

Manifestly we are handicapped by the fact that West Indians get New York market reports regularly and promptly, whereas Canadian prices reach them sparsely and at too long intervals. One cure for this would be a direct cable, by means of an extension of the Halifax-Bermuda cable to the Southern islands. The present line, *via* New York, is slow, expensive and non-British; \$1.20 per word to Jamaica. The recommendation is made by Mr. Black that a Trade Commissioner be sent by our Government to the West Indies, one who has business knowledge and experience, and would know exactly what to do to promote greater trade. He would look very closely into the exact necessities of the markets, and post Canadian producers and dealers, through the various Boards of Trade in Canada, how to compete more successfully with the United States. The steamship communication is described as working satisfactorily under a Dominion subsidy. It is a monthly service all round.

MINING PROPERTIES IN BRITISH COLUMBIA.

A friend has sent us a copy of the May issue of the *Mining Record*, published monthly at Vancouver, which contains editorial paragraphs respecting parties of English gentlemen already arrived in British Columbia, and other parties being formed to visit Western Canada this summer, *via* the Canadian Pacific Railway. One of these paragraphs ends thus: "This means that a great deal of money is likely to be invested in our mines during 1896. It is the duty of every man connected with mining in this province, whenever opportunity occurs, to guard these capitalists from bogus investment." The same journal elsewhere recommends that incorporated mining companies should be compelled to publish monthly statements of their condition, for the protection of innocent investors against bogus mining concerns. These suggestions are in the right direction. The Vancouver correspondent of THE MONETARY TIMES, writing on May 14th respecting the stock exchanges now in regular operation in Victoria and Vancouver, suggests that these exchanges might, if well governed, do much to prevent fraud in stock transactions. "Mine shares are naturally those most bought and sold at present, and as regards these the exchanges might do a great deal in due course to secure proper conditions of issue; so, too, the giving of much information that is desirable in the interests of investors. They might also with advantage call for a much-needed strengthening of our lax Provincial company laws." Many mine companies in that province, we are told, are less regularly organized than they might and should be. Most in the Kootenays issue their original stock at a large discount, in order more easily to obtain their first working capital, such large discounting being a circumstance probably inevitable under existing conditions. The amount of discount on issue should, however, in all such cases be clearly ascertainable by investors, who ought also to be informed as to the amount of stock put out by the mine company. There are, however, mines now selling stock at a discount without giving proper details of the total amount issued and issuable, and many therefore are buying wholly "in the dark" as regards the real prospect of satisfactory dividends on stock too easily "waterable." Then again, mining companies are in some cases in British Columbia registered with capitals many times those which they can in reason be expected either to need or obtain. There is accordingly scope in British Columbia for reform in general company law and in organization methods, and to these desirable ends the efforts of shrewd and sensible brokers might well, in part, be directed in the early future.

WINDOW DRESSING AND STORE ATTRACTIONS.

One of the forms of advertising is the display of merchandise in tasteful manner and amid fit surroundings. The capable, modern merchant takes pains to make his premises attractive. He does not allow his shop windows to become dingy, and he does see to the renewal, by paint or other methods, of the freshness and brightness that ought to pervade a warehouse or a shop. He also aims to secure civil and competent salesmen. We say *aims* to secure, for unfortunately the salesmen sometimes secured by retail shops are among the most painfully humble and exasperatingly effusive people, showing servility instead of politeness, and they are not very capable either.

Another thing which the modern merchant who knows his business will not permit, and that is that the same goods shall remain "ragged out" in the same place and in the same manner day after day, month after month, as we so often see them in country stores. May be the proprietors who adopt the plan of exposing the same goods do so from an economical motive, since they know that goods get faded and shopworn by constant exposure, and they determine therefore that they will limit the quantity of goods to be so exposed. Moreover, the live modern storekeeper will have a place for everything, and everything in its place. The counters will be varnished, or at least clean and smooth, and kept well dusted. A few revolving seats, ranged alongside each counter, add both to the appearance of the store and the comfort of customers.

The man who is alive to the interests of his business is likely also to be particular about the way in which his shop window is dressed. We notice in a publication entitled the *Mirror of Window Dressing* some hints in this direction which may be of service. If our readers cannot copy them they may at least be stimulated to invent a decoration of their own to rival these:

A MILLINERY WINDOW.

A millinery window held two huge circles two inches broad, the one about a foot smaller than the other. These were covered with bright artificial flowers and the inner space was crossed with inch ribbon to form lattice work. The big wheel was two feet from the glass and the back was draped with light curtains. On the floor fancy designs were arranged with flowers.

A STATIONERY WINDOW.

A very attractive window can be made in the following manner:—From the glass to back of window build a pyramid of steps like a flower stand, covering with white tissue paper. At the back a fan-shaped row of bright tinted card board made by rolling the board into cornucopias with the highest in the centre, will give it the appearance of rays of light. On the steps place fancy ink bottles, pencils, pens, etc.

THE WINDOWS OF A DRUG STORE.

Emblems of the craft are not essential to the attracting of notice. The conventional colored jars need not be kept as the only signs in a druggist's display. There are pleasanter objects to contemplate than pill boxes. Toilet goods are now in demand. Make a man of sponges by using large ones for the body and smaller ones for the neck, arms, legs and head. With a little patience you will be enabled to construct a very humorous figure in this way by running a sharp-pointed wire through the sponges. You can bend the wire to make the figure assume any attitude. It may be dressed in a suit of tissue paper or without a dress at all. Take a lot of tooth brushes, a clean bicycle, a spool of fine wire and a few sponges of different sizes and see what can be done. Drape the walls and sides with white and green cheesecloth, to each spoke of the bicycle attach tooth brushes and also along the frame. Cover every inch of the bicycle with brushes. Fasten the figure on the wheel and give it the attitude of "scorching." Place in a tasty way a nice assortment of toilet waters, bath soaps and salt, etc., etc. about the floor and on brackets and place a card, "He's after them," or "He will need these goods when his spin is ended."

For city stores, of course, a great deal of the present day window-dressing is elaborate and expensive, too much so to be compassed by the average small storekeeper in