

HAMILTON.—The Berlin Machine Works, Limited, Hamilton, are having their new plant equipped with sprinkler system by the Standard Automatic Fire Sprinkler Co., Limited, Montreal.

Quebec.

QUEBEC.—The Dominion Corset Co., Quebec, are having a sprinkler system installed by the Standard Automatic Fire Sprinkler Co., Limited, of Montreal.

ST. THERESE.—The new factory of the Dominion Furniture Co., at St. Therese, Que., is being equipped with sprinkler system by the Standard Automatic Fire Sprinkler Co., Limited, of Montreal.

MONTREAL.—The Standard Automatic Fire Sprinkler Co., Limited, Montreal, are making the following installations of sprinkler systems in Montreal: entire plant of the Laing Packing & Provision Co.; new factory of the Canadian Spool Cotton Co., Riverside Park; new building for Lyman Sons & Co., St. Paul Street; warehouse of Victor Beaudry Estate on St. Devin's Street; and an extension of the plant of the Canadian Rubber Co., Limited.

MONTREAL.—The Dominion Tag Label & Ticket Co., Limited, are moving into larger premises at 10 St. Peter Street, where they will manufacture in addition to their former lines, a line of high grade folding boxes.

MONTREAL.—The Dominion Iron & Steel Co., Montreal, have received an order for 9,000 tons of 80-lb. rails for an Indian Railway.

COMPANIES INCORPORATED.

Ontario.

TORONTO.—The Holmes Safety Blasting Compound Co. have been incorporated with a capital of \$200,000 to manufacture explosives. The provisional directors include J. E. Holmes, R. Cain, W. J. Hodgins, Haliburton, Ont.

HAMILTON.—The Acme Stamping & Tool Works, have been incorporated with a capital of \$40,000 to manufacture and sell hardware machines and tools. The provisional directors include E. P. Bowman, J. H. Barnard and D'A. Quick, all of Hamilton.

OTTAWA.—The Fleming Grate Bar Co. have been incorporated with a capital of \$40,000, to manufacture furnaces, boilers and machinery. The provisional directors include H. W. Chamberlain, J. R. Gardner and J. B. Fraser, all of Ottawa.

OTTAWA.—The Henry J. Sims Co., Limited, have been incorporated with a capital of \$49,900 to take over the business of Henry J. Sims & Co. The provisional directors include A. Normandin, Oscar Normandin and A. P. Grenier, of Montreal.

STRATFORD.—The Corrugated Pipe Co. have been incorporated with a capital of \$25,000 to make corrugated pipe. The provisional directors include W. Dawson, W. H. Burgess and T. J. Moore, Sandusky, Mich.

NIAGARA FALLS.—The American Electric Furnace Co. have been incorporated with a capital of \$50,000 to manufacture and deal in electric and other furnaces. Provisional directors include T. Rowlands, W. H. McGuire and A. J. Johnston, Niagara Falls.

TORONTO.—The Sanitary Heating Co. have been incorporated with a capital of \$300,000 to carry on an iron foundry business. The provisional directors include A. D. Watson, M. J. O'Keefe and J. W. Gerell, Toronto.

Quebec.

MONTREAL.—The Canadian Felts, Limited, have been incorporated with a capital of \$1,000,000 to manufacture felt and knitted goods. The provisional directors include E. F. Surveyer, A. C. Casgrain and J. W. Weldon, Montreal.

The Castell Drawing Pencil

While an individual lead pencil is small the lead pencil industry is one of the most highly specialized in the world. In recent years the competition between the leading manufacturers of Europe and America for supremacy in the world market has resulted in a keen rivalry to produce the most serviceable pencil for various purposes. The aid of chemical science has been enlisted with the result that the best pencils in use to-day are infinitely superior to the best of a few years ago.

Morton, Phillips & Co., Montreal, are introducing to the Canadian market, the new "Castell" pencil, made by A. W. Faber, of Stein, near Nuremberg, one of the most famous of the best-grade pencils.

This new series of drawing pencil is the product of a series of investigations and experiments of a technical nature, extending over several years, under the direction of specialists. The manufacturers have been fortunate in having available graphite of practically perfect quality and have brought it to the point of drawing pencil perfection.

As it is made in sixteen degrees of hardness, from 6B yielding the soft, rich color of India ink to the extremely hard 8H for drawing on stone, it is adapted to every need of office or drafting room, for the designer or draftsman, the engineer or for general use by office clerks. These pencils may be sharpened to an exceedingly fine point, firm and durable, thus adding very materially to the life of the pencil.

Manufacturers buying large quantities of pencils will find it worth while to get a sample of this new pencil from Morton, Phillips & Co., 115 Notre Dame Street, Montreal.

THE WINGED SEEDS.

Consider the industrial phase of advertising by comparing the advertisements in the average trade journal of to-day and those of ten years ago: Then a manufacturer would hand his business card as "copy" for his space and think he was advertising. Frequently he didn't expect any results—he merely liked the personal items the trade journals of that time printed about him when he cut off his whiskers for the summer—or let them grow again in winter: "The rising young general manager of The Rat Trap Manufacturing Company, Mr. Squint Madibs, is raising a fine set of G-string whiskers for the winter;" or, "Mr. Madibs has amputated his G-string whiskers for the summer," as the case might be.

You often hear a manufacturer say: "We do not advertise."

This man does not know what he is saying. Many concerns are advertising and don't know it. When they write a letter relative to the sale of goods they are advertising. When a concern has a salesman on the road it is advertising.

The average traveller under average conditions can make about 600 calls a year, or, say, 300 calls, including the same people, twice a year. By a mail campaign—letters or circulars—a concern will make say 5,000 calls a month. While of these mail calls may not be as effective, yet it pays through the increased territory covered at the relatively small cost. Then, again, it may be missionary work as an introduction for the salesman who calls in person.

A maple tree in the forest casts off many hundred thousand winged seeds in a season, but only a very small proportion of them take root and grow.

Yet, by this little mail advertising campaign, the maple tree family have been in business and prospered for centuries.—Common Sense.

POINTS TO REMEMBER.

Always keep your pen clean and regularly filled.

Pens should always be carried in an upright position in the pocket with the point up. In carrying pen always protect point with the cap.

It is better to elevate the point of the pen about an inch when laying it down.

It is not advisable to remove pen and feed from setting or holder—this should be done only by an expert—to insure perfect writing and feeding minute adjustment is necessary.

To insure the best results the same brand of ink should always be used. As far as possible avoid filling your pen from an open inkstand. Such ink generally contains dust and dirt which will clog the feed and necessitate frequent cleaning.

In order that a pen may retain its special adaptability for your own use it is not advisable to allow other people to use it.

WHY DO FOUNTAIN PENS "SWEAT"?

A fountain pen "sweats" or leaks for one of three reasons.

First: The pen section is not screwed on the barrel tightly.

Second: The little holes in the cap or point-cover become filled with dirt. These little holes are put in the cap for the express purpose of allowing any evaporation from the holder to pass out. When they become clogged the evaporation condenses and settles inside the cap.

Third: When the cap is put on with a snap before allowing the ink to flow back into the holder, thus causing an air pressure sufficient to force the ink outside of the feed.

If you wish to prevent a "sweaty" pen bear these things in mind:—

Screw the pen section on tightly.

Keep the little holes in the cap open and clean.

Hold the pen upright before placing on the cap and then put it on easily, giving the cap a slight twist.