Returns furnished by the Banks to the AUDITOR OF PUBLIC ACCOUNTS.

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138,395,449	1,241,189	FC(104	1,639,999	1,210,976	900,009	9 504 039	3,696,632	230,333,217	5,912,590	9,468,09

WHAT'S THE USE OF ADVERTISING?

This query is frequently put to the indomitable and persistent canvasser as a by certain obtuse tradesmen who, in response to his eloquent appeals, cannot be got to see their advantage in well-selected publicity. To all such we would simply say—we quote from an English journal—that the man who advertises anything that is reasonably good—and advertises it well—is sure to succeed. The reader does not need to go far in search of an example, and one among many of the worldly wisdom of courting all the publicity the Press affords for a good marketable commodity, when the proprietor or vendor of the said commodity really means business. The late Mr. Perrins, of Worcester—a great benefactor to his native city—left, by his will, a fortune of £700,000, which he amassed by the manufacture of the famous "Worcestershire Sauce." The secret of making the sauce is said to have been brought from India some years ago by a Mrs. Grey; it was secured by Messrs. Lea and Perrins, who proved it to be of precious value. The firm manufactured the article. They made it well, advertised it extensively in every corner of the globe, and succeeded in making themselves famous as well as rich. It is rather a curious fact that the most successful advertisers are chemists. They discover a have sufficient capital to advertise it, success is at once assured. The world's famous pillmen—Holloway, Beecham, Cockle, and a host of others—stand forth in corroboration of the of others—stand forth in corroboration of the saying that a good thing must not be hidden, but publicity blazoned wherever and in whatever language printers' ink can carry conviction to the public mind. If we want conspicuous illustrations in these days of modern advertising enterprise, "Pears' soap," "Eno's fruit salt," "Cadbury's cocoa," "Hop Bitters," "Lamplough's pyretic saline," and numerous other household words suggest themselves to the mind, and the list might be exselves to the mind, and the list might be extended ad infinitum. Clearly, the principle of advertising is first to get a good thing, and then let all the world know you have it.

JUDICIOUS ADVERTISING

Has created many a new business; Has enlarged many an old business; Has revived many a dull business; Has rescued many a lost business; Has saved many a failing business Has preserved many a large business; And secures success in any business.—The Texas Commercial Reporter

LOSS OF LIFE ON THE RAIL.

A return has been issued by the British Board of Trade respecting the loss of life on Old Country railways. The percentage of death and injury is remarkably small. The total number of persons returned as having been killed in the working of the railways in the United Kingdom during the last fiscal year was 938, and the number of injured 3,539. Of these, 95 persons killed, and 1,342 persons injured were passengers; but of these only eight were killed and 615 injured in consequence of accidents to or collisions between trains; the deaths of the remaining 87 passengers and the injuries to 727 are returned as due to a variety of other causes, and especially to want of caution on the part of the individuals themselves. Of the remainder, 425 killed and 2,010 injured were officers or servants of the railway companies or of contractors.

It is not a little interesting to learn that of suicides there were 80; of trespassers, 205 were killed and 91 injured; of persons passing over the raliway at level crossings, 81 were killed and 25 were injured; and other persons from miscellaneous causes, 52 were killed and 271 injured. The total purple of personger. from miscellaneous causes, 52 were killed and 71 injured. The total number of passenger journeys, exclusive of journeys by season-ticket holders, was 725,584,390 for last year, or 28,371,359 more than in the previous year. Calculated on these figures, the proportions of passengers killed and injured during the year, from all causes, were, in round numbers, one in 7,637,730 killed, and one in 540,674 injured. In 1885 the proportions were one in 6,385,421 killed, and one in 617,549 injured.