

The London Life Insurance Co.

Head Office, LONDON, ONT

JOHN McCLARY, President
A. O. JEFFERY, O.C., LL.B., D.C.L., Vice-President
Every desirable form of life insurance afforded on a favorable terms as by other first-class companies.
MONEY TO LOAN on Real Estate security at lowest current rates of interest.
Liberal Terms to desirable agents.
JOHN G. RICHTER, Manager

The National Banker

84 & 86 La Salle St.,
Chicago, Illinois.

A journal of national circulation. Is read by bankers, capitalists, investors, retired merchants. If you want to reach a good class of buyers and the moneyed and investing public, advertise in the National Banker. Sample copies free. Advertising rates on application.

Special Notice.

Beginning with the June number, 1901, the subscription price of PROFITABLE ADVERTISING will be Two (\$2) Dollars a year. Until that date subscriptions to expire not later than December, 1902, will be accepted at the old rate of One Dollar a year. Sample copy 10 cents.

Profitable Advertising,
BOSTON, MASS.

"Short Talks on Advertising"

224 pages 123 illustrations; sent post-paid on receipt of price.
Paper binding, lithographed cover, 25 cents.
Cloth and gold, gold top, uncut edges, \$1.00.

CHARLES AUSTIN BATES

Vanderbilt Building, New York.

"Mr. Bates' Masterpiece. It is interestingly and readably written—more readable than one would believe possible on so hackneyed a subject as advertising—and it is illustrated by pictures intended to lend a humorous turn to many of the sentences in the text. For those who want a general idea of advertising principles, the book will be found valuable, and even the readers to whom its subject is more than familiar will find it an interesting companion for a leisure hour. It is full of apothegms, every one of which rings with a true note."
—Geo. F. Rowell.

"Excellent Work."—*Buffalo Evening News.*
"Interesting and profitable."—*Baltimore Herald.*
"Lively and Sensible."—*Philadelphia Evening Telegram.*

"Handsome and Clever."—*New York Press.*
"Should be read twice."—*Cleveland World.*
"Should be on the desk of every advertiser."—*Cleveland Press.*

"Best thing we have seen."—*Buffalo Express.*
"Most practical and helpful."—*Minneapolis Journal.*
"Every advertiser may read with profit."—*St. Louis Post-Dispatch.*

"Mr. Bates has rendered a service to all progressive business men."—*Philadelphia Record.*
"Most interesting of all instructive books."—*Buffalo Times.*

"Full of ideas of value."—*Cleveland Leader.*
"Nothing humdrum or commonplace."—*Buffalo Commercial.*

"Full of snappy, commonsense hints."—*Boston Advertiser.*

"Striking and readable."—*Baltimore American.*
"Cannot fail to prove interesting."—*Pittsburg Press.*
"Should be in the hands of every business man."—*Philadelphia Ledger.*

port, turpentine has strengthened, and local prices are now 61 to 62c. Just after writing last week, the secretary of the Lead Grinders' Association advised a decline of 37½c. a hundred in ground white leads. Quotations are: Single barrels, raw, and boiled linseed oil respectively, 72 and 75c. per gallon, for one to four barrel lots; 5 to 9 barrels, 75 and 78c.; net, 30 days or 3 per cent. for four months' terms. Turpentine, one barrel, 62c.; two to four barrels, 61c.; net 30 days. Olive oil, machinery, 90c.; Cod oil, 35 to 37½c. per gal.; steam refined seal, 55 to 57½c. per gallon; Castor oil, 9 to 9½c., in quantity; tins, 10 to 10½c.; machinery castor oil, 8½ to 9c.; Leads, (chemically pure and first-class brands only), \$5.37½; No. 1, \$6; No. 2, \$5.62½; No. 3, \$5.37½; No. 4, \$4.87½; dry white lead, 5½ to 6c. for pure; No. 1, do., 5c.; genuine red, ditto, 5c.; No. 1, red lead, 4½ to 4¾c.; Putty, in bulk, bbls., \$2.00; bladder putty, in bbls., \$2.20; do., in kegs, or boxes, \$2.35; 25-lb. tins, \$2.45; 12½-lb. tins, \$2.75. London washed whitening, 40 to 45c.; Paris white, 75 to 80c.; Venetian red, \$1.50 to \$1.75; yellow ochre, \$1.25 to \$1.50; spruce ochre, \$1.75 to \$2; Window glass, \$2 per 50 feet for first break; \$2.10 for second break.

PROVISIONS.—No special activity exists in meats, which, as a rule, maintain their prices; bacon is quoted at 14 to 15c.; hams, 12½ to 14c.; heavy Canadian short-cut mess, per barrel, \$20; lard, pure Canadian, 10½ to 11¼c.; refined, 7¼ to 8c.; dressed hogs, \$8 to \$8.50, according to weight and quantity desired.

TOURIST TRAVEL.

It was noted a few weeks ago, in the Monetary Times, that the city of Detroit had benefited by tourist traffic in conventions, etc., to the extent of between \$2,000,000 and \$3,000,000 a year of late. The St. John Star says it is estimated that about a hundred thousand tourists and sportsmen visited the Maritime Provinces last year, and spent between \$3,000,000 and \$4,000,000. The statement is based on a calculation of the number of persons landed in the provinces by the various steamers during the tourist season at St. John, Yarmouth, Halifax and Charlottetown, and those coming by rail. An article in another issue of the same paper shows that about two hundred sportsmen went into the New Brunswick woods last year after big game, and about three hundred anglers. The Government received in game licenses over \$8,000 each for hunting and fishing licenses, and the sportsmen are estimated to have spent about \$200,000 in the province. The hunters got nearly two hundred moose, besides bears and caribou. All this helps to confirm the view that tourist associations can do much to bring visitors to places that have genuine attractions.

CHOOSING ADVERTISING MEDIUMS.

O. D. Hogue, in the Engineering Magazine, writes:

In the choice of advertising mediums, there is much to be considered—circulation, standing and appearance. Circulation is important, but quality of circulation is all-important. Better a moderate number of buying readers, who value the publication sufficiently to pay for it, than a multitude of mere names on a mailing list. A safe rule to follow in placing initial advertisements is to take moderate spaces in the best edited and most interesting of the trade journals circulating in the trade to be reached, and later modify the list as the resulting enquiries indicate and recommend. Again, it is absolutely necessary that space purchased

in the journals selected should be used to display matter that is attractive, pointed in phrasing, and calculated to make a favorable and lasting impression. Such an advertisement is possible, and no one now disputes that the advertising pages are examined as closely as any other.

BRITISH-CANADIAN LOAN CO.

The annual meeting of the British-Canadian Loan & Investment Company was held in Toronto, February 6th. Contrary to the general expectation, the question of amalgamation with the Canada Permanent & Western Canada Mortgage Corporation was not mentioned, the directors not being ready to recommend any action in the matter. The report of the president was presented, and showed that the net profits for the year were \$25,573.93, or \$238 less than last year. Of this, \$19,924.08 had been disposed of in paying the annual dividend of 5 per cent., and a balance of \$10,637.04 was carried forward to next year. The resignation of the manager of the company, who has been prevented by illness from performing his duties during the greater part of the past year, was accepted, with regret, and a bonus of \$3,000 granted him.

The retirement of the manager, Mr. R. H. Tomlinson, is regarded as the first step towards liquidation.

COMMUNICATION FROM MARS.

It is alleged that a gigantic fire, lasting seventy minutes, has been observed in Mars, and the incident has been interpreted as a possible attempt to convey a message to earth. Mars is only thirty-five million miles away, so that even a South Eastern train, travelling at its usual rate on a foggy day between Charing Cross and the suburbs would reach the planet in an ordinary lifetime. Looked at in this way, Mars seems quite close. Whether there was a message or not is open to argument, but there is no doubt that if there were one its import is uncertain. It could hardly have been more than "Here we are." In our opinion, there is nothing more in it than this, that the great amount of attention recently given to astronomy, and to Mars specially, has disposed the minds of some persons to receive from the planets messages that were never despatched. The fire is alleged to have been of enormous dimensions. It was overcome very rapidly, a fact which may be due to the great efficiency of the local fire brigades or to the atmospheric conditions of the planet being unfavorable to combustion.—The Fireman.

—A case came up in the Montreal courts recently, which was really a test as to whether the civic laws could be over-ridden by the Shoe Manufacturers' Association's by-laws. The former provide for the punishment of employees who fail to keep their contract with their employer, while one of the by-laws of the association says that no man shall be allowed to work for a new employer without the consent of the old one. In the present case, Vallieres and Bouchard, two men, who were working for the Slater Shoe Company, signed a contract to go to work for J. and T. Bell. On hearing of their intention, the Slater Company refused them permission to go. After giving them a week's delay, Messrs. J. and T. Bell took out the present action for violation of a signed contract. Recorder Weir, after hearing the evidence, decided that the civic by-law was binding, and imposed a fine on the two men of \$10 or 20 days each.