

picture of the periodical elephant washing at Peking, in which the figures and grouping are masterly ; a very pretty and characteristic scene in a Buddhist temple courtyard, and a few others of lesser interest.

ADVICE TO ENGLISH STATIONERS.

It is wise for the provincial stationer to exhibit some of his best stock a short time before Valentine's Day, a short time before Easter Day, or even a short time before Christmas Day ; but he would not think of showing a Christmas card in his window at mid-summer. He will not show Easter cards at Christmas because they are out of season. But birthday cards are never out of season. At the same time, it is unwise to keep in the window or glass case on the counter the best birthday cards. They get stale in the eyes of would-be customers. Their novelty goes farther and farther away every time the eye rests upon them. The mode of dealing with Christmas cards should be different to that of birthday cards. In the first instance, a large glass case with clever novelties will cause hundreds of cards to be sold during the two weeks preceding and one week succeeding Christmas Day. It does not do to let the customer say, "Oh, I have seen that design so many times. Have you nothing that is new?" Nor does the present gain in favour when the recipient says, "I have noticed this in Mr. Jones' window so many weeks, and he's got a customer for it at last." Remember—the design which has not before been seen will be the best appreciated.

The "Mizpah" ring of the past is now attached to many apropos gifts of the present, and the interpretation, "The Lord watch between me and thee when we are absent one from another," would seem to have voice to many individuals. In any way, pencils, penholders, inkstands, work boxes, writing desks, etc., with that magic word "Mizpah" upon them, sell well, and, in reality, sell for more money with less intrinsic value than the old-fashioned articles which perhaps were formerly favourites. These kind of goods are useful as "Stock-in-Trade." The attractive article leads on to the sale of more general goods, which are required every day, and thus increase the business of a local stationer. At the present moment the "Mizpah" goods are on the ascendent, and are really a good line for any stationer to take up.

As we have often urged before, the local stationer should always have new stock to the front—new samples we mean—and without these new samples very little business can be done. People in these competing days judge of a stationer's enterprise from very small premises. Two ladies may visit the shop. They want something new in birthday cards. They don't find it, and they never believe in that stationer afterwards, but take their commissions for other articles where they can really find modern designs and modern art.

There is a laxity in provincial tradesmen which tends to their loss in trade. Novelties sell, novelties lead to an extension of trade, and novelties tend to make the stationer an accepted pioneer in the work

of advancement. The world is progressing ; the stationer in the provinces should progress too. It is too much the custom to say, "My father succeeded under such an arrangement. Why should not I succeed?" It will not do. The provincial stationer must look ahead. The provincial stationer, if he succeeds at all, must place in his window modern thought and modern designs ; and if behind the scenes he has ancient notions to suit the ancient minds of his customers, he must not exhibit them. He must cry "*Excelsior!*" and the very word will find him new customers and carry him through many difficulties. Those who do not advance are apt to fall back. —*The British and Colonial Printer and Stationer.*

DURING the cleaning out of the old Ivy Mills in Chester County, Pa., which is said to be the oldest paper mill in the United States, a quantity of paper was discovered in a very good state of preservation, which had been made by hand about one hundred years ago. It is regarded as a great curiosity, as nothing like it can be found in the market at the present time.

In an article on "The Growth of Bombay industries," the *Bombay Gazette* says :—"Papermaking is an industry which has for many years been favourably regarded by enterprising capitalists, but the chief obstacle is the difficulty in obtaining a site where a sufficient supply of good water could be had. The only paper-mill in Bombay is a small one at Gिरगुम, which turns out about 1,600 lbs of paper, of a quality suitable for native account books, every day. All the production is sold at remunerative prices, but the supply of water has been restricted to a well, and this limits the production. There is a paper mill at Lucknow which pays regular dividends. The Bally mills in Calcutta, have been established for many years and pay 10 per cent. Some new paper-making establishments are about to be started at Lake Fife, near Poonah, and at Karakwasla, on the banks of the Mutha."

PAPER is coming to the front as a substitute for wood in the manufacture of flooring, and a very interesting test of its fitness for the purpose has been made recently by its adoption by skating rinks. We have seen a report of the experiment of its introduction into a large skating rink in Indianapolis, Ind., where it has been practically tested, and thousands who have skated on its smooth surface are said to have pronounced it to be admirably adapted to the purpose. By the system of manufacture adopted, the whole floor is made as smooth as a sheet of ice, there being no seams that can be seen or felt ; and, in addition, there is an inherent adhesive quality in paper which prevents any slipping of the rollers. These floors will undoubtedly become very popular.

It is said that the paper made in imitation of a hem-stitched handkerchief has been one of the most selling novelties in the line of papers this season.

OPALESCENT bevel-edged cards are among the late ideas in the fancy card line. They got their names from the fact that they have all of the changes of colour peculiar to the opal.