SMOKELESS COAL.

Considerable publicity is given, says the "Commercial Agent," at Manchester, England, to a reported invention for depriving soft coal of its most objectionable feature, smoke, by abstracting the oils said to produce it, and calling the resulting article coalite, which is something like coke in appearance, but bulkier and of far greater, and purer combustion, and which can be furnished at one-third the present cost of coal. It is stated that the King has seen its properties tested with a professor at hand. The shares of the company controlling the scheme have advanced from £1 to £30, but neither the material nor the shares are in the market. The presumption is that the by-product is of great value, but of what nature is not divulged. Five acres of land near Manchester have been purchased, and large works will be erected shortly for its production.

THE EARTH'S INTERIOR IRON?

Frequent earthquakes of late have enormously increased scientific curiosity about the earth's interior. On this subject Sir Oliver Lodge observes in "Nature" that "it has long been suspected that the earth is an iron planet, and now, through the work of Strutt and others, the evidence both for and against is intensifying. It is just worth noting as a matter of simple arithmetic that a core of metallic iron of density 7 covered with a crust of rock 500 miles thick of density 2.5 makes an average terrestrial density of 5.6, but recent evidence points to a crust much thinner than the above. It is to be hoped that the 'boring' proposals of the Hon. Charles Parsons will before long attract the attention they deserve."—"London Telegraph."

BANK ADVERTISING.

Does bank advertising secure patronage? Mr. F. R. Morison, of the citizens' Saving & Trust Company, of Cleveland, answers this question in a long magazine article. Banking, he says, is a competitive business, and beyond business competition makes advertising a necessity. For, aside from being necessary as a means by which a bank maintains its place in the business world and advances its interests, banking publicity has proved itself to be a creative force, opening new fields of profit, a fact which has been proven by progressive bank officers in all parts of the country. They frankly attribute their prosperity largely to judicious advertising. But, Mr. Morison adds, the proper style for banking publicity is still a debatable subject among bankers.

It is the literary element in financial publicity which in reality makes it effective. By reason of the ultra conservative nature of bank and trust company methods, the art of producing effective advertising literature is difficult.

There is an abundance of subjects for an attractive exploitation of banking interests. The value of saving money; the payment of liberal interest on saving accounts; the acceptability of small accounts with an initial deposit of one dollar or more; the certificate of deposit as a safe investment for trust funds and other moneys; the importance of depositing money in a financial institution in preference to keeping it at home or in an office safe; the advisability of depositing money in a bank and paying bills by check; the advantage of letters of credit and foreign drafts; the advantage of modern protective devices and safe deposit vaults; the attractiveness of the banking quarters and various facilities; the advantages to women of having a bank account, both checking and savings; the wisdom of renting a safe deposit box or storing valuables in fire and burglar proof vaults; the execution of trusts; the institution's ability to act as executor under wills, or as administrator under court appointments; as guardian of minors and incompetent persons; as trustee under mortgages; as receiver of insolvent firms or corporations; as agent for the collection of interest, rents, and the payment of taxes; as general financial agent for municipalities and corporations.

Financial advertising must be positive. It must be strong. It must appeal to men's minds. It must move the will. It must produce business.

Bank advertising therefore must be forceful. Bank literature must be original. This quality is particularly necessary in order to attract attention; and as attention is the first step in gaining a hearing, this quality is all important. If the literature does not attract attention it is lost. It must therefore have a distinctive quality.

Considering that March is usually a dull month for real estate transfers in Montreal, the number which have changed hands recently, represented by $521,107, is unusual. The property of the Dow estate on Beaver Hall Square, bought by the Engineers' Club, was sold for $40,500, equal to $3 per square foot, a remarkable bargain. The Gorham Company's building being erected on Phillips Place, also up town, has been bought by Henry Birks and Sons. The Salvation Army is said to have secured the plot of 12,000 square feet from the Protestant Infants' Home immediately below Sherbrooke Street on Guy Street, behind the Grosvenor Flats, at a approximate price of $3 a foot, or say $36,000.