

WHAT OUR ADVERTISERS ARE DOING.

Scarcely any feature is more familiar in the rural landscape of Canada than the wind-mill used for pumping water, etc. If every farmer has not one there are seasons when the inland farmer wishes he had one. To those who live by rivers or streams the need is not so pressing. During the years since these machines were first produced there have been improvements, of course. In respect of such improvements the "Ideal" pumping and geared power wind-mills take high place, having patent interchangeable steel roller and ball bearings. The Gould, Shapley & Muir Company, limited, of Brantford, make these mills, as well as galvanized steel towers and flagstuffs, grain-grinders and fanning mills, wood tanks and spray pumps.

Some people say that in the delightful climate of Canada, so bracing and invigorating, no one needs stimulants at all. Nevertheless there are millions worth of stimulants made and imported, from brandy and champagne to coffee and tea. While we would not recommend anybody to drink brandy as a beverage, we cannot express any aversion to champagne, provided it be good champagne. Some that comes to this country from Europe is not good. It is not as well known as it deserves to be that champagne is made in Canada, from Canadian-grown grapes, and that it is a sound and palatable article. J. S. Hamilton & Co., of Brantford, proprietors of the Pelee Island Vineyards on Lake Erie, produce a brand, which they have named L'Empereur, and on the testimony of good judges this is quite as good a wine as much that we import, and at a far lower range of prices. The white Catawba and St. Augustine, Chateau Pelee Medoc, and other wines of this house are familiar to Canadian consumers.

Within the past few months reference has been made repeatedly in the letter of our Sydney correspondent to the enterprise of the Toronto Silver Plate Company in sending so large

and complete an assortment of their manufactures to Australia. It is only an adequate reward for the effort made to find that Mr. Birchall is securing large orders among our Australian cousins. And, indeed, the wares of this company will sell well anywhere on their merits. The quality of their plate is good; and as to neatness and elegance of styles, no one who has seen their yearly displays of solid silver ware and plated ware at the Toronto Industrial Exhibition could fail to remark their attractive character.

After many years' experience with wooden shingles and wooden clap-boards for covering the roofs and sides of buildings, a change has come in the selection of iron and steel for the purpose, which are found far more durable. And for several years firms in Canada have been producing quantities of such goods. The Metallic Roofing Company, of Toronto, have built up an extensive business in them, in a variety of styles. Not only this, but the handsome metal panelings, ceilings and wainscotings, made by the same concern, have commended themselves to architects and builders, and they have an enormous out-put of these. The bronze panels and doors in the handsome Temple Building in this city give an excellent idea of the effectiveness of these.

A history of forty years' successful manufacturing in Canada can be pointed to by Boeckh Brothers & Company. The parent firm began in Toronto making brushes, and gradually extended to the manufacture of brooms, and next to the production of such woodenware as pails, tubs, wash-boards and clothes pins, until the variety of their output is something surprising. Their most recent line, and one of the most successful, is their Adjustable Display Table, an excellent device for grocers or other shopkeepers, enabling the display of wares upon a series of shelves, which are readily adjustable. These tables are finished in walnut, oak, mahogany and cherry woods, and form a needful addition to the furniture of an up-to-date store.

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