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The Seven Stages of the Store.

SHAKESPEARE once wrote of the seven ages of man. Recently two clever young men of Toronto have conspired to write and to picture the seven stages in the evolution of trade in Canada. The two makers of the handsome booklet containing the pictures and the short stories are Mr. C. W. Jefferys, the well-known Canadian black and white artist—and occasional painter of oils and water-colours; and Mr. Sid H. Howard, advertising manager for the Robert Simpson Company, who quite frequently writes for magazines and has made many a full-blooded study of outdoor Canada, especially in the north.

The basic idea of the book is to show that our commercial grandfathers in Canada were Indians, and that from the day of the fur trader until now there has been a successive development on national lines in trade. "The First Exchange" depicts Jacques Cartier on the banks of the St. Lawrence swapping his beads and fabrics for skins from the half-naked Indians. Says the writer: "He landed near Cape Diamond and there he traded beads and gewgaws for furs with the strange, red-faced people whose village he found there in the valley of the St. Charles."

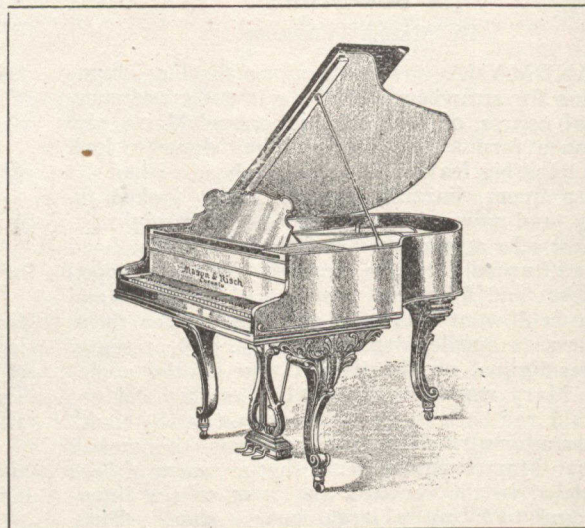
The second picture portrays "The Fortified Trading Post." "Gradually these log strongholds spread across the continent. Soldiers of the French army led the way into the wilderness, built these little fortified stores in the forest, and with them as points of vantage mapped the inland waterways of half a continent."

Then came the free traders after the American Revolution, and the fur store became an institution. "Never again on this continent will such a picture of contrast live and move such as the streets of Montreal presented at the season when the canoes came down—ladies in silks and satins, bush-runners in buckskin and beads, town gentlemen in gorgeous doublets"—and from a variegated picture of that the writer goes on to depict the first store of domesticated civilisation; "the store where women traded eggs for calico, where men bought bear-traps and plough-shares and paid for them with coon-skins; a store for all the rough strong goods used in the stump field and the forest." Follows "The Clapboard Store," which came in the era of the circular saw-mill; containing the postoffice and the box stove; the store of the cross-roads corners to be found by hundreds in older Canada before Confederation. From that to the era of the red brick store was a step in natural evolution; when the cedar block pavement and the street-car had become part of the town picture and when shop fronts decorated the streets. And of course in the natural order and marching on of events we come to the modern department store, which contains a great deal of everything, just as the cross-roads store and the old fur post contained a little of everything. The stories are exceedingly well told and the pictures are in the most vigorous, graphic style of an artist who for pen and ink work has no superior in America.

The makers of this little book—which by the way is particularly well designed and printed—have managed to invest the story of Canadian trade development with as much interest as many a magazine story, and to those who have any fondness whatever for local colour, for the story of adventure and of the trail, the book will be more interesting than many a novel. In this the natural predilections and the experiences of both writer and artist well conspired in the literature of the almighty dollar.

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