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Mercantile Summary.

ADVERTISING is correctly defined as successful publicity. If you should write a ten-thousand word treatise you could not define it more comprehensively.—Davenport, Ia., Times.

THE Sturgeon Falls Pulp and Paper Company, who have already spent \$950,000 in buildings and installing plant, have made a new arrangement with the Ontario Government whereby they are empowered to increase materially their water power and facilities. They have already arranged for a market for the sale of 120 tons of paper per day in Canada, United States and England.

A NEWS letter from Bridgetown, N.S., to the Halifax Chronicle, says that work on the Middleton and Victoria Beach Railway is steadily progressing towards Middleton, the eastern terminus of the road; about seven miles have already been graded, and the additional five miles necessary to complete the section between Bridgetown and Middleton will be graded this year.

THE grocery and provision firm of Grenon & Etienne, Sudbury, who announce that their terms are strictly cash, tell us that they have added to their stock dry goods, crockery, and fancy goods, thus making theirs a general store. It has been found necessary to enlarge their premises to accommodate their growing trade. If they will stick to the cash system, we wish them success.

FINE printing creates a favorable impression because it is attractive of itself, first, and because there is no more graceful, sincere way of convincing the reader that you hold him in esteem. There is no more delicate bit of flattery than a handsome booklet, nor anything that will so seldom fail of effect. But on the other hand, how thriftless is the cheaply printed booklet. It not only lacks this subtle flattery, but is the most direct assurance that the advertiser considers the reader a most cheap person indeed, and hardly worth talking to in a courteous manner.

AFTER an illness which had only become acute within two or three days, Mr. James L. Scarth died in Toronto on Saturday last in his sixty-ninth year. Mr. Scarth was general manager of the North British Canadian Investment Company, and commissioner of the Scottish-Ontario and Manitoba Land Company. He was at one time manager of the Quebec Bank at Quebec, and later at Toronto. He was a brother of the late Deputy Minister of Agriculture, Mr. W. B. Scarth, who died recently at Ottawa. Born in the Orkney Islands, Mr. Scarth came to Canada about thirty years ago. He was a good type of the carefully trained, honorable and exact Scottish business man. To many other good qualities he added that of being warm-hearted and solicitous for the welfare of others, while in his own walk and conversation high-minded and punctilious.

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