

firm of J. and H. McLennan, which carried on a grain and transportation business until John retired in 1867. Mr. Hugh McLennan lived some years in Milwaukee and Chicago. The business was then enlarged, under the title of the Montreal Transportation Company, and Mr. Hugh McLennan was made its president, a position he held from then until his demise. He was also very largely engaged in the grain trade, and was one of the heaviest shippers from Montreal. He was a director of the Bank of Montreal, and was likewise at one time president of the Intercolonial Coal Company, and the Black Diamond Steamship Company, and vice-president of the Canadian Rubber Company. He was one of the oldest members of the Board of Trade and the Corn Exchange Association. His death is mourned by the commercial community of Montreal, of which he was one of the most worthy representatives, holding at one time some seventeen directorships of public companies. His age was 74.

BRACEBRIDGE IS BOOMING.

A lively and cheerful description is sent us of the times in Bracebridge and neighborhood. We are told, for instance, that J. D. Shier's fine new wood-working mill is running night and day to its utmost capacity, and his new double edged band saw is turning out good work. The tanneries are also both very busy, and are still enlarging with good permanent additions in the way of buildings, and all arrangements up to the best modern requirements. At Bird's woolen mill heavy mackinaws and other specialties have been in such demand that he has hard work to avoid offence to good customers by declining or being behind time with orders. Bird has made considerable additions to his buildings, and goes to England soon to buy more machinery. "This general increase of our town manufactures combined with the extra large influx of tourists to the beautiful Muskoka lake country during the past season, and good crops with the farmers, makes all business lively, and cash sales and also collections much better than usual. Wishing you equal good luck."

INDICATIONS.

This column is headed "Indications" because it mostly contains facts, opinions, and sidelights on the business position and prospects. The first subscriber's letter we take up, from a basketful at hand, is from a clothier in Galt, who gives in the closing words a very satisfactory indication of the improved circumstances in which the average man feels himself to be. Says the letter: "As regards business would say it is increasing with me all the time. Think the prospects are bright for a good fall trade. Find our customers asking for the best grade in all lines of goods."

Sending us two dollars to clear the reminder of "The Man with the Hoe" off the desk, for fear of consequences, humorous or otherwise, a retail dry goods firm in Port Hope writes: "We are now about to order him off the premises, and we fancy he will accept good advice, as the 'man with the gun' is so much in evidence these days that even with him discretion will be found to be the better part of valor. We have no complaints as to business in this locality, neither have we to resort to Boer tactics to get trade."

A man at Manitowaning, on the Ontario Island of Manitoulin, Georgian Bay, writes a letter to us which has the true Canadian ring: "You ask how business is? Fairly well and active. This new country is all right, and is going ahead. One merchant says his bank notified him it could not receive any more deposits, and he has had to open two more accounts. Such is the growing time."

From Winnipeg, the Fairchild Company, Ltd., who are largely in the farm implement and vehicle business tell us that, "This past season we have enjoyed the largest trade in the history of our business; just at present (end of October), we find collections somewhat slow owing to bad condition of country roads, but no doubt money will be moving freely ere long."

A loan company manager in Sarnia thus gravely rebukes our post-card: "Permit me to suggest to you that the likening of the free, independent and intelligent farmer of Ontario to the 'Man with the Hoe' is not a very happy hit. Far from being

a down-trodden serf, with nothing to look forward to but un-remitting and hopeless toil, our 'Man with a Sulky Plough' is the best off man in the community, who has followed Iago's advice and 'Put money in his purse.' Business is distinctly better than it has been for some years, despite the almost total failure of the wheat crop hereabout, and the prolonged summer drought. Payments are being promptly met."

A BUSINESS SUGGESTION.

The unfitness of certain advertisements for their purpose reminds one of a story told the other day by The Chicago News, which ran somewhat in this wise. A lady told her next door neighbor that she had "advertised for a plain cook, and did not receive a single reply." The neighbor, who had had experience of the female domestic, recommended that her friend should "advertise for a good-looking kitchen-lady, and you will get plenty of applicants for the position." It should be remembered that the same advertisement will not attract all classes. A farmer or a farmer's wife will be puzzled by many an announcement which dwellers in a city will perfectly comprehend. Similarly, a cultivated person is apt to be nauseated by the slangy and boastful publications about merchandise, which are designed to make the workingman or the workingman's wife spend their last car-tickets in running after "the Greatest Bargains on this Green Earth." To tell the truth, clearly and attractively, should be the aim of an advertisement. The more you exaggerate, that is, the farther you get away from the truth in advertisements, the more certain you are to estrange a certain class of calm and reasonable buyers, however much you may at first attract persons of shallow brains and shallow purses.

FOR GROCERS AND PROVISION DEALERS.

The exports of flaxseed from all countries from January 1 to November 1 have amounted to 34,832,000 bushels, against 32,096,000 bushels last year.

The output of dried peaches in California this year is variously estimated at from 1,200 to 1,400 car-loads. The stock remaining on the coast is reported to be very light and in strong hands.

For the first time in many years a shipment of grain was made last week from Montreal by the steamer "Gretna Holme" direct to Spain. This boat sailed on Monday for Barcelona and Valencia.

The first lot of a consignment of 40,000 bushels of grain for export arrived in Halifax from Montreal a week ago Monday. This grain will be stored in the new elevator until booked for shipment.

The Dutch Government announced recently that in 1900 they would hold only six auction sales of Java coffee, comprising 119,000 bags in all. Ordinarily ten of these auction sales are held annually.

We understand that the price of old tobacco is on the rise. We congratulate tobacco farmers on the outlook. There is not enough tobacco to meet the demand for home manufacture and export. Prices will rule accordingly.—Leamington News.

The Dominion Express Company of this city made another shipment of turkeys to British Columbia on Saturday. Ten tons of dressed poultry were despatched by fast express train, and will reach Nelson, B.C., in five days' time.—London Free Press.

The British ship, "County of Cardigan," 1,230 tons, Capt. Hughes, which left Nagasaki on September 23rd, arrived in the Fraser this week, and will load a cargo of salmon at Farrell, Tregent & Company's canneries. The "Senator," coming from Yokohama, is the only salmon ship now due.—Vancouver News-Advertiser.

The Charlottetown city council has decided to exempt a new condensed milk factory from taxation for five years. It will employ ten hands this winter and twenty next summer, and expend between \$100,000 and \$150,000 per year among the farmers near the city.

The Maritime Pure Food Co. are shipping ten cars of canned apples to one order. This goes to Liverpool and London, Eng., and to Glasgow and Leith, Scotland, via St. John,