treatment to yield proper returns. It is read only by men who are interested in what you have to sell. These men will see your ad. at a time when they are thinking about their business. If there is any use in their business for your business, you have the golden opportunity—it is for you to seize it.—Charles Austin Bates' Criticisms.

GOOD FAITH KEPT IN RESTORING WAGES.

Canadians may remember the cut made in salaries of employees a few years ago by the Canadian Pacific Railway, when the receipts of the road declined to such a degree that something unusual had to be done to make ends meet. It was thought at the time that the reduction of pay was unwarranted, some said heartless; but the situation was unusual, and unusual means had to be taken to meet it. The salaries were restored, however, when times improved. We hear of another case, in which it was deemed necessary to take a course similar to that of the C.P.R., described above. The Louisville and Nashville Railway of the United States, a year or two ago reduced salaries and wages of its employees.

It was the understanding with the employees of the company at the time their salaries and wages were reduced, that the same should be restored when the business of the company warranted it. The reductions were to the extent of twenty per cent. on salaries in excess of \$4,000, and ten per cent. on all salaries and wages less than that amount. Partial restoration has been made, to the extent of half the reductions, and assurances given that the remainder will be restored on New Year's Day, 1899. No more welcome gift at the beginning of the year can be given than the restoration of pay agreed upon as above.

—A Yorkshire Socialist, explaining to a friend the principles of Socialism, remarked that all possessions should be shared equally. "If you had two horses," said the friend, "would you give me one?" "Of course," replied the Socialist. "And if you had two cows, would you do the same?" "Of course I should." "Well, supposing now," said the friend, slowly, "you had two pigs, would you give me one of them?" "Eh! that's gettin' ower near home," said the other, slyly; "tha knows I've got two pigs." Which story is a parable.

LOSS ON GRAIN ELEVATOR FIRES.

More than four millions of dollars have been lost by the destruction of grain elevators by fires in Chicago alone since 1890, says the Insurance Post, and that the loss on elevators and grain stored therein in other cities in the United States since that date foots up the enormous total of nearly \$15,000,000. The largest losses occurred in the following cities:

Chicago	\$4,300,000
St. Louis	1,569,000
Buffalo	1,210,000
Toledo	1,030,000
Minneapolis	900,000
Stockton, Cal.	600,000
Indianapolis	338,000
Portland, Ore.	325,000
Peoria, Ill.	250,000

AN UNPARALLELED GROWTH.

To grow in thirty years from a capital of a hundred thousand in 1867 to \$36,000,000, in 1896, is an enlargement of an industry hardly possible anywhere but in the United States. The examination by Col. Polk into the finances of the Pullman Car Company shows, says a San Francisco despatch of 5th October, that the capital stock of the company is estimated at \$36,000,000. The statement for the fiscal year ending July 31st, 1898, is as follows:

Gross earnings, \$8,974,881.21; operating expenses, \$3,511,868.62; net receipts from operating, \$5,463,019.59. Other expenses figure up \$812,169.15, making the net earnings \$4,650,850.44, or nearly 13 per cent. on its present capital stock.

A dividend of 8 per cent. was paid, which in the aggregate amounted to \$2,880,000, leaving a surplus of \$1,770,850.44. The income from the surplus account of July 31st amounted to \$25,247,648.34.

When it is considered, adds the despatch, that the company started with an original capitalization in 1867 of \$100,000, the enormous and unnatural profits of the company will readily be seen.

MANITOBA FISHERIES.

E. L. Le Clair, of the Baltimore Packing Company, is authority for the following statements: "In Lake Winnipeg this season 2,000,000 round white fish have been caught and frozen for the market. In fishing parlance "round" means fish that have not been drawn. In addition 3,000,000 dressed fish have been caught in Lake Winnipeg, and frozen at Selkirk. That makes a total of 5,000,000 for Lake Winnipeg. The Lake of the Woods fisheries have yielded better for the same number of nets than for four years past. The sturgeon catch was very gratifying. The fish market will be over-supplied, as it never was before. Fish will be about 40 per cent. cheaper this winter than usual. Meat will also decrease in price."

This seems a large number of fish, but it is not too many for the size of the lake, as the catch on Lake Erie has been much larger for many years, and Lake Winnipeg is as large as Lake Erie.—Commercial.

—The New Zealand Assembly has recently passed an Old Age Pension Bill, which applies to all persons over sixty-five years old. The pension amounts to but \$90 per year, or about \$1.75 per week, and no one who has an income over \$5 per week or property worth more than \$2,700 will be entitled to it. Twenty years' residence in the colony, and ten years' exemplary conduct, are among the other qualifications; the vagrant and the drunkard being thus shut off.

—One Somerville young man, who was married a year ago, has sold his bicycle now, and can be seen on the streets almost any sunny afternoon pushing around a horseless carriage.—Somerville Journal.

—A twelve stall round-house, machine and car repair shops, storehouse, blacksmith shop, coal trucks, ash pits and turntables, are being built for the Canadian Pacific Railway at Calgary. The work will be finished early in the new year. The cost will be \$75,000.

—Whatever may be the failings of the members of the Salvation Army, no one can accuse the headquarters staff of being deficient in humor. The penchant of the society for posting quotations from Scripture everywhere, has shown itself in the telephone boxes, where, with great aptitude, the words quoted are: "Ye have need of patience." (Hebrews, x., 3.)—Yorkshire Post.

—Jamaica, it is said, has the largest fruit plantations in the world, of which 28,000 acres are owned by an American company, and the other 16,000 acres are held under lease by the same company, making the total acreage owned and operated by them, 44,000. This company owns and employs in the fruit business twelve steamers, and last year shipped to America and elsewhere.

—E. S. Cox, of Toronto, was in Winnipeg this week on his way to the coast. He stated that the contracts for the erection of the Manitoba Trusts Co.'s new block in Winnipeg, were nearly all let, and work on the structure would start next April. The site is on the North-east corner of Notre-Dame street East and Main, and the estimated cost is over \$40,000.

—An order-in-council has been passed providing that the minister of the interior may grant locations for the mining of copper in the Yukon district; each location to consist of an area not exceeding one hundred and sixty acres in a square block. Not more than one area is to be granted to any one person within a district of ten miles. There is to be paid to the Government on the gross output of copper, a royalty to be fixed by the minister, not exceeding five per cent.

—Bismarck was not an angel, he was, in fact, a very selfish politician; for he declared that "self interest alone must guide Germany in her arrangements with France," after the latter lay crushed and bleeding from the Franco-German war. No, he was no altruist, far from it; for did he not instruct his biographer, Dr. Moritz Busch, to write for the National Zeitung: "The kindlier affections have as little place in the calculations of politics as they have in those of trade." How do our merchants like the category into which he puts them? Is it really true, as our clergymen sometimes tell us, that a devoted business man is apt to be a poor specimen of a Christian?

—The Lord Mayor's fund for the relief of the sufferers from the hurricane at West Indies grows steadily, if not as rapidly as might have been wished. The ties, political, commercial and social, binding Canada to the West Indies, are such as to ensure in Canada, and among friends of Canada here, a sympathy with the West Indies in their present distress; but the devastation has been so serious that, as it seems to us, the restoration work to be done has been quite inadequately appreciated here, as well as in Canada. Among the friends of Canada in this country who have come forward with help are Lord Mount-Stephen, £100; the Halifax and Bermuda and Direct West Indies Cable Companies, £50; and Mr. Thomas Skinner, £10 10s. One very practical method of Canadian help would be to send across some cargoes of lumber for rebuilding purposes.—London Gazette.