

## WARWICK & SONS' PICNIC.

The fourth of these annual events took place on Friday, 31st ult., to Lake Island Park, Wilson, N.Y., by steamer Eurydice. The weather was very fine, and about 300 of the employes and their friends turned out. The park was reached about noon, and as soon as the demands of "the inner man" were satisfactorily settled, the programme of games was commenced. For the races, Lud. K. Cameron, Esq., Queen's Printer, acted as starter and performed his duties to the satisfaction of all concerned. G. W. Morse, Esq., of the Review and Herald, Battle Creek, Mich., and Guy F. Warwick, Esq., were the judges. The firm gave a large number of handsome prizes and the competition for them was keen. Following is a list of the events and names of the prize winners:—

Boat race, single scull,  $\frac{1}{4}$  mile and turn—1st, G. Rugg; 2nd, J. Maskell.

Boat race, double scull,  $\frac{1}{4}$  mile and turn—1st, G. Rugg; 2nd, J. Maskell.

Senior apprentices' race, 100 yards—1st, A. Rabjohn; 2nd, J. Walkem.

Men's race, 150 yards—1st, J. Later; 2nd, J. Walkem.

Girls' race, 75 yards—1st, Maggie Calhoun; 2nd, Annie Russell.

Standing jump—1st, A. Rabjohn; 2nd, J. Pett.

Egg race, girls, 75 yards—1st, L. Stewart; 2nd, M. Calhoun.

Junior apprentices' race, 100 yards—1st, J. Butcher; 2nd, A. Johnson.

Blindfold race, girls, 75 yards—1st, Mary Calkins; 2nd, Jessie Chalmers.

Potato race, girls, 75 yards—1st, Jessie Chalmers; 2nd, Minnie Hicks.

Skiping race, girls, 75 yards—1st, Lizzie Best; 2nd, Annie Perry.

Running hop, step and jump—1st, R. J. Plaskett; 2nd, W. J. Foster.

Three legged race, 75 yards—1st, W. J. Foster and J. Smeall; 2nd, J. McMullen and G. Rugg.

Clothes peg race, girls, 50 yards—1st, Mary Calhoun; 2nd, Maggie Calhoun.

Champion race, men,  $\frac{1}{4}$  mile—J. Walkem.

Putting stone, 16 lbs.—1st, A. Rabjohn; 2nd, J. Later.

Quoit match—1st, R. Dixon and J. Macmillan.

The committee of management, Messrs. John L. Robertson, C. Johnson, and James Murray, Jr., spared no pains to have the arrangements complete, and their efforts deserve the greatest commendation, as every detail was most satisfactory.

The "List of Events" was very neatly gotten up and was humorously illustrated by J. L. Jones, engraver. It combined ticket and programme and was printed on colored cardboard, and bound with ribbon, with the

trade mark (chained bear climbing a rugged staff) embossed in gold, and was a credit to the establishment.

Among the friends invited by the firm we noticed the following: Mr. Lud. K. Cameron and Mrs. Cameron, Mrs. C. E. Maddison, Mrs. Walker, Mr. G. W. Morse, Mr. Medland, Mr. J. S. Plaskett and Mrs. Plaskett.

## THE JAPANESE FAN.

One of the necessities of life in Japan consists of the fan, of which there are two kinds, the folding and the non-folding fan. Paper enters largely into their composition. Bamboo forms a material very handy for the framework of the cheaper kinds. The paper is either decorated with paintings in all the different styles of Japanese art or else brightly colored and sprinkled over with silver and gold leaves. These fans are manufactured of all possible qualities and prices, the richest and largest being used for ceremonial dances, where they form accessories of great importance.

The place most noted for its production in fans is Nagoya, and superior ones are made at Kiyoto, while the inferior descriptions come from Fushimi and Tokio. Several millions of fans are exported annually from Japan to America and Europe.

The fan is an inseparable part of the Japanese dress. A native is rarely without a fan. It is his shelter from the sun, his notebook, and his plaything. The varieties of these paper fans would form a curious collection in respect to form as well as quality. The highest priced fan that was used in the days of seclusion from the outer world was not more than 5 yen, or 15s.; but now they have been made to order for foreigners as dear as £2 to £3. The general prices of ordinary fans range from 2s. to guineas per 100. There are many curious uses for fans in Japan. The umpire at wrestling and fencing matches uses a heavy one, shaped like a huge butterfly, the handle being the body, and rendered imposing by heavy cords of silk. The various motions of the fan constitute a language, which the wrestlers fully understand and appreciate. Formerly, in time of war, the Japanese commander used a large fan, having a frame of iron covered with thick paper. In case of danger it could be shut, and a blow from its iron bones was no light affair. One notable variety of fan is made of waterproof paper, which can be dipped in water, and creates great coolness by evaporation, without wetting the clothes. The flat fan made of rough paper is often used as a grain winnow, to blow the charcoal fires and as a dust pan. The Japanese gentleman of the old school, who never wears a hat, uses his fan to shield his eyes from the sun. His head, bare from childhood, hardly needs shade, and when it does he spreads an umbrella, and with his fan he directs his servants and saves talking.—Paper Mill.

## ADVERTISING IN TRADE JOURNALS.

In contrast with the general announcement of seasonable goods and bargains, in the dailies, the advertisements in trade publications are recognized as of more vital interest to the readers, because they refer to their daily work.

One expects to find in the trade publications advertisements of leading houses, the announcement of new machines, appliances and supplies. A knowledge of these standard machines and supplies is of importance to every business man, therefore the advertising pages of trade publications are of special importance to the paper's clientage.

While the primary object of advertising is to make immediate sales, yet in many lines of manufacture this is not the only end to be gained. The standing advertisement in trade publications gives a familiarity to the production of the advertiser, which will undoubtedly secure business at some time.

"The man who advertises his business once or twice a year," says the Western Stationer, "naturally concludes that it does not pay him. The familiar name of his competitor, who runs a display advertisement the year round in half a dozen journals, becomes insensibly stamped upon the mind of the trade, and the volume of business, by a certain instinct, drifts to him, and the less enterprising man ceases to advertise even semi-occasionally, losing the small patronage he might otherwise command."

"The dealer does not throw aside the trade journal unread. He may not order a bill of goods from every number of the journal he receives, but when he does want to stock up, it is to the trade journal he goes for information as to who and what offers him the best inducements. The more humble the business the more efforts should be made to sell your goods. There is no firm so strong, so well known, that it cannot be benefitted by judicious advertising—advertising in a class journal representing its business."

The value of the publication also depends largely upon the degree of consideration which it receives. The attention of business concerns is especially called to the advertising pages in BOOKS AND NOTIONS. This journal has received great attention from leading concerns in all parts of the country. Advertising rates will be furnished on application.

The bookbinders of Toronto held a very enjoyable picnic at Island park on the 25th. A programme of games and sports was carried out with much enthusiasm, to the delight of all present. The married men had their wives and families with them, and the young men were accompanied by their sweethearts. After the games were over all sat down to supper by the tables near by, as the ladies took good care to have an ample supply of provisions along with them. The outing was enjoyed by all.