

1896.		1897.	
Product.	Per cent. of Total Production.	Product.	Per cent. of Total Production.
Coal.....	31.94	Coal.....	25.31
Building material....	15.72	Gold.....	21.50
Gold	12.30	Building material....	12.50
Silver	9.50	Silver	11.54
Nickel	5.25	Copper	5.21
Petroleum	5.11	Nickel	4.86
Copper	4.52	Lead	4.85
Lead	3.20	Petroleum.....	3.51
Asbestos.....	1.90	Natural Gas	1.13
Natural Gas	1.22	Asbestos.....	1.13
Cement89	Cement95
Iron.....	.85	Gypsum84
Gypsum.....	.79	Coke.....	.73
Salt75	Salt66

ONE-TIME INSERTIONS.

"One-time insertions seldom pay. The publisher knows this as well as does the advertiser who has learned it by sad experience. He should impress this fact on the advertisers from whom he solicits business. There are few periodicals, however, strong enough to resist the temptation to take everything offered them without regard to the advertiser's best interests. The advertiser who has tested it knows that it usually takes several insertions of an ad. to arouse the interest of the readers of a periodical. It is continuous advertising that pays." — *Advertising Experience*, Chicago, March, 1898.

We quite agree with *Advertising Experience* on this point, having knowledge of more than one case in which results have come from advertisements many months after their appearance. Had advertisers judged of the merits of the medium from immediate results, the chances were decidedly against the paper.

HALF TONE, ZINC ETCHING & WOOD ENGRAVING.

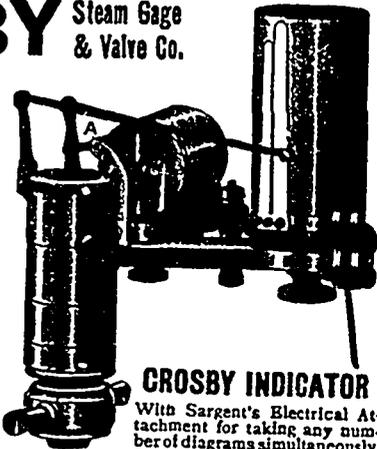
The Canadian Photo Engraving Bureau.

16 ADELAIDE ST. W. TORONTO, ONT.

Phone 258

DOORE & ALZAKER Props.

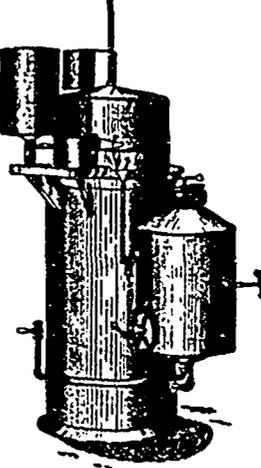
CROSBY Steam Gage & Valve Co.



Manufacturers of Standard Safety Steam Appliances. Crosby Pop Safety Valves, for boilers of all kinds. Water Relief Valves, fully approved by the Associated Factory Mutual Insurance Companies. Crosby Improved Steam Gages and Pressure Recording Gages, Patent Gage Testers, Revolution Counters, Original Single Bell Chime Whistles, and many other specialties. All kinds of Pressure and Vacuum Gages used in the various arts. Gold Medal, Paris Exposition, 1889; Ten Highest Awards Columbian Exposition, 1893. Branch offices at New York, Chicago and London, Eng.

CROSBY INDICATOR
With Sargent's Electrical Attachment for taking any number of diagrams simultaneously.

MAIN OFFICE AND WORKS
BOSTON, Mass., U.S.A.



ACETYLENE GAS
THE COMING LIGHT

Cheaper than Electric Light
Cheaper than Coal Gas
Cheaper than Coal Oil

For Private Dwellings
For Business Houses
For Churches and Public Halls
For Offices of all kinds
For particulars and circular write to

The Niagara Falls Acetylene Gas Machine Co., Limited
The "Record" Block, NIAGARA FALLS, Ont.

LAW BROS. & CO.
→*CALLEDONIA FOUNDRY AND
→*MACHINE SHOPS



Rideau Falls, OTTAWA, Ont.

**HYDRANTS
VALVES
WATERWORKS SUPPLIES
SPECIALS
SHAFTING AND MILL
MACHINERY**

CASTINGS of every description

CEMENT.

We manufacture the
THOROLD CEMENT

It is the best and cheapest.
Used on all Government works, and also on the Grand Trunk Railway.

Estate of John Battle, Thorold, Ont.

Established 1841

The Mercantile Agency
R. G. DUN & CO., MONTREAL
THE OLDEST AND STRONGEST

11 Branch Offices in Canada Collections made everywhere
A. C. MATTHEWS, Manager

REDDAWAY'S PATENT.



BREAKING STRAIN 6 IN CAMEL HAIR BELT—14 1/2 TONS
6 IN DOUBLE OAK LEATHER—7 1/2 TONS

W.A. FLEMING.
57 St. Francois Xavier St., MONTREAL