

Trade With South Africa

Department of Agriculture, Ottawa—In view of the establishment of direct steamship service between Canada and South Africa, the information furnished in a communication from Mr. W. W. Moore, of the Dominion Department of Agriculture, has particular interest at the present time.

Late in 1900 Mr. Moore was sent to South Africa by the Dominion Department of Agriculture, in connection with the shipments of supplies for military purposes, and while there he made a personal study of the requirements of the markets from a Canadian standpoint. During the year he had interviews with the leading importers and business men of Durban, East London, Port Elizabeth, and Cape Town, and Mr. Moore states: "In each of these centres of trade I was impressed by the cordial and friendly feeling displayed by the people generally towards Canada and Canadiana. The existence of this sentiment makes the present a specially auspicious time for the introduction of Canadian products. Our participation in the war has made Canada something more than a name to British South Africa, and the interest which awakened manifests itself in business circles, in a general desire for closer commercial relations with Canada.

The magnitude and value of the South African market was recognized by our neighbors in the United States some years ago, and, by persistent effort and good business tactics, they have built up a trade worth in 1899 about eighteen million dollars. A fortnightly steamship service has been in operation for several years between New York and South African ports, and trade has increased rapidly. Commercial travellers representing United States firms, and thoroughly conversant with South African methods and customs of business, are continually seeking new business. Existing business is also done by New York commission houses. Their procedure is as follows: A representative, sent out to promote the interests of the United States firm, travels around the country until he has become somewhat familiar with the conditions of trade and the manner of transacting business. He then makes one town his headquarters, and in order to make commercial centres appoints resident agents who sell on commission. All sales made by these sub-agents have to be confirmed by the head representative, so that he can check any dealings with firms of no financial standing. Such a precaution is very essential, because this business is all done on drafts with documents attached. If a sale is made the New York house receives its commission of 2 1/2 per cent. or whatever the rate may be.

The great disadvantage of transacting business through this medium is found in the multitude of lines sold by these commission houses, leading them to work along the lines of least resistance and to push the articles that are well known and sell most readily.

Direct Representation.

"Of primary importance is the question of ways and means to be used to introduce Canadian firms into the South African trade, and to make Canadian products known. Some place their faith on the efficiency of a catalogue; but the consensus of opinion of business men on this point convinced me that it was almost as an agent to secure new business, the catalogue is nearly useless. When a South African firm receives a catalogue from a foreign house, which they have not had any dealings, the chances are a thousand to one that it is never taken out of the wrapper. Every mail brings hosts of circulars and catalogues, which find their way only into the waste paper basket. The most effective agency our competitors possess is the Direct Representative. One good agent who possesses energy, ability, and tact is

HAD LITTLE FAITH.

How a Doubtful Man Was Convinced and Restored.

A Story that Illustrates the Advantages of Reading and Being Guided by Newspaper Advertisements.

Lower Windsor, N. B., Sept. 18.—(Special)—"I want to say that I believe that Dodd's Kidney Pills are the right medicine for Kidney Trouble. This is the declaration of Mr. T. H. Beye, postmaster of this place, who for a long time was the victim of a very severe case of this painful disease.

Mr. Beye reads the newspapers, and after he had tried plasters, oils and liniments and all kinds of external remedies, as well as doctors' treatments, with no good results, he began reading the testimonials of Dodd's Kidney Pills. He says: "This remedy was so highly recommended for Kidney Trouble that after reading some testimonials I concluded to try them for a short time, but I must admit that having tried so many things and failed to obtain a cure, I had but little faith that Dodd's Kidney Pills or anything else could or would help me.

"However, I did not use them long before I found out that they were all more than was claimed for them.

"I used to have very bad spells, which of late years became so frequent and so severe that I was almost laid up.

"I received more benefit from Dodd's Kidney Pills than from any other medicine I have ever used, and they certainly made a complete cure of my case."

"I feel as well as ever I did and have not the slightest trace of the Kidney Trouble that bothered me for so many years."

Mr. Beye is not the first skeptical man that has been convinced by the experience of the medicinal value of Dodd's Kidney Pills.

It is said that if followed faithfully the directions given below for developing the neck will enable the strongest girl to wear a collarless gown within three months time. The same exercise will make the uncomfortably fat throat of the pudgy girl slim and ladylike.

The arms at the sides. Bring them slowly forward and upward. As the arms come over the head, rise on the toes and breathe in. Turn the hands toward the floor and push them down at the sides, letting the breath out slowly. At the same time lower the heels. Do this 10 times.

Send for free sample.

SCOTT & BOWNE, Chemists, Toronto, Ontario. 50c. and \$1.00; all druggists.

Timbers of oak keep the old homestead standing through the years. It pays to use the right stuff.

"Men of oak" are men in rugged health, men whose bodies are made of the soundest materials.

Childhood is the time to lay the foundation for a sturdy constitution that will last for years.

Scott's Emulsion is the right stuff.

Scott's Emulsion stimulates the growing powers of children, helps them build a firm foundation for a sturdy constitution.

Every article, especially in food stuffs, should be sold under a brand. If the price and quality be satisfactory, and the brand judiciously advertised, it will soon take a firm hold on the market, because the people will ask for it and will take no other.

"In the past, 'price' rather than 'quality,' has ruled in South Africa. This still applies to a large proportion of the up-country trade; but in the towns the well-to-do class want a good article, price being a secondary consideration.

On butter the duty is 6 cents per pound; imports in 1898 \$348,855. The remarks concerning cheese apply with equal force to butter. Box butter will sell in Cape Town for the retail grocery trade, but in the wholesale centers, where the largest quantities are imported, tinned butter is wanted by the trade.

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Well Made.

Pure flour and pure yeast do not necessarily mean good bread. It may be spoiled in the making. Just so; material is not everything. Prof. W. Hodgson Ellis, Official Analyst to the Dominion Government, after a number of analyses, reports that "Sunlight Soap is a pure and well-made soap."

Long and Short Miles. English speaking countries have four different miles—the ordinary mile of 5,280 feet and the geographical mile of 6,083 feet, making a difference of about one-seventh between the two; then there are the Scotch mile of 5,928 feet and the Irish mile of 6,720 feet, four various miles, every one of which is still in use. Then almost every country has its own standard mile. The Romans had their mile pascuum, 1,000 paces, which must have been about 3,000 feet in length. The German mile today is 4,416 feet in length, more than four times as long as our own. The Dutch, Dane, and Prussian mile is 3,600 feet, three and a half times as long as ours, and the Swiss get more exercise in walking one of their miles than we get in walking five miles; for their mile is 9,153 yards long—'Tidbits.

One Thing and Another. Equine military is smaller this year. House plants have a sickly look compared with all fresco magnificence. It hotter the day the shorter the temper. With all the windows open a town is full of dust in an hour. A Gibson man is the latest on the Gaiety. Well-kept dolls have regulation suits, just like their youthful mammae. A crimson frock is not a pleasant sight to see after the mercury climbs too high. Asphalt pavements give off a black dust as well as heat.

Something to remember in the summer boarding house, which is usually out of reach of gas, is how to keep a dull light if required in case of sickness. Put finely powdered salt on a candle till it reaches the black part of the flame. In this way a mild and steady light may be kept through the night with a small piece of candle.

Not an Easy Task. A new military prison chaplain was recently appointed in a certain town in Scotland. He was a man who greatly magnified his office. On entering one of the cells on his first round of inspection he, with much pomposity, addressed the prisoner who occupied it: "Well, er, do you know who I am?" "No, nor I dinna care," was the nonchalant reply.

Among the coronation aftermath is a story about the Mayor of a certain seaport town in South England. This official came to one of the London hotels the night before the coronation. He had evidently packed his bag in a hurry, for when he started to put on his robes in the morning he discovered to his horror that he had left out his long black silk stockings. It was an awful quandary to be in. Ringing his bell, he summoned the manager and told him what he wanted.

HOW'S THIS? We offer One Hundred Dollars reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure. F. J. CHENEY & CO., Toledo, O. We, the undersigned, have known F. J. Cheney for the last 15 years and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by him.

TO CURE A COULD IN ONE DAY. Take Laxative Bromo Quinine Tablets. All druggists refund the money if not cured. E. W. Grove's signature in each box. 25c.

Ought to be Satisfied. "They say she isn't happy," commented the neighbor, "but I don't see why." "Oh, some people never are satisfied." "That's right, and it's her own fault if she isn't happy, because she's able to buy clothes that will make all the other women envious."

Ma a Sildbacker. A young man said to a minister not long ago: "I wish you'd call and see Maw. She belonged to church when we lived in the country, but I guess she's one of them there what you call sildbackers. The city's mighty hard on a feller's religion, anyway." Then, with gestures involving his head and his right thumb, he added, "You know how the young editor of the Congregationalist, most city ministers realize this truth and at this season of the year they fancy that a few country ministers have an opportunity to see how 'mighty hard' the country is on some people's religion."

Madeline's First Married Couple.

At the Madeleine to-day M. and Mme. Nicolas celebrated their diamond wedding. The husband, who has charge of the lamps at the Hotel de Ville, is 88 years of age, and his venerable spouse is 81. Four generations of descendants—in all nearly a hundred—clustered round them to-day to celebrate the sixtieth anniversary of their marriage. They were the first couple to be married at the Madeleine after the definite consecration of the historic church in 1842. Notwithstanding their advanced age, both the old people are active and cheery.—London Daily Mail.

"KELPION"

Endorsed by best English medical journals. Supplied to British soldiers in South Africa. For all Throat and Gland Troubles, Lumps, Swellings, Eczema, Pimples, Stiff Joints, Rheumatism, Lumbago, Sprains, Bruises, Piles, Cuts, Sore Feet, Fleas, etc., etc. Sold by Druggists, 25c. Try it once.

Qualifications of Chinese Recruits. (London Standard.) The following qualifications are required of every soldier selected as a recruit. He must not be under 20 or over 25 years old. He must be strong enough to lift a hundred-pound weight with both hands to a position level with his chest. He must be 4 feet 8 inches in height, and able to run a course of 7 miles in an hour. He must also be of good character.

Keeps Minkard's Liniment in the House.

A recently published pamphlet recalls the old dispute of two friends as to whether the word "news" was singular or plural. They telegraphed to Mr. Greeley the question: "Are there any news?" and he promptly flashed back the answer: "Not a new."

Keep Minkard's Liniment in the House. In a certain Pennsylvania village where there is but one trolley car, a newly married couple, the handsome young citizen who is its conductor is regarded as common property by his friends and passengers. Men, women and children are as neighbors to him, and his requests to be taken to picturesque corners of his public and private functions.

Large Salaries.

Large Salaries are paid to competent illustrators. We teach this pleasant and profitable profession in all its branches by our original and superior system. LEARN AT YOUR HOME. Best course by mail ever devised. EARLY LEARNING SECURES DELIGHTFUL POSITIONS WAITING. IMPROVE YOUR SPARE HOURS AT HOME. An spare while you read. Write for booklet giving full particulars. Canadian School of Illustration. TORONTO, CAN. Yonge and Gerrard.

FOR SALE—SOME OF THE FINEST

sugar beet land in Bay County, both well and wooded, in good farming community. Apply to I. Bently, Glover, Mich.

TORONTO, Ont., Sept. 6, 1902.

DIRECT FROM LOOM TO WEAVER.

Men and Women to sell cloth for men and women's wear in own town; respectable, sure, profitable.

CONSUMERS' CLOTH COMPANY

TORONTO, ONT.

BUTTER AND EGGS

POULTRY CHEESE CORN AND EXTRACTED HONEY. Good quality of all the above commodities solicited. Correspondence invited and promptly attended to. Will buy honey outright.

JOHN J. FEE

62 Front Street East, Toronto, Ont.

NO NUMBER 2. PERPETUITY IN-

Insurance Policy, 1000 Dollars and 1000 Dollars. Good policy, 1000 Dollars and 1000 Dollars. Good policy, 1000 Dollars and 1000 Dollars.

THE HERBERT RASPBERRY.

I have decided to put my Red Seedling Raspberry on the market, and as long as stock lasts, will sell at \$5 per dozen with order. No order taken for less than half a dozen plants. It is the most hardiest, the most vigorous, the largest, and most productive Red Raspberry, far surpassing London or Cathbert in vigor, hardiness, quality and productiveness. See Ontario Fruit-growers' Report 1901, page 16, Sept. 10 to Nov. 15, 1901, for full particulars.

IMPERIAL MAPLE SYRUP.

The quality standard from Ocean to Ocean. Your maple fruit not satisfactory? ROSE & LAFLAME, Agents, Montreal.

APPLES

GEO. VIPOND & CO., Montreal

We solicit your consignments to Montreal. Write or wire us. Prompt sales.

FRUIT FARM FOR SALE—ONE OF THE finest in the Niagara Peninsula, on two tracts, 150 acres in all, 50 of which is in ready fruit. Will be sold in one parcel or divided into lots to suit purchaser. Fruit mostly peaches. This is a decided bargain. Jonathan Carpenter, P. O. box 60, Niagara, Ontario.