

ATTRACTIVE CANNED GOODS LABELS.

The next thing to a good name is a good appearance, remarks the *Canadian Grocer*. It is doubtful, indeed, if the majority of people give second place to appearance. At all events, it is very frequently made to do service in default of a good name, and often with success. The part that attractive labels play in business is an important one. Manufacturers recognize this to a very great extent, and usually mark their packages with wrappers that appeal strongly to one's sense of beauty. The demand for any given class of goods may have its fundamental basis on another sense entirely, yet the sight is sought to be captivated, as it is well known to be an important selecting influence. The relation between the taste and the sight is close and made the most of. Hence manufacturers of edibles put up in packages rarely neglect to dress up the exterior with a captivating label. Our canners go in for handsome labels, and the development of labels in this country has made quite satisfactory progress in the main, though there is still room for improvement. Some very appetizing designs are embodied in labels now in use, while others are defective in this quality. The canner should take a leaf out of the variety show manager's book. The latter advertises by means of pictures that are suggestive in a certain way; they are objectionable, to be sure, but they suggest feelings that are the basis on which such concerns are maintained. The canner ought to aim to have pictorial labels as seductive to the appetite, labels that suggest a longing to eat of the contents of the package. The goods will seem tempting, esculent, toothsome, mouth watering, if labels are made the most of. Thus will they promote business, and the grocer as well as the canner will appreciate that effect of art in labels.

In another way will they minister to trade. The packages bearing such taking wrappers will differ with different brands. The goods of one manufacturer, the peaches, tomatoes, peas, corn, etc., will bear different labels, and constitute a varied series of themselves, and the assorted goods of two or three canners will give a rich source of diversity, which the grocer can turn to account in making his store attractive. Canned goods, well labelled, are beautiful shelf goods, as the material is sufficiently diverse to engage a tasteful storekeeper's study after varied effect. Not only in shelf array, but also in ornamental pile, as a centre piece to the space between centres, or as a background at the end of a store, do the canned goods packages offer a resource of very considerable possibilities to the stock dresser.

There are, as was said above, some attractive labels now on Canadian goods, but there are others that fail to interest the eye for a moment. Colors are badly assorted, a staring, naked void of green or yellow yawns round a picture of this vegetable or that, the background is unrelieved, life is lacking, the design is not striking. These are faults in some labels now used. They have conventionalized forms upon them instead of natural ones. The full, rich rotundity of life is not aimed at, voluptuousness of effect seems to be

absent from the intention, and it ought not to be. Such labels look melancholy and sombre and out of date. Exposure to flies a few days would complete the look of desolation that hangs over them. If they were bright and got up in a style calculated to impress the epicure, there would be an increase of sales that would soon justify the improvement. But quality ought always to be behind attractiveness of appearance.

CHEAP EXCURSIONS.

Cheap excursions to central trading points play havoc with the trade of provincial towns. They are got up for pleasure, but are usually taken advantage of by a very hard-headed lot of pleasure seekers, who contract their purse strings for days ahead that they may be able to bring home a lot of bargains. In this way, a single day will often affect local trade for weeks both before and after it. Special passenger rates on market days also work against the welfare of small towns. The interests of the railway companies are not always identical with those of the towns along their line. Of course, the larger the commerce of the smaller interior trading points, the more they are a source of revenue to the railways, as they yield a big freight income if they have a big distribution. The railway companies, however, are willing to forego the slight increase in their freight returns for the sake of the greater increase in their fare returns that popular excursions can produce. A correspondent in the *Times* of Port Hope refers to an excursion from that town to this city, and estimates at \$2,000 the purchasing power transferred from Port Hope to Toronto by that excursion. The church which got it up, he considers, made about \$50. Here is a great deal of mischief done to local and substantial interests for a very small benefit. If the concerns which get up these excursions would make an estimate of what they consider the net returns derivable from a popular excursion should be, and then assess the local merchants for this, it would often be more profitable for the latter to pay it than let the excursion go on. Thirty dollars is far short of the profit the local trade should make upon an outlay of \$2,000. The business men who are members of bodies that get up excursions ought to use their influence against any that are likely to be in the interests of buyers. The main point, the great drawing card nowadays with these excursions, is not solid pleasure, but solid business. A destination is not always picked out for its picturesqueness, but often for its price attractions.—*Toronto Hardware*.

PRINCE EDWARD ISLAND LOBSTER.

A Prince Edward Island correspondent writes about the lobster fisheries there situated: "At present, we have hardly got started on anything but the lobster fisheries. They are making great preparations for these, which are by far the most important fishing industry of Prince Edward Island. There are over 100 factories, each of which will put out from 1,500 to 3,000 lobster traps, and probably

3,000 men, boys and girls will be employed in fishing, boiling and canning.

"I cannot just now give you the statistics of the catch, but I do not doubt that this is the largest and best lobster fishery in the world.

"Located as the island is in the clear, cold waters of the Gulf of St. Lawrence, the fish must always be of the best quality, and the shoal, rocky bottom extending to such a distance from its shores, give them the best possible feeding grounds.

"The field of ice which surrounds it from December to April, ensures a protection and gives a permanence to the business not obtainable elsewhere. The fishing season commences with the opening of navigation, say about May 1, and continues to July 15th when the close season (established by law) commences, so that with the intervention of the ice you can call the close season 9½ months at least.

"Lobster, being a localized fish, will not stand long continued and heavy fishing, and they have been so completely fished out along the whole coast from Massachusetts to Nova Scotia, that it is difficult and expensive to supply the demand of the Atlantic cities for fresh lobsters alone, and the canning business is unable to secure large supplies of good fish. I think the catch last year was valued at something between three and four hundred thousand dollars."

REQUIRED IMPROVEMENTS.

A wagon road up the North Thompson has heretofore been sufficient to accommodate all the business on the river. One was completed last year to Lewis Creek, 35 miles, but from there on the pack trail has to be used. An extension of the road as far as Mosquito Flat is urgently needed. But this will not long suffice, if the silver and coal mines prove to be what is expected of them.

Navigation of the river by steamers is the most feasible means of transport into that region. An expenditure of a few thousand dollars by the Dominion Government would remove many obstructions which now interfere with navigation at low water. Several steamers which have descended from railway construction times are now tied up to the river bank, and have been without employment since the making of a few desultory trips through the Sushwap Lakes to Enderby were discontinued.

The farmers who are settling along the river and adjacent creeks, as well as the miners, deserve to have less expensive ways of getting in supplies and bringing out ore than by trail and wagon road. The Dominion Government cannot refuse so reasonable a request as the making of an appropriation for the improvement of the North Thompson, when presented in connection with the improving prospects for business in that direction. We trust our steamboat owners will take measures to second the movement for an appropriation in some prompt and effectual way, so that during the next period of low water the work can be done.—*Inland Sentinel*.

The rates on sixth-class freight from Chicago to New York are to be advanced from 20 to 25 cents per 100 pounds.