

themselves." In the words of the Chicago Journal of Commerce: "To turn out a product and not sell it means bankruptcy. To try to sell it before a demand is created is nonsense." Many patented articles, ingenious and useful, stop in the factories where they are made because unknown to the public. These articles would prove valuable to factory and store if they were pushed. "Manufacturing an article and creating a demand for it are two separate and distinct parts of business, yet there are many men who manage both parts successfully." Distribution, however, ought never to be neglected, and very few houses can get along nowadays without advertising. Therefore, we again quote our contemporary: "Inform the trade of the merits of your goods, with a few hints of your business policy, if you like, and if the goods really possess merit, they will find successful demand. Produce good goods and advertise to make them known and sales will follow."

GOLD AND COPPER IN NOVA SCOTIA.

Gold mining is by no means inactive in Nova Scotia. Hundreds of prospecting licenses have been taken out during April in Halifax, Colchester, Hants, and other counties. The Industrial Advocate gives a list of these areas taken up. At Gold River fourteen are taken up by five persons, at Oldham eight areas by two persons. At East Waverly a new company has begun operations, and a block of eighty-two areas has been awarded to D. C. Hood. No less than 145 areas have been granted to Alexander McNeil at West Gore, in Hants, and at Eastville, in Colchester. S. T. Ellis secures ten areas. Three persons are awarded twenty-eight areas at Wine Harbor, and various parties get ten at Mount Uniacke. Fifty areas are taken up at Clam Harbor. In the Stormont district, which is usually the busiest one in the province each month in the way of prospecting licenses, there is but one applicant in the person of Fred J. Lordly of Halifax, who secured 100 areas, and 100 areas in the Isaac's Harbor River division. At Lindsay Lake, Cariboo district, Fred J. Lordly bought twenty-eight areas. Fifteen areas at Mooseland go to F. A. Hamilton, electrician, of Halifax, and forty-one areas are granted at Moose River, Cariboo. There is activity at Tangier also, and various parties are operating at Grand Lake, which is between Spry Bay and Sheet Harbor. At Ecum Secum a very large block of ground has been secured by Robt. Brownell, aggregating some 196 areas, located in this interesting district. In the vicinity of Ecum Secum Geo. E. Scott has bought thirty areas.

Respecting the deposits of copper ore near Wentworth in Cumberland county, N.S., The Moncton Times learns that an American syndicate has so much faith in the property there that they are about to erect a smelter four miles from Wentworth, and will build a tramway from the mine to the works.

The Truro News gives some particulars of the recent purchase of the Tunnel Gold Mines at Waverly, N.S. It is informed that the actual price paid for the mine was \$148,000. The sum of \$30,000 was paid on delivery of the deeds and leases, and the remainder is to be paid in five equal monthly instalments. The real purchaser of the mine is understood to be Mrs. Hirsch, the widow of the multi-millionaire of that name, who owned the famous Anaconda mine. A nephew of Mr. Hood, the new manager of the mine, is also interested.

In the last Industrial Advocate, "C.A.E.," writing from Truro, urges the establishment by the Government, of "sampling" works, which would include a well appointed stamp mill (say at first with five stamps capacity), with all the latest and down to date plant in shape of rock breakers, automatic feeder and concentrating plant, and then persons prospecting new claims at any point in the province, could send their quartz to this sampling mill and have a proper mill test made by competent men, and give owners results of same, the owner paying a fair sum per ton for such test and report, the results to be kept private if owners so desired.

The recent rise in the prices of copper has given added importance to deposits of copper in Charlotte county, and may mean much towards their further development and profitable working. So says The Fredericton Gleaner, apropos of the

description of a case before the Surveyor-General of New Brunswick last week. Some Boston capitalists and others organized a company to develop and mine the copper deposits at West Isles, Charlotte county. They partly developed it and then abandoned it. Lately another company was formed and asked the department for a search license on the same property. To this, the former company objected. It was decided that by their neglect to work the property and failure to pay the license fees that the original company had forfeited their rights to it and that the Crown Land Department has a right to issue license to another company to search upon and work the property.

THE PACIFIC CABLE—A COMMERCIAL VIEW.

A visitor from the Australian continent told us last week that the business men of Melbourne and Sydney are very desirous that the projected cable should be laid across the Pacific to Canadian shores, and the feeling of the people of Victoria and New South Wales, as of the other colonies, in the matter, may be assumed to be favorable to the project when their Governments have offered to invest in its proprietorship. South Australia, it seems, is rather lukewarm in the matter, presumably because she has spent a great sum of money in erecting a telegraph line 1,800 miles in length across the whole continent, joining Adelaide in the south with Van Diemen's Gulf at the north, connecting there with the Indian series of cables that lead to the Mediterranean and to Europe. She is, therefore, less desirous of the cable to Canada, and possibly less able to afford it.

Canadians are generally in favor of the project, those of imperialist views enthusiastically so, because its construction would be a powerful factor in the consolidation of the empire. And the business men among us who ship goods to Australia or import thence are interested in more direct, and if possible cheaper, telegraphy than the present rates of say \$1.46 per word from Toronto to Sydney, and \$1.40 per word to Melbourne. But just here is the knotty point to consider; suppose the cable built, at a cost of \$7,250,000, and suppose the rates reduced greatly, as they would likely be, judging from the experiences of competing cable lines elsewhere, would the resulting business pay interest on the cost of the project after defraying the enormous cost of maintenance, especially of a cable ship at each end of so vast a stretch as 6,000 or 7,000 miles. This must be matter of conjecture. Granted that a cable is laid and the price of despatches reduced business would increase; but it would have to increase much above the present stage, for the whole telegraph business done between Canada and Australia by one of our telegraph companies last year did not exceed ten messages per month and by the other it was probably but little more. These together represented a revenue of less than \$5,000, which is a sorry amount to place against the \$290,000 that would be required to pay even 4 per cent. per annum on the estimated cost of the enterprise. Of course this statement of the present telegraphic correspondence between the countries is no measure of what the business might grow to, with the development of trade. The history of the Atlantic cables shows us how from a depressingly small business at the high tolls of the first years there came, at each reduction of tolls, a marked accession of business until the rate has fallen lower than ever was dreamed of thirty years ago, and the messages have also grown in number beyond all expectation. But the commercial aspect of the question, judged from the standpoint of existing business, probably shows us why it was that private capital has not attempted to provide the Pacific cable.

THE WINNIPEG EXHIBITION.

A number of novel features will probably characterize this year's Winnipeg Industrial Fair. At all events there is likely to be a profusion of attractions for the denizens of the grand stand. The manager of the Fair, Mr. F. W. Heubach, insatiable in his desire for novelties, has many to offer for the choice of his directors. Greeks with trained dogs; Russian dancers from Irkutsk, Siberia; Japanese acrobats, a French mirror-dancer, a juggler from Paris and a wire rope walker from Spain. Then there is a chariot race and a balloon ascension; a negro cake-walk by a colored band from Richmond.