

sevenths of that of anthracite. Compared to wood a ton of peat is equal to one and one-quarter cords of tamarac, and the cost to the consumer will be about seventy per cent. of that of wood. The chief market of the Fort Frances product will be Winnipeg, but the success of this initial enterprise will mean the establishment of others in eastern Ontario.

### What Printer's Ink Can Do

PRINTER'S ink nowadays shows its power in many ways. It was one of the chief conditions in the election of the new Governor of Massachusetts, and that not so much through the medium of newspaper support but through the publicity of many years' persistent advertising. W. L. Douglas, the new governor of the Bay Tree State, is a man so modest and unobtruding in his character that the announcement of his gubernatorial candidacy was at first received as a joke. But the joke proved a very real fact, for in a strongly Republican state, Mr. Douglas, a Democrat, defeated his opponent by a majority of 15,000. The reason lay very largely in the fact that for years he had been known to the public through the judicious use, in the ordinary course of business, of printer's ink.

Mr. Douglas began his career with a capital of less than a thousand dollars. From that he has worked up to be the largest manufacturer of shoes in the world. In gaining this remarkable success, he advertised in many different mediums, and the picture of Douglas, the shoe-man, which always appeared in his advertisements, became known all over the country. It is not our purpose to further emphasize from this the

value of advertising from a business standpoint, but to point out that the publicity thus gained, together with the reputation he had made for honest goods, were largely responsible for the support given Mr. Douglas at the polls. He will, it is believed, prove a good governor, and will give an eminently business-like administration; but aside from that, it is of interest to note how greatly printer's ink may help even to make and unmake governors and legislators.

### Canada's Water Power

ONE-TENTH of the total water power of the world used in electrical production is used in Canada. The world's total is something over 2,000,000 horsepower, divided among all the principal countries of both hemispheres; but no other country uses so much as Canada, except the United States, the respective figures being 228,225 and 527,467 h.p. When the power works now being developed are added to this, Canada will be more than ever a world's leader.

There are few more significant signs of Canada's industrial progress. The application of water power to the production of electricity is a comparatively recent achievement in engineering science, yet some of Canada's works are among the most remarkable in the world. Chief of these are, of course, the Niagara development, but there are hundreds of other water powers all over the Dominion which can be, and eventually will be, turned to similar purpose. In this electrical age, we expect to see Canada not only hold her place next to the top, but to materially gain upon the one country that exceeds her.

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