

THE SEALING FLEET—VESSELS IN PORT.

VICTORIA.

ARRIVED.	NAME.	TONNAGE.	AGENT OR OWNERS.
July 14	Muggle Mac	71	R. P. Rithet & Co. (Limited).
July 27	Ainoko	75	Capt. Grant
July 27	E. B. Marvin	114	E. B. Marvin & Co.
July 27	Walter L. Rich	79	C. N. Cameron
July 28	Annie E. Palmt.	82	Robert Irving
July 29	Mary Ellen	69	Capt. Victor Jacobson
August 1	Thistle (steamer)	117	M. Manson
August 1	Sea Lion	50	Geo. Collins
August 3	Minnie	46	Capt. Victor Jacobson
August 5	Triumph	98	E. B. Marvin & Co.
August 11	Winnifred	13	C. Spring
August 11	Aurora	46	Thos. Harold
August 13	C. H. Tupper	99	Capt. C. J. Kelly
August 14	Henrietta	31	C. Spring
August 21	May Bell	58	Capt. Douglas
August 22	W. P. Sayward	60	Morris Moss
August 21	Laura	19	J. B. Jones
August 28	Labrador	30	Stevenson
August 29	Mary Taylor	43	Carno & Munslie
August 29	Mountain Chief	16	Nawassen
August 29	Hosie Olsen	39	Andrew Gray
August 30	Carlotta G. Cox	76	E. B. Marvin & Co.
August 30	Annie C. Moore	113	C. Hackett
August 30	Genova	92	Hall, Goepel & Co.
August 31	Borealis	37	Thos. Hendry
September 2	Walter A. Earle	68	Thos. Earle
September 2	Sapphire	121	E. B. Marvin & Co.
September 2	Carmolite	99	J. W. Peppett
September 7	Ariel	91	J. C. Provost
September 9	Umbrina	98	J. W. Peppett
September 14	City of San Diego	46	Carno & Munslie
September 15	Viva	93	Carno & Munslie
September 17	Pioneer	66	Carno & Munslie
September 17	Wanderer	25	Harry Paxton
September 17	Venture	48	Morris Moss
September 18	Favorite	80	Chas. Spring
September 22	Oscar and Hattie	81	J. L. Penny
September 23	Ocean Belle	83	Hall, Goepel & Co.
September 24	Katherine	81	J. L. Penny
September 26	Maud S.	87	Brown Bros.
September 27	Beatrice	66	Capt. Wm. Grant
September 27	Terisa	63	P. A. Babbington
September 27	Otto	87	Walter Bornes
September 28	Kato	58	C. Spring
October 3	Penelope	69	Morris Moss
November 16	Mascot	40	Hall Goepel & Co.

VANCOUVER.

Eliza Edwards	37	Pacific Trading and Navigation Co.
Vancouver Belle	73	Vancouver Shipbuilding, S. & T. Co.
C. D. Hand	52	H. I. Sealing and Trading Co.
August 29. Beatrice	49	C. G. Doering

SENTIMENT IN TRADE.

It is a great mistake to suppose that sentiment has nothing to do with the trade policy and commercial successes of nations. As a matter of fact sentiment may almost be said at the present time to rule the roost in matters affecting the trade relations of different countries.

Looking across the ocean, what is it but sentiment largely which causes France to frame its new highly protective tariff with a distinct tendency to pinch British trade? There is, of course, protection feeling in France as a basis to work on, but the Anglo-German alliance and the British occupation of Egypt have pointed a good many of the shafts of the French tariff at England. What is said to be the reason why Spanish wines are highly taxed by France in the new tariff? Because Spain is charged with using German material in wine-making, and must pay the penalty of it. Why are the three Central Powers of Europe making commercial treaties one with the other. Because the association of Italy, Germany and Austria together in a defensive league for purely political purposes has begot a commercial friendliness which has resulted in reciprocal trade arrangements. Sentiment is at the bottom of the new *entente cordiale* between France and Russia, which we may be sure will result in closer trade relations. Sentiment caused the Portuguese to diminish their commerce with Britain last year, because

they felt hurt at her African policy.

Coming to this side of the Atlantic it is a matter of notoriety that the Reciprocity Treaty of 1854 was abrogated by the States purely on sentimental grounds and not on commercial ones. The commerce of New England strongly favored its continuance; the balance of trade, as Hon. George Brown pointed out, favored the States; but the tailtwisters were stronger than the merchants and the treaty went to the board. A more recent instance still is the McKinley Act, the outcome of the Republican success of 1888, when the leading feature of the campaign was the proud boast of American industry that it did not propose to be beaten by the pauper labor of Europe and that American skill could supply American wants. That cry caught the national sentiment of the people and it triumphed.

Poor Mr. Laurier, who is at the beck and call of every strong and stubborn will, is echoing Cartwright and Mercier that sentiment cannot influence a commercial policy, that trade does not follow the flag and that geography settles the destiny of nations. Such a view is a pure fallacy, because it ignores the fact that sentiment, while not a controlling, is at least a potent, element in shaping the commercial policy at this moment of nearly every leading nation in the world. Herein lies the strength of the Conservative policy of maintaining British connection and cultivating British trade. Our commercial interest and our national sentiment, then, both glance in the same direction.—*Empire*.

THE GREAT ADVANTAGE OF ADVERTISING.

A firm that manufactures a condiment of world wide fame had been in the habit of advertising to the extent of about £5,000 a year through one of the most eminent advertising agencies in London. They thought they could dispense with advertising, seeing that their specialty was on every table. Accordingly all orders and contracts were stopped. Sales began to fall off, and the decrease continued until the firm went back to their agents and announced that they intended to advertise again. But the decline had become so serious that in order to recover lost ground they have now to spend £10,000 a year, where formerly they spent £5,000. It is well known that wholesale houses reduce their orders, when they find the article they have been dealing in is no longer advertised. They do this to save themselves from future loss, because their experience teaches them that the public demand declines as advertising declines.—*London Cor. Birmingham Gazette*.

GRAIN BLOCKADES.

Grain blockades are getting very common on the other side. It will be a miracle, or something like it, if the Northwest have not a similar experience before the shipping season closes. Considering the facilities for moving it, we have a much larger crop to handle than the West and Northwest of the United States, for once navigation closes, the C. P. R. will be practically alone. It is exceedingly creditable to the resources and management of that road that it has kept the way clear up to this time, for the traffic has been enormous; it is perhaps too much to expect that it will be equally successful when the rush of winter is upon it and the route to the seaboard will be all rail. Should it do so, it will surpass anything heretofore achieved in the history of railway transportation in this country.—*Manitoba Free Press*.

ALWAYS SHOW A BOLD FRONT.

"Always keep up a good front. If you are down in the world, never show it by your appearance if you want to do business. It is an axiom of human nature that people prefer to do business with successful people, or those who have the appearance, rather than with those who are behind hand." The above remarks are from a manufacturer who has risen from poverty to affluence, and they are worth keeping in one's memory. He said: "Not many years ago, when I was very poor, not one of my customers ever knew it. I spent more money on them, and generally gave out the idea of my success. Had I not done this, but appeared poor and shabby, I would have lost my trade. There is no knowing how far the appearance of prosperity goes. Magnificent office, a busy place, the indication of wealth all impress a man, and he prefers to do business with you if you have the semblance of success, than with a seemingly poorer neighbor."