

Advertising Pays.

There is no advertising like newspaper advertising. The merchant who tries the bill board or the fancy dodger, if he tests the matter thoroughly and conclusively, will find that the newspaper advertisement is the very best that there is. The big advertisers confine themselves exclusively to the newspapers. No merchant ever increased his business by bill poster advertising. A few weeks ago there was a strike in Butte, and for some days no newspaper appeared on the streets of that city. There was nothing for the advertisers to do but to resort to the bill board and the street bill. The result was that business fell off there from twenty to fifty per cent. The decline was attributed solely to the fact that they had no newspapers to act as advertising mediums.—Calgary Albertan.

Civic Undertakings Should be Commenced Early.

For some years past building has been the prime source of employment, and the discouraging feature of the outlook, therefore, is that this will show in all probability an enormous falling off for 1908. Attention is called to the matter here in order to suggest that the municipal authorities should at this crisis see that all the legitimate civic enterprises which can be gone on with now are pushed to an early start. If sewers, roadways, and concrete sidewalks have to be constructed, the greatest effort should be made to set them in motion as early in the year as possible. The wisdom of prosecuting large public works during seasons of depression is universally admitted. Public bodies, such as national, provincial and municipal governments, which are not subject to the limitations and timidities of individuals, are in duty bound to be most active when the private employer has drawn into his shell and has ceased to be a dominating factor in the labor market.

This is not an incitement to extravagance. The work undertaken should be useful and needed works. It may be that during such a time the cost of money may be above the nor-

mal, but a city of the standing of Toronto, or states in so sound a financial position as the Province and the Dominion, would be able to procure money for such works on good terms. If the interest account were heavier than in times of cheaper money, the plentifulness of labor would more than make up the difference. Let there be no cessation in public works, but, on the contrary, an earnest undertaking of them.

The litigation which has fallen on the City Hall may have a tendency to delay the pushing of business up there, but it should not. It is, of course, vexatious, and should be treated so, and it may be hoped that it will not be allowed to delay any civic undertaking.—The "Globe."

Toronto Builders Protest.

Whether the Toronto City Architect shall have work done by day labor on his own figures or shall tender and take his chance in the same way as the City Engineer was discussed by the Board of Control and a large deputation from the Builders' Exchange on Friday last.

The Board approved of the latter principle, but cannot interfere in the case of the ferry shed—the cause of the trouble—as work has been begun already by the City Architect.

Messrs. R. G. Kirby, Arthur Dinnis and Samuel Hughes were the speakers.

"We ask you to give you a chance to do business in Toronto. If work is scarce for the workingman, business is scarce for the business men," said Mr. Dinnis. "The architect is not a builder, and there should be a man to look after his work and keep a strict account."

Restrain Immigration.

Our friends in the motherland are getting at the facts as to the condition of the labor market in Canada. The Belfast "Evening Telegraph" with commendable enterprise publishes in its issue of February 1 statements from many prominent people in Ontario, telling of the actual conditions. Among the writers are Archbishop Sweatman, Mayor Oliver of

Toronto, Mayor Stewart of Hamilton, and Mr. J. A. Nelles, secretary of the London Board of Trade. The frank admission that the labor market, especially for unskilled workers who will not go on the land, is temporarily overstocked can do nothing but good.

Get in Touch with the West.

The failure of Eastern Canada to realize the necessity of keeping intimately in touch with the West in commercial matters is pointed out by the Winnipeg "Commercial" in the following language:

If the capitalists of Eastern Canada do not make haste to claim the market afforded by these provinces, they will before long find that they will have to come here in the face of strong United States competition. At the recent meeting of the citizens of Winnipeg, called to belie the pessimists, Consul Jones made a stirring speech, in which he said that the United States manufacturers were rapidly becoming more appreciative of the great opportunities in this growing market, and he gave us to understand that it would not be the want of effort on his part if they did not receive the greatest encouragement to branch out here without delay. Already we have quite a few branches of United States firms in Winnipeg and throughout the West generally, who are somewhat surprised that the Eastern Canadian is not more alive to the chances offering in Central and Western Canada. It is up to some of our Eastern brothers to get more acquainted with this part of the Dominion, and also get the Western storekeepers to become more familiar with the products of the Canadian manufacturer. These provinces are immense consumers, and some one must make and sell the goods.

The production of nails is enormous. In a recent issue of the "Iron Age" there is a table showing the yearly production for ten years. The maximum production of cut nails in the United States was reached in 1886 when it was 8,160,973 kegs, while the maximum of wire nails was reached in 1904, viz., 11,926,661 kegs.