

ART BOOKS, BOOKLETS, CARDS, ETC.

Christmas cards showed signs of ill health last year, but they have recovered and are more robust than ever, and the coming season will reveal many of exceeding beauty and elegance. For the past few years each season's goods had a certain amount of sameness about them, that they were classed as "chestnuts," and almost placed among the unsaleable goods. For a long time there has been a search for something to take the place of the fringed cards. Various ideas have been suggested and Raphael Tuck & Sons Company has now placed on the market a line which not only fills the bill, but which is having the hearty approval and the substantial orders of the trade. It is impossible to describe the variety and beauty of the line. There are dozens and dozens of designs in the collection and one has to see the full display in order to thoroughly appreciate the work which the Raphael Tuck & Sons Company has laid before the trade this year. These goods are bright and artistic and the prices are exceedingly attractive. Samples of the foregoing goods are now being shown by Warwick & Sons, and those in search of a good line cannot fail to be pleased with this assortment. The same firm are showing a line of booklets, which for original ideas and attractiveness are far ahead of anything of the line ever shown before. The text and illustrations are all that one could desire. The covers have pretty titles embellished with sketches in color, and the books in their entirety are gotten up in a style which cannot fail to draw a good deal of attention. Table mats, wall splashes and flour pot covers in paper may be added to this line of novelties, and will be found to be an attractive acquisition to any stock.

C. M. Taylor & Co. have just opened their samples of Christmas goods, and will shortly have them on the road. Their folding cards with electrical effects are very beautiful and will no doubt meet with a great deal of approval from the trade. They are also showing an elaborate line of booklets, which for new designs and attractiveness will be found well up in the procession. Prang's American line, also handled by this firm, is sure of a large representation. Their collection for holiday gift books and booklets, and art pictures, Christmas cards, calendars and novelties make a good showing, and should take well.

Since Sir John Macdonald's illness the white paper made profile pictures of the premier, put on the market some time ago, by C. M. Taylor & Co., have received a good enquiry.

We have just had a glance at the advance designs of Castell's booklets. They are exceedingly attractive in design and coloring, and will no doubt be welcomed by the trade. The Copp, Clark Co. (Ltd.) are agents in Canada for this line.

POINTS FOR CLERKS.

A book recently published entitled "Looking Forward for Young Men," contains a chapter on "The Young Man and his Ambitions," from which we quote:

"That old council to the young to 'aim high,' has the merit of practical wisdom in it. There is as much in aiming as there is in shooting. Indeed, aiming is the chiefly important thing. The hitting quality is in the aiming. Whoever shoots without aiming may hit somewhere, yet is liable to hit nowhere. Haphazard shooting is uncertain and dangerous. Nobody can fortel its mischiefs. It is much so in life. Haphazard living, though common, is seldom successful, save in the very commonest ways. Men who live in a haphazard way trust to luck for good results. And men who purposely trust to luck are gamblers. They voluntarily take the chance of success or failure. Chance is a gambler's method. It is the fool's opportunity, for there is no wisdom in it; and it is the knave's opportunity, for there is no virtue in it. There is no principle, or smartness, either in luck or chance. There is nothing manly in a bright man's putting his power on a level with the ignoramus as he does when he enters upon a game of chance. Luck, chance, lottery, gambling, all classes in one moral order, which men of good ambitions do well to play shy of. The only good luck is in good ambition, good sense, and good endeavour. The lucky fisherman is the man who fishes skilfully. The lucky mechanic is the one who does good work and sticks to it. The lucky business man is the one who understands his business and pushes it. The lucky professional man is the one who is master of his profession. The lucky man all round is the one who does everything well. This is the luck in which true men put their trust. It seldom fails to become a rich reward. What multitudes of young men in all the callings have trusted their all to the luck of good sense and good work and have been enriched with the prizes of noble lives and good fortunes.

"One of the ways to have good luck is to have good aims. It is almost certain that every young man has something in his mind to live for, something which his ambition covets, which awakens his best endeavors for attainment. Between the highest and lowest of these ambitions there is a wide range, that makes all the difference we see in men. It is men's ambition that make or unmake them. If a man has an ambition to be a clown, it is difficult to make anything else of him. If one has an ambition to see the world, he will travel, if he has to do it on foot and alone. If one has an ambition to study, it will be almost sure to shape his life. An ambition for business will show itself in that way. An ambition for mechanics will seek some trade and build a life on it. An ambition for the ministry will find the way into the pulpit. A political am-

bition will affiliate with politicians and be interested in their affairs. A fourteen-year-old boy had an ambition to be a physician, and because he could not have his way at home he ran away to California, worked on a ranch, and borrowed books of the nearest physician and studied by himself. He became a noted physician. Nearly all marked men had an early ambition for the line of life in which they became noted. An early ambition is usually the finger that points the way the boy should take. If there be no ambition for any particular line of business, there almost always is for the style of man one wants to be."

The English are making use of crepe and crinkled tissue papers which are applied to various decorative purposes. They are said to resemble the most expensive silk crepe, surpassing ordinary colored tissue paper in appearance and decorative and artistic effect. Crepe tissue paper is a fine crimped, soft, silky material; crinkled tissue is a coarser crimped material, more like ordinary tissue paper "crinkled" by pulling frequently through the hand; but, being done by machinery, the paper has a more uniform, soft and rich appearance, and the colors are so intensified by the process that the general effect is of great beauty.

You can lose more than we do by not subscribing for this paper.

ENVELOPES.

Our facilities for the economic production of envelopes are now unsurpassed. We are making an excellent grade of envelope paper and an excellent envelope. Our dies are all full American sizes and our envelopes will enclose one of the same number from any other Canadian factory, which is frequently a great advantage.

When wanting Commercial, Official or Square Envelopes drop us a line for samples and prices.

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(LIMITED.)
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