

crease their boards in a normal manner. Hundreds of them haunt establishments where the causes of their besetting sin are exposed for sale, select such as strike their fancy, stamp them and mail them to their own addresses, so that the addition to their exhibits may be entered in regular form. A woman from Georgia recently purchased in a Sixth avenue store, in New York, one hundred and fifty dollars' worth of these cards, representing between five and six thousand specimens, and carefully forwarded them to herself.

From small beginnings the pasteboard souvenir industry has fattened upon epistolary sloth and collecting manias until there are extant in this country to-day 150,000 varieties of picture postal cards. Bookstores which formerly did a thriving trade in literature are now devoted almost entirely to their sale. There were in Atlantic City last season ten establishments where nothing else was sold, and Chicago, Boston, Pittsburg and New York have emporiums where postals constitute the entire stock. The American Athens had a postal card exhibition which vied with the Whistler picture show for public attention. These wares may be seen in New York on practically every street corner, and most of the drug stores, cigar stands, hotels, barber shops and department store grilions are interested in their sale. Ten large factories are working overtime in this country to supply the demand and many smaller ones are selling their output as fast as it is produced.

The methods used by manufacturers and dealers to stimulate the demand for private mailing cards are low cunning itself. They know that for every card which is sent from centres of civilization to country places that another one is likely to return. Mr. Knickerbocker sends to his brother Reuben in Tenally, N.J., for instance, a picture of the city hall. The inamites of that New Jersey suburb awake to the fact in this way that they have no postal cards which set forth the glories of their native place. They see the local stationer about it and prevail upon him to have some made. He sends a small order for private mailing cards, depicting the main street, or the Deer's Leap, or the Lovers' Tryst, of Tenally, to New York, and in the course of time receives a few hundred germ-laden specimens. The manufacturer who receives that order is in high glee, and he willingly will make the first consignment at a loss, for he knows that when the pest takes hold of a community it cannot be stayed. The pastor of the Baptist church at Lone Pine prevails upon the stationer to have the edifice over which he presides placed on a postal card. The "Second Adventist" leader sees it and demands why such favoritism has been shown. Tea Neck and Peapack, New Jersey, hear that Hohokus has been immortalized, and they are consumed by the pang of jealousy, which is one of the premonitory symptoms of postal carditis. Heart burnings, rancor, spite and all fault findings stimulate the spread of souvenir dementia and fill the coffers of dealers and manufacturers.

So greatly are the mails burdened with cards that this mania has already become the subject of official investigation. It has increased the number of postals by fully thirty-five per cent. in the United States, while a large part of the mail arriving here from abroad is made up of these mementoes. There is now a movement on foot here to have all postal cards from the other side placed in separate bags so as to save the enormous amount of labor now entailed by picking them out of the regular mail.

PERSONAL MENTION.

Mr. George Kelly, late manager of the Library Supply Co., Toronto, has joined the staff of the Poole Publishing Co.

Mr. Louis Huffman, of the Carter, Crume Co., Limited, Toronto, was a recent caller at the London (Eng.) office of Bookseller and Stationer.

Mr. H. O. Houghton, senior member of the Boston publishing house of Houghton, Millin & Co., died suddenly at Cambridge, Mass., on June 14.

Mr. John Britnell, the second-hand bookseller of Toronto, left early in June for a two months' trip to Europe. He was accompanied by his son.

Mr. E. H. Walker, manager of the wholesale department of the Methodist Book Room, Toronto, is recovering from an operation for appendicitis.

Mr. Arthur Shaw, of Huddersfield, Eng., manufacturer of ruling machines, is paying a visit to Canada. Mr. Shaw's firm is shipping a large number of machines to this country.

Mr. E. H. Randall has resigned his position on the mechanical staff of the Methodist Book Room, to join the selling staff of Chas. Bush, printing ink manufacturer, Toronto.

Mr. E. W. Walker, of the Methodist Book Room, recently underwent an operation for appendicitis at the General Hospital, Toronto. The Bookseller and Stationer joins Mr. Walker's many friends in wishing him a speedy return to perfect health.

Chas. F. Dawson, Montreal; E. L. Stillwell, (Henry Birks & Sons, Limited,) Montreal; A. O. Hurst, (Chas. Goodall & Sons, Limited,) Toronto; H. H. Hebb, (the L. E. Waterman Co. of Canada, Limited), and E. J. Kastner, (the L. E. Waterman Co of Canada,) were the Canadian visitors at the convention of stationers and manufacturers held in New York, June 18 to 21.

Mr. S. Wallace Weese has joined the staff of the Permanent Ink Co., Limited, of Hamilton, and is occupying the position as salesmanager in Toronto and district. The Permanent Ink Co., Limited, are manufacturing Japanese writing inks, muelage, typewriter ribbons, carbon papers, etc. Mr. Weese reports that business is very satisfactory. The Toronto office is at 121 Bay street.

H. J. Logan, who has for a number of years carried on the business of printers' and bookbinders' machinist in Toronto, has taken new premises at 136 Bay street, and will in future carry a stock of new and second-hand machinery for the printing and stationery business. Mr. Logan being a practical mechanic, as well as a bright business man, is sure to receive a fair share of business.

A recent trade visitor to Canada was Mr. Charles C. Gardner, representing Millar & Lang, the fine art publishers of Glasgow, Scotland. This was Mr. Gardner's first visit to Canada, and, coming rather late in the season, he did not go any farther west than London. He visited Toronto, Montreal, St. John, Halifax, and went on to St. Johns, Nfld. He was favorably impressed with the country and believed that the prospects for doing a large business here were excellent.

Mr. A. H. Stratton, the Peterboro bookseller, intends to pay a visit to the continent this Summer. Bookseller and Stationer wishes him bon voyage.