

## GENERAL NOTES.

**ARTISTS' GENERAL BENEVOLENT INSTITUTION.**—An interesting scheme has been started by a large number of the best known British portrait painters of the day, with a view to adding to the funds of this most deserving institution. Any member of the public may, by the payment of fifty guineas to the secretary of the institution, receive a voucher which will entitle the holder to commission a portrait of any soldier, sailor, doctor or nurse who has served, or is serving, the King in the war, to be painted by any of the artists on the list; and they agree each to paint two such portraits, the canvases not to exceed in size 24 by 20 inches. Application for vouchers, accompanied by cheque, should be addressed to the Secretary, Artists' General Benevolent Institution, 3, Charles Street, St. James's Square, S.W. Vouchers will remain valid for at least six months after the end of the war. Purchasers are requested, in selecting a painter, to send in a numbered list of the names in order of preference, as in the event of more than two applications being made for the same artist a ballot will be taken. Should the purchaser of a voucher still fail in the choice of a painter, a second list may be sent, or he may have the fifty guineas returned. As the list contains such names as John Collier, A. S. Cope, Frank Dicksee, Luke Fildes, J. McLure Hamilton, Augustus John, John Lavery, Seymour Lucas, William Nicholson, William Orpen, W. W. Ouless, W. B. Richmond, Charles Shannon, J. J. Shannon, and William Strang, it will be seen that the scheme affords the public an opportunity of contributing a substantial sum to an excellent charity and at the same time making a thoroughly sound investment of their money.

**NEWSPAPER ADVERTISING IN CHINA.**—Advertising in China has been found to pay as well as in other countries, but close attention and study is necessary in instituting a system of advertising in that country. To reach the educated and newspaper-reading class, there is no better and cheaper way of advertising than in the native newspapers. Advertisements in these should always, however, have a pictorial idea in them, and the fewer the words the better. This is a point well worthy of attention by Europeans who desire to bring their goods under the notice of the Chinese. The "chop," or trade-mark, should always be plainly visible. The rates for advertising in the native papers are not expensive, and each copy has an enhanced value by reason of the custom in China whereby a single copy of a newspaper will be passed from family to family and live many days. Several years ago there was no native press in China; to-day there are over 400 newspapers, and new ones are being started every day. Nevertheless, not over 2 per cent. of the population of China can read, and if the mass of the people are to be reached, it must be done in some other manner. This has been found in pictorial advertising, souvenirs, and window display.

**THE BELGIAN FRUIT INDUSTRY.**—Prior to the devastating war with Germany, the fruit orchard area in Belgium was being rapidly extended, recent statistics showing 179,710 acres, mainly devoted to apples, pears, cherries, and plums, or an increase of 66,210 acres since the year 1896. Liège province had 42,860 acres, followed by the province of Hainaut with 36,850 acres, province of Limbourg with 21,000 acres, West Flanders 19,900 acres, Brabant 18,500 acres, East Flanders 18,150 acres, Namur 14,350 acres, Luxembourg 6,250 acres, Antwerp 1,850 acres. The Germans in normal times are heavy buyers of Belgian fruit, purchasing the crops of entire orchards on the tree, while immense quantities of apples are shipped across the German frontier from the provinces of Liège, Limbourg, Namur, and Luxembourg. English fruit buyers, principally the manufacturers of marmalades and preserves, purchase largely from the province of Flanders and the region of Tournai. The cherry markets of Looz, St. Trond, and Tongres are well known, and during the season the traffic in this class of fruit becomes so heavy that the Government transport agencies, under the control of the Department of the Post Office, are obliged to increase their forces in order to cope with it. Thus, in spite of the relatively limited area available, Belgium is steadily becoming more important as an agricultural country, and the farm products, particularly orchard fruits, are more and more in demand for export. Of late years, however, instead of selling its supplies of fruit to foreign canning establishments, Belgium has developed to a large extent the canning industry at home, so it is probable that in future the demand for orchard fruits in that country for canning purposes will exceed the supply, causing a still greater advance in prices.

**FLOUR-MILLING MACHINERY FOR FRANCE.**—The flour-milling machinery used at Marseilles is chiefly of domestic manufacture, but Swiss and German manufacturers have obtained a large share of the trade in this line. One Swiss firm maintains a depôt and repair shop in the city. Marseilles would seem to be admirably situated for handling flour-milling machinery and supplies for the Mediterranean countries. It is a very important milling centre, and is in constant relations with the countries where the flour-milling industry is likely to develop in the near future, such as Morocco, Algeria, Tunis, and Greece. In the opinion of several dealers at Marseilles, successful competition in this line would require a permanent and well-equipped establishment in the district. It would also be advisable to select, as general representative, a Marseilles business man, thoroughly conversant with conditions in the countries referred to. This representative should, however, be assisted by someone having a practical knowledge of the machinery in question. In this connection it may be noted that in Marseilles contracts for the installation of this kind of