

Whether the medium of distribution be the Sunday School, the Mechanics' Institute or the book-seller, the villager or country resident has within his reach the best literary productions, no matter in what direction his taste may lie. That the establishment of travelling libraries in Canada would supply one of the greatest needs of the country districts, and materially assist in checking the flow of population from the quarter where, of *l'il* things, population is the greatest requirement, will not be doubted for one moment by those who have given attention to the causes which have produced the baneful effects at present existing in this new country: the labor market in towns and cities overcrowded, with the necessary accompaniment of large numbers merely existing, under conditions the reverse of healthy, while thousands upon thousands of acres remain in an unproductive state, awaiting only the appearance of man to yield to him generously of the riches of a fertile soil.

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THE *Toronto World* has recently had some very trenchant remarks to make upon the possibilities that lie before the enterprising individual who will go into the pickle-making business on a scale and in a manner that will bring Canadian pickles and sauces prominently before the consumers of other countries. The *World* has apparently found the inspiration for its able advocacy of the cause of pickles in the conspicuous and artistically executed advertisement of an American firm which catches the eye of every traveller on the cars of the Toronto Street Railway.

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Our contemporary waxes warm over an anomaly, the contemplation of which has often caused our own usually philosophic temperament to become ruffled. It is this: while Canada produces in greater abundance, and at less cost, than other countries the ingredients of certain manufactured articles which are in constant demand, Canadians have to buy the imported manufactured article, or else put up with a home-made commodity of inferior quality.

Pickles are not poetical, certainly, but they afford a very practical illustration of the indifference to the good gifts Providence has bestowed upon Canada, which is not only keeping our producers out of a market, for successful competition in which they have special advantages, but forces Canadians to spend thousands of dollars annually with the manufacturers of other countries, which by right should be left here.

The American firm, whose attractive advertisement we have referred to, manufactures fifty-seven varieties of pickles and sauces. The vegetables or fruits forming the base are, in the case of a few of the varieties, of course the produce of oriental and tropical countries; but the chief ingredients of, probably, forty of the fifty-seven are vegetables or fruits that Canada produces in abundance. Why, then, should this particular or other American firm, or the two or three English firms whose names are household words, command the markets not only of their own countries but of Canada?

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It is true there is a small pickle "factory" here and there in Canada, but the connection is merely local. This does not necessarily mean that these manufacturers could not put up an article that would bear favorable comparison with the imported goods, if they chose to do so. Possibly some of them do produce as delectable a commodity as the oldest and most famous English houses whose goods command a ready sale here at three or four times the price asked for the Canadian article. But if there is a Canadian pickle-maker who does this, he so hides his light under a bushel that the faintest glimmer only is seen, and that merely in his own immediate locality.

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No matter how excellent an article a man may manufacture, he cannot, in these days in which advertising is reduced to a science or a fine art, expect to secure more than an infinitesimal portion of the possible trade unless he keeps his name constantly before the public. A poor article, well advertised, has a far better chance of success than one infin-