

### NEWFOUNDLAND COD AND HERRING.

The hostile attitude of the Newfoundland government towards the fishermen of our Maritime Provinces has at last provoked the Canadian government to cancel the privilege it has heretofore allowed to shippers of that colony, of entering their fish into this country free of duty. The tariff clause prescribing the duty on fish now applies to Newfoundland as to any other country. Its codfish will be taxed a cent a pound, and its herring half a cent a pound. The withdrawal of this discrimination in favor of Newfoundland has led the government of that colony to a measure of retaliation. It also exercises a tariff power that was held in reserve, by adding 20c. a barrel to the present duty on flour, which is one of its leading imports from this country. There are several other Canadian products which find a market in Newfoundland that are likely to be further taxed, as the authority under which the addition to the duty on flour is made, leaves it in the hands of the government to impose extra duties as well on pork, butter, tobacco, kerosene, cornmeal, hay, oats, potatoes, turnips, cabbages and other vegetables. The levying of these extra duties is made conditional upon the imposition of duties upon Newfoundland fish by any country whose fishermen have the privilege of taking fish upon any of the coasts of Newfoundland. As Canada's fishermen have not such a privilege, it is probable that Newfoundland's own courts will rule against the application of this discretionary power to this country.

The beginning of the trouble between the two colonies was caused last year by the enforcement of the Newfoundland Bait Act upon Canadian as upon other fishermen. The bringing of Canadians under the meaning of this Act was a breach of faith on the part of the Newfoundland government. That Act was passed in 1887. It enacted that no bait fish could be sold at the Newfoundland ports except to vessels bearing license from the Newfoundland government. This would limit fishing on the banks to those who held license to buy bait at Newfoundland ports, as United States, Nova Scotia, New Brunswick or Quebec fishermen could not bring the bait from elsewhere and preserve it sufficiently for fishing. When the Act was passed Canada remonstrated and appealed to the Imperial Government to have it vetoed. The Premier of Newfoundland gave assurances both to the government of Great Britain and that of Canada, that the measure would not be enforced against British vessels, as it was calculated only to check the operations of French and other foreign fishermen. When the present Premier, Sir. William Whiteway, took office, he enforced the Act against Canada, and in reply to protests and reminders of the pledge given to except Canada from its operation, he said that owing to Canadian vessels sup-

plying bait to the French it was necessary to bring the former also under the provisions of the Act. This year his government went a step farther, and refused to allow any Canadian vessel to take out a license to buy bait. The effect of this would be to put an end of the fishing industry among thousands of Canadians in the Maritime Provinces. The fish are not in Newfoundland waters only. On the tops of those great plateaus called the banks, whose surfaces do not come up far enough to make islands of them, the fish feed in neutral waters. But Newfoundland holds the key of the situation in her control of the bait. Whether or not she keeps up the extra duty on imports from this country, she will probably endeavor to keep up the prohibitions against bait-buying by our fishermen. Thereby she will increase the quantity of the fish supplied to us by her fishermen, perhaps sufficiently to offset the effect of the duty we have imposed, and will certainly reduce the competition she has heretofore met from our fishermen to stock such foreign markets, as the United States, the West Indies, etc. As for the extra duty she has imposed on Canadian imports, the burden of it will be evaded to a considerable extent, both to Newfoundland importers and Canadian distributors, by shipping stock from the United States in bond through the Maritime Provinces, a thing which has been done to some extent already.

Probably the governing party in Newfoundland is not entirely displeased at the conflict of tariffs that has thus arisen between the two colonies, as it will tend to direct both sides of the trade of Newfoundland to the United States. This was what was aimed at by the recent treaty which that colony had negotiated with the United States, but which fell through, mainly, as the Newfoundlanders hold, through Canada's interference. Some natural vindictiveness was felt which probably finds full expression in the present course of the Newfoundlanders.

### NOTES ON WINDOW DRESSING.

It works both ways. The best dressed window in the town indicates the most energetic merchant; while the most energetic merchant has the best dressed window.

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To spend labor and time on a poorly dressed window is that much thrown away. To spend still more time and still more labor, and to have as a result a really attractive window is an investment only surpassed by a good advertisement in a live paper. It will give a great profit.

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Evergreens are always pleasing at this season. Dress the back, sides and top of your windows with evergreens, and from these hang oranges, lemons, colored eggs, bon bon boxes, bunches of raisins, candy forms, and anything else which will help to

make the greens look attractive, such as paper flowers and small flags. Then place some bright fresh goods on the floor of the window, arranging them as regards form and quantity, as your taste may indicate and as the size of your window will allow. Remember, you are not dressing the window just because it is there and hence must be filled up, but keeping in view that this window is going to attract attention and help you to swell the volume of your trade.

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It is not always the window containing most goods which is the most attractive, but a window filled with good things and tastefully arranged must indeed be enticing. Such a window may be seen at Mr. A. Donald's store on King St. East, Toronto. For a back ground and running diagonally to the street are piled tea chests, one, two, and three deep, so as to form a step-like pile; on these are placed barrels of currants minus the barrels, that is, just in the form the currants are found by cutting the hoops and removing the staves. Thus three barrels are required for each window and on top of these are placed fancy candy jars. Then on the floor of the window are placed, at intervals, boxes of raisins minus the boxes. These "forms" of raisins (as they may be called) present a clean solid appearance, just as if pressed into that form. Piles of figs, just as taken from their cases are also displayed, and then candies and nuts are piled about four inches deep so as to fill up all the intervening spaces. The window is still further improved by a tub, bottom side up, banked up with candies, and on top a large block of dates surrounded by a row of sauce bottles. Such a window is suitable for Christmas season; but of course is not adapted for the warmer parts of the year.

### ORTHODOX ADVERTISING DOCTRINE.

At a recent meeting of the St Louis office man's club the question of advertising was discussed. In the course of his remarks the President, Chas. W. Knapp, is credited by a contemporary with the following timely hint to the spasmodic advertiser: "The faint heart who 'spent fifty dollars once' knows that advertising does not pay, but those other thousands, who contributed the bulk of the \$125,000,000 estimated to have been spent last year in the advertising publications of the United States, know that advertising does pay, but will never fully say that they know where it pays best. The vital fact which experienced advertisers learn to appreciate, is that no paper or journal can exist for any extended period, unless it command a certain exclusive constituency of readers. If those be of a class the merchant wishes as patrons, he knows he can reach that particular constituency through that one paper or journal, and through no other."