

water from the paper machine, it will be an easy matter to make an estimate of its worth and value to the mill owner.

### THE TRADE JOURNAL.

The trade journal is not a newspaper, as the term is generally understood. It is strictly business. It is a purveyor of industrial information, and of all things related thereto. Every class of industry has its representative paper. The shoemaker, the boiler-maker, and the candlestick-maker; the cotton spinner, the glass manufacturer, the architect and the engineer, the man who handles jewelry; and he who makes pig iron, tin plates, or horse shoes, and all the way along the line from a pocket knife to a locomotive,

can put his finger on what he wants to know in his particular trade journal, as easily as he puts on his gloves or his hat. Nothing can take the place of the trade paper in this matter. The average newspaper has neither room or inducement to specialize on strictly technical matters. The general public demands something more savory and sensational, and has no direct interest in what is being done in a machine shop or a shipyard. The taste for spiced viands has to be gratified, and a yacht race or a prize fight, a sensational crime or a malodorous scandal, is a raker in of shekels and a feeder of popular patronage. The trade journal is not a garden of garlic, or a laundry for politicians, and its patrons are restricted to industrial circles. In this lies its special

virtue. It has one object and it sticks to it. If a manufacturer wants a machine or a mechanic, or latest improved tool, he has but to consult his trade journal to get in its pages what he cannot get elsewhere. He can make his comparisons of costs and efficiency, can place his orders at the price of a postage stamp, and with a pen or a typewriter can in a few minutes make and close important transactions. It is the trade journal that makes this possible. Otherwise the sales agent or the vagrant circular, and a mail bag of inquiries would be the time-eating and money-eating conditions of locating a manufacturer, and getting a full text of his specialties. It is this feature of the trade journal that makes it the best advertising medium of modern times. It brings buyer and seller in closer contact. The arrow goes straight to the mark. If a pump is needed, or a windlass, a lathe, or a drop hammer, an anvil or an iron bridge, the advertising of the same in the trade journal is frequently the only up-to-date directory of places and persons where such can be had. It goes without the telling that most of the sales of machinery, tools and related equipment, are brought about by advertising literature in trade journalism. This fact in many instances ought to be more appreciated than it sometimes is, at the selling end of modern business.—The Age of Steel.

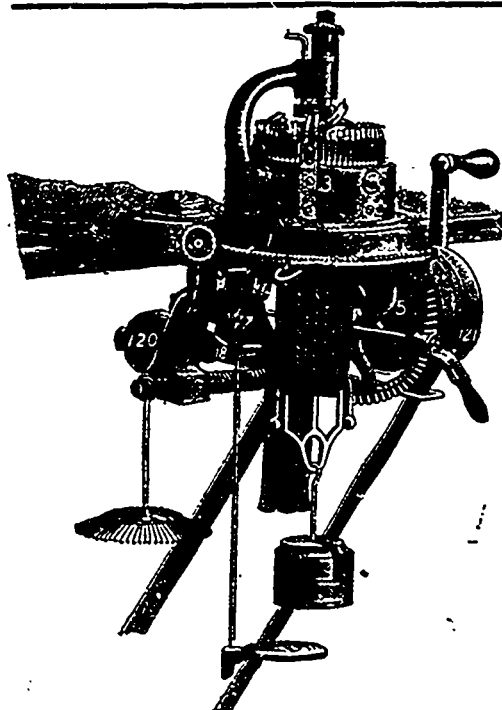
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### ON A FROG RANCH.

Frog farming has become an important business, especially near the large cities. At Stege, a small station about twenty miles from San Francisco, is a famous frog farm. It is on a ranch that extends along the shore of San Francisco Bay, and it comprises about a dozen acres of land and water. In the low ground, near the bay, many springs of water bubble up out of the soil. These were surrounded by a hedge of cypress, and the water was confined as to form three big ponds.

Around each of these ponds is a fence of wire netting, high enough to keep the frogs from escaping, and the ponds are filled with aquatic plants, moss, and everything necessary to make the croakers feel contented. When the ponds were first stocked with frogs, only a few hundred were put in the enclosure; but since that time, the population has grown so rapidly that thousands of frogs are captured, and sent to market every year, without apparently diminishing the supply.

One of the first things that the frog-raiser has to learn, is to separate the "yearlings" from the full-grown ones, or "four-year-olds," else the youngsters will be eaten by their ferocious elders. A frog four years old is considered "ripe for the market," but the average bullfrog will grow steadily larger and more important, both in voice and bearing, until his twelfth year, when he is ready to croak for the last time and die of old age. At the Stege farm are several twelve-year-olds. They are monsters, fourteen inches in length, and weighing four pounds each.

When the winter approaches, the frogs bury themselves in the mud at the bottom of the pond and sleep till spring. They reappear, looking nearly starved to death. At this time the keeper feeds them with a mixture of oatmeal and blood; but this is continued, only until the frogs get in good condition, when they are left to take care of themselves. Many of the older frogs of the Stege farm are quite tame, and allow their keeper to handle them.

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