

The time has passed for great commercial and manufacturing firms to depend upon the catalogue as a means of selling. The catalogue issued once or twice a year is behind the times. Live firms realize that in order to keep before the trade they must have at least a weekly rendering of what they offer for sale. Prices fluctuate and goods change to such an extent that the old annual catalogue takes about the same place in the business world that the flat-boat does upon the river and the ox wagon across the plains. As a matter of course, very few houses of a manufacturing and commercial nature can afford to advertise largely in the daily papers and at the same time send to the country merchant expensive commercial travellers, but they are realizing that the trade paper reaches every man that they wish to talk to; hence the growth and importance of trade papers.—St. Louis Grocer.

Here's an idea from Profitable Advertising, and it states the fact exactly when it says: "No doubt lots of money are squandered every year in catalogue advertising. Frequently a firm believes it good policy to restrict its newspaper and trade-journal advertising, and spend this appropriation in compiling an elaborate catalogue. Now, a catalogue may be a good thing, but it will prove more valuable to the house using it if, by continued advertising in suitable trade papers and others, a demand for it is created. It is better to have one inquiry requesting the catalogue, from some one really interested, than to send copies to two people who have expressed no desire for it. The clever trick is to interest people to the point of making them come to you, or write you for the goods you have for sale. Advertising is valuable if it succeeds in pulling replies from the people who want your catalogue because they want your goods."

In the Dominion Government the Department of Trade and Commerce fills that requirement of Canada which, in the United States, is as yet unanswered. A move is being made in that direction, however. The bill introduced in the House of Representatives, providing for the establishment of an executive department of the Government to be known as the Department of Commerce, in charge of a cabinet officer, whose title shall be the Secretary of Commerce, is the measure that will probably be passed. The establishment of such a department has been agitated from time to time in commercial and manufacturing circles for a number of years and the movement in favor of it of late has become very strong. Leading associations of manufacturers and merchants have endorsed it and it is one of the objects sought to be obtained by the National Association of Manufacturers. The trade press of the country is almost a unit in demanding the creation of such a department.

The numerous generals that abound in civil life in the United States, all agree that the first thing to do in the event of war would be for the United States army to take Canada. The idea is not new. Numerous generals in the United States had it at various times during the wars between Great Britain and their country. One of them, Montgomery, met a brave man's death under the walls of Quebec. One of them, Hull, entered Canada as a prisoner of war. One of them, Dearborn, retired before the Canadian force at Lacolle river. One of them, Hampton, retreated from Chateauguay. One

of them, Wilkinson, was driven back at Chrysler's farm. Three of them, Brown, Scott and Ripley, retired in disorder from the field of Lundy's Lane. One of them, Van Rensselaer, was driven back from Queenston Heights. Not one of them went out of Canada with the fame of a conqueror, and most of them were fairly good men, too. It is easier for a general to talk of taking Canada to a newspaper interviewer than to carry out the task in the field.—Montreal Gazette.

San Bernardino County, Cal., has 20,160 square miles of territory. This area is as large as the Kingdom of Greece; one and one-half as large as Denmark, two-fifths as large as England and Wales, twice the size of Belgium, four times as large as Alsace Lorraine, and sixteen times as large as Rhode Island. Think of the size of one county in one State by comparison, and then consider the importance of the United States.—St. Louis Grocer.

This takes the cake for Yankee brag. The importance of the United States, according to the Grocer, is to be considered and measured by the fact that one county in California contains an area as large as the Kingdom of Greece. There are thousands of ten acre lots in Greece of more value each than all the twenty thousand square miles of the California county. As far as the Grocer's information to its readers goes to the contrary the Sahara desert in Africa, which is twenty times as big as the California county, is more than twenty times as valuable. Do human beings live in San Bernardino county, or is its value to be measured only by its area?

There are several large lumber plants, embracing saw mills and timber limits situated in Canada, now for sale in the United States. The war scare, happily growing less every day, and the possibilities of the passage of the new tariff bill, which places a duty again upon lumber, cause intending investors to hesitate before buying Canadian properties, however good these latter may be. It is the uncertainty which checks business. If the tariff were finally determined, then buyers of such properties might make their own and certain calculations, but, as the matter stands now, they do not know exactly the basis upon which to calculate. The uncertainties of the situation will, undoubtedly, cause much hesitancy on the part of American investors toward Canadian lumber plants. Some of the wood-pulp men, however, think they may be obliged to do business in Canada, even with all the surrounding uncertainties, as they think there is a larger demand for New England spruce pulp wood than there is a supply.—North Eastern Lumberman.

If the United States Congress, in its wisdom or the lack of it, should impose duties upon Canadian lumber that now goes into that country free, the Dominion Government will have a ready answer thereto in the imposition of an export duty upon saw logs and pulp wood.

The *Textile Mercury*, of Manchester, England, is publishing a series of photographs of the interiors of certain cotton mills in Bombay, India. These pictures represent the conditions actually existing in those great factories. They show the rooms swarming with native workmen, most of whom have nothing on but a breech-clout. Some are dressed in baggy cotton trousers and are naked from the waist up. One picture, representing a room in the "Peroo Mohamed Cotton Mill," has a boy of fifteen years in the foreground stark naked. The few persons who are fully clothed wear cotton garments which a generous estimate may suppose to be