

wheels of our factories, the heritage which both provinces possess in their abundant water powers. This wonderful heritage we are but beginning to appreciate. Every Canadian by this time knows of the harnessing of Lachine Rapids at a cost of millions to generate power for the factories of Montreal, and most of us have heard of the works on the Richelieu River at Chambly. But besides these there are in Quebec the Montmorency plant, and the North Shore Power Company at Three Rivers, a 16-mile transmission, 12,000 volts, delivering 500 kilowatts. In Ontario there is the Cataract Power Company of Hamilton, the distance to be transmitted 33 miles, pressure 25,000 volts, with a capacity of 6,000 horse-power, to be ready by August 1st. And while the additional instances of electric transmission of power on a large scale are not numerous in Ontario, that province can show, as probably most of the provinces of the Dominion can show, as great a development as any similar country in the application of electricity to municipal or private lighting in town or country.

In the newest of our mining districts remarkable enterprise has been shown in the plant of the West Kootenay Power Company recently started with an initial capacity of 2,000-horse power, pressure 20,000 volts, carrying energy thirty miles; this energy to be used for the operation of machinery in the Kootenay mines. Again, in British Columbia a transmission installation of 1,500 horse-power capacity is being erected to supply energy for the electric railway, lighting and power industries of the city of Victoria, sixteen miles away. The only point at which satisfactory progress cannot be reported, said Mr. Yule, is at Niagara Falls, "where, unfortunately, the tying up of the greatest water-power in the Dominion is in the hands of an alien corporation, which has prevented its development for the benefit of the people of Ontario." It deserves to be noted, too, in this brief summary of progress, that there has recently been formed a Maritime Electrical Association, to conserve and promote electrical interests in the provinces of Nova Scotia and New Brunswick.

TRADE NAMES.

The day is past in the business world when one could pertinently enquire, "What's in a name." It is impossible to walk the streets of a city, ride in the street cars, pass along the country roads, or read a newspaper at home without having attention called to special trade names. How many millionaire manufacturers are there whose names are not associated with some particular brand of merchandise. There are, it is quite true, certain goods which do not lend themselves to specialization of this kind, but the number of such articles is limited. Is it not possible to extend the advantages of these special trade names? Not only manufacturers but merchants who handle, or might handle, a large quantity of any particular class of goods will find this plan of trading profitable.

Two years ago when a manufacturer's agent canvassed an Ontario town with the aim of getting orders for a particular line of goods, a merchant purchased a supply on the condition that they should be stamped with a certain brand, the registration of which he secured and owned. Having a good commodity he added a suitable and attractive name and design and then put the best energies of the house into making the merchandise known to the public. Display windows, circulars, the newspapers and other means of publicity were called into request and turned to their best uses. As a result he sold large quantities of this article, while for the same commodity (minus the name) his competitors had only a limited demand. A

dispute arose between this merchant and the manufacturer of this article, the former contending that he should pay a lower price than his competitors who bought smaller quantities. The outcome was that the merchant ordered his goods from another maker, but as he owned the name under which they were sold, the public was none the wiser, and the merchant obtained an additional reward for his skill in selling goods.

Not every merchant is in a position to follow the example we have cited, but is it not possible to make more use of trade names and follow the general tendency towards specialization?

PRIVATE DETECTIVES AND DETECTIVE AGENCIES.

Bogus detectives are a very undesirable class of the community; we do not at present think of any other that could more justly be held up to execration. An honest and capable detective is a protector of society, and of commerce. A man who merely pretends to occupy that responsible post, whether he is merely drunken, lazy and shiftless, as some are, or hypocritically energetic and loud, as others are, is one of the nastiest of the family of shysters and dead-beats. Recognizing, probably, the evil wrought by such persons as take money from people for the ostensible purpose of ferretting out wrong-doers, and apply it to their own uses without having earned or tried to earn it, the New York Legislature, at its last session, passed a law (which has already gone into force), providing for the licensing of private detectives and detective agencies. One of its sections reads as follows:

Section 1.—No person or co-partnership shall engage in the business of private detective for hire or reward, or advertise such business to be that of a detective or as conducting a detective agency, without having first obtained a license so to do, as hereinafter provided, from the comptroller of the State of New York. Another section declares that any person intending to conduct the business of detective or detective agency, shall present to the comptroller of the State, and file in his office a written application, duly signed and verified by such person and approved by not less than five reputable citizens, freeholders of the county, giving testimony as to the good character, competency and integrity of such applicant. The comptroller may then give to such applicant a license upon the payment of \$100.

Commenting upon this law, and the circumstances under which it was passed, Dickerman's Detector says that the act was framed mainly at the request of the respectable detective agencies of New York, the purpose being to prevent any but honest and competent persons from engaging in the business. "The employment of detectives has become absolutely necessary in so many ways, and their influence has become so far-reaching, that it became the duty of the State to establish safeguards that would prevent unscrupulous and incompetent men from exercising a power that could work great injury upon individuals and the public. Even the courts have been constrained to cast discredit upon the reputation of detectives because unworthy men have taken up their calling and practiced dishonest tricks." The purpose of the law is to exclude charlatans and rogues, as well as incompetents, from the ranks of detectives, and if the State officials exercise due care hereafter, the license of the State should be equivalent to a certificate of good character. We have heard some extraordinary instances of deception practiced by clever and ruthless scoundrels on too confiding merchants and others in this direction, not only in the States but in Canada. Such a law is likely to prove a protection and assistance to the trustworthy detective.

BUSINESS AND POLITICS IN NEW SOUTH WALES.

The three paragraphs which follow this one are from our correspondent at Sydney, and form a postscript to his interesting letter of 23rd May, the bulk of which appeared in our last issue. The suggestions made in these letters, as to the proper conduct of export transactions, should prove of immediate practical value to Canadian manufacturers and merchants: