

*Wide Awake* for May is full of the reading children like best—good stories, in good variety. Miss Plympton, author of "Dear Daughter Dorothy," has a unique story, "The Black Dog," which she has illustrated herself; Susan Coolidge contributes a story, also unique and quite out of her usual line, entitled "A Good Bad Horse;" Katharine B. Foote's "Uncle Sam's Two Stories," has a bright historical interest—Garrett's pictures are particularly taking; "Old Sandy's Launch," illustrated by Brennan, is artistic and pathetic; "Daddies" is amusing. Each instalment of Margaret Sydney's Peppers serial seems to be complete in its interest as to be as readable as a short story. "Cab and Caboose," Kirk Munroe's railroad serial, is finished in this number. "Marietta's Good Times" continues the delicious idyl of Italian child-life not written by a travelling observer but by an Italian woman. The articles of the number are enjoyably readable: "Mother Goose's Pets," a folk-lore paper, by Agnes Repplier; "A Visit to Anne Hathaway's Cottage," by Francis A. Humphrey; "Our Government," by Hon. John D. Long; the "Margaret-Patty Letter," by Mrs. William Claffin; "What is Camphor?" by Margaret Lake, and "Seven Men to Make a Pin," by Amanda R. Harris. The two prize series are entertaining: "Problems in Horology," by E. H. Hawley, of the Smithsonian Institution, and "Drawings of the Child-Figure," by Caroline Hunt Rimmer. "Men and Things" comprise four pages of enjoyable original anecdote and reminiscence; these and several illustrated poems complete the number. *Wide Awake* is \$2.40 a year; 20 cents a number. A specimen (back number) will be sent on receipt of 5 cents. Lothrop Company, publishers, Boston.

A new subject is taken up in the article on the "Development of American Industries since Columbus," in the June number of *The Popular Science Monthly*. This is "The Manufacture of Wool," which is handled by the author, Mr. S. N. Dexter North, in a notably attractive manner. The present paper describes early forms of the industry, and, like the rest of the series, is appropriately illustrated. Dr. Andrew D. White concludes his chapter on "Miracles and Medicine" in this number, dealing with theological intolerance of Jewish and other physicians, inoculation and anæsthetics, changes of vogue in regard to saintly relics, the royal touch, etc. Under the odd title, "Our Grandfathers Died Too Young," Mrs. H. M. Plunkett sketches the progress in sanitation which has doubled the average length of human life within a few hundred years. Lieutenant-Colonel A. B. Ellis contributes an essay on "Survivals from Marriage by Capture," describing a great number of curious customs. Some "Questions Concerning the Minor Planets" are reviewed by F. F. Tisserand. "The Natchez Indians," an ancient Mexican people that occupied the lower Mississippi country when America was discovered, are described by Howard A. Giddings. There is a copiously illustrated article on "The Characteristics of Insects," by Louis Montillot. A number of quaint medical prescriptions from an old book entitled *The Pearl of Practice*, are embodied in a paper by Miss Elizabeth Robinson. If "our grandfathers died too young," as another contributor claims, very likely their reliance on such messes hurried them off. Mons. A. de L'Apparent discourses on "The Future of the Dry Land." There is a paper on "The Music of the Birds," including hens, by the late S. P. Cheney, with music. The life of the great astronomer, Copernicus, is sketched, with a portrait. The departments are well filled, as usual. New York: D. Appleton & Company. Fifty cents a number, \$5 a year.

Geo. P. Rowell & Co., of New York, publishers of the American Newspaper Directory and of *Printers' Ink*, a journal for advertisers—the oldest and best known of all the advertising agencies—conduct their business in such a way as to make it a material benefit to both advertiser and newspaper publisher. They furnish plans for an advertiser and prepare his advertisement. For their services—designing his advertisement and preparing his estimate—they make a sufficient charge to pay for the required service of persons competent to do the work well. They tell the advertiser what papers he should use and what the price will be. If the advertiser wishes them to place the advertisement in the papers, they do as he directs, and for that service the newspapers pay them. If the advertiser wishes to place his advertising through some other advertising agency, or to contract with the publishers, he is at liberty to do so, and the estimate furnished by Messrs. Rowell & Co. serves as a guide. It tells him where he is securing a bargain and where he is paying more than he ought. Every one who is in need of information on the subject of advertising, will do well to obtain a copy of Geo. P. Rowell & Co.'s "Book for Advertisers," 368 pages, price one dollar. It is mailed, postage paid, on receipt of price, and contains a careful compilation from the American Newspaper Directory of all the best papers in the United States and Canada. It gives the circulation rating of every one, and a good deal of

information about rates and other matters pertaining to the business of advertising. Whoever has made himself acquainted with what may be learned from this book, will admit that from its pages one may gather pretty much all the information that is needed to perfect an intelligent plan of advertising. It is not a complete newspaper directory. It is much better; for although it names barely one-third of the newspapers published, it does enumerate every one of the best, and all that a general advertiser is likely to have occasion to use. Among the papers named in it the CANADIAN MANUFACTURER occupies the position to which its merits entitle it.

*Printers' Ink*, published weekly, at \$2 a year, by George P. Rowell & Co., New York. This little magazine is an educator; it teaches the science of advertising. From an editorial standpoint it is able. Its contributors are, in the main, the most successful advertisers and advertising experts. Its advertisers are very largely the ablest advertising agencies and the liveliest and most valuable advertising mediums. Its proprietor, the strong, leading advertising agency, of whom that progressive, thoughtful student and teacher of the science of advertising, Mr. George P. Rowell, is the head. The reader is constantly brought in contact with many of the brightest and ablest minds who are interested in advertising. Such interchange of thought means constant progress. It is an exchange for the promotion of the science of advertising through bringing together, in free discussion, the ablest minds. As a publication calculated to successfully educate and develop the advertiser, it stands entirely unequalled and unrivalled in this or any other country. Issued weekly, its teaching and influence are continuous on the reader; thus are men guided and developed almost without realizing it. This continuous education means continuous progress for the great field of advertisers. Do not understand me, says a correspondent, as saying that all wisdom in the art is to be found in this magazine, but I do say that more is to be found there than in any other single channel in the world. The chart is a little thing, but on it much of the safety of the mariner depends. *Printers' Ink* is the chart or guide to whom many advertisers already owe much of their safety and success. For twenty years I have constantly advertised. Successful at the start, through the value of an original, popular idea, I was weak enough to fancy that I knew something about advertising. The loss of over one hundred thousand dollars in 1872 made a profound impression on me, to the effect that I knew nothing about it. I went to work to try to learn the art, and, by constant endeavor and study, I have been able to hold a place in the ranks of success. Could I have had at that time such a magazine, such an exchange of thought, such a teacher and educator as *Printers' Ink*, I think I should have saved over one hundred thousand dollars in 1872. I also believe I should have made more money, and with less worry and care, as the years rolled by. The reader doubtless infers that I would pay a very high price for *Printers' Ink* if necessary. I would pay one thousand dollars a year for it, if it could not be secured for less, simply because I believe it to be worth more than that sum to me in my business.

#### THE CHIGNECTO SHIP RAILWAY.

As previously stated, the financial situation of the Chignecto ship railway is in no precarious state whatever, and large forces of men are at work to-day, and additional men are being employed as fast as the condition of the ground, owing to the frost, will permit. The work at the Amherst terminus for the season has already begun. Three weeks ago the stone cutting was resumed, and on the 24th ult. the laying of masonry was begun for the season on the lifting dock. This structure is already two-fifths completed, and in the course of a few months will be ready to receive the hydraulic machinery that will be employed in lifting the vessels from the water to the level of the track and afterwards replacing them in the water. The boilers, engines, pumps, accumulators, etc., are already in place in the new engine house, and they will be all ready just as soon as the rams are in position in the lifting dock to furnish the power necessary to operate the lifting machine. By reason of this early completion of that important and novel portion of the ship railway, it would be possible to apply every test needed to fully ascertain that the machinery works faultlessly, or to make any necessary change that experience may show to be desirable.

The Amherst basin, of which this lifting dock is a part, has a storage capacity between the lifting dock and the entrance gate of 500 feet in length and 300 in width. The excavation of this basin is all completed except some little trimmings, which will be attended to when the masonry is finished. The entrance gate to this basin, which will consist of two massive walls, facing each other, and 100 feet in length, the space between being occupied by the masonry of