

ner, stating only facts, and backing them up with goods that cannot be questioned, and last, but not least, he changes his advertisement with every issue of the paper. He teaches the public to look for something fresh every day, or every week, as the case may be, and always tries to provide something that will be worth looking for.

Another thing that doesn't pay in advertising is a misrepresentation of facts. The reading public has become too well informed in business affairs to be swindled by wild, improbable offers of several dollars' worth of goods for seventeen cents, and the man who wants to gain and hold the respect and patronage of the public must teach it to rely implicitly upon what he says, whether behind his counter or through the newspapers. What are known as fake advertisements are a delusion and a snare. Say what you have to say plainly and forcibly, and above all things, say what you mean and what you can back up with honest goods at your store or place of business.—[Pennsylvania Grocer.

It seems that the day for fleshly novels has already gone by. The demand for the work of the Daintries and the Gertrude Athertons and other disciples of the fleshly school has practically ceased in leading book stores, and people are asking for healthier literature. The reaction was bound to come, but it has come somewhat sooner than was expected. The straight-away fifty-cent American novel is selling better than anything else. A few years ago the bookstores would have nothing to do with it, and when published would not order any from the publisher. But now the American novel has taken the place of its English rival, and the demand for reprints of English books, which used to be so general and which used to be so profitable to three or four publishers here, has almost died out.—[Bookseller.



J. Theo. Robinson, publisher, Montreal, has issued "A Modern Mephistopheles," by Louisa M. Alcott; 30 cents; and "Steadfast," by Rose Terry Cooke; 30 cents. His next will be "The Monk's Wedding." The new edition of "Letters from Hell" (30c.) is very fine.

James K. Cranston, Galt, has issued a pamphlet on "The so-called Heresy Case at Galt," containing the judicial record and history of the case before the courts of the Presbyterian Church.

A WARNING.—Some person has surreptitiously obtained a quantity of the letter paper (commercial size) with headings used by the American Tract Society, and upon it has been writing orders for books without authority from the society. Several firms in the city having thus been deceived, the society issued, in March, a circular warning the trade against the impostor, and it was supposed that these operations had ceased. Recently, however, they have been renewed. Usually the books ordered are large and high-priced dictionaries or expensive sets of volumes, and the name of G. L. Shearer, one of the secretaries of the society, has been affixed with an initial. The society will be grateful for any information that will lead to the arrest and conviction of this fraud, and warns the trade not to fill orders unless they are duly authenticated.

CHRISTMAS LITERATURE.—Book Publisher—My dear, you must come down to the office and see the stacks of holiday book covers we have been getting out. Such magnificent works of art—they'd make your head swim. We've had the finest artists and

best workmen in the country employed on them for months." Wife—But what is to go inside the covers? Publisher—Well, I—I don't know yet.

J. H. Hamby, late of Belleville, has opened a store in Campbellford, and met with success in the book and stationery business. He also keeps in stock a good line of fancy goods, novelties, wall paper, etc. Picture

**BUSINESS CHANCES.**

*Under the headings "Books Wanted," "Books for Sale," "Business Chances," "Situations Vacant," "Situations Wanted," one cent a word is charged for each insertion. Initials and figures are each counted as one word. If it is not desirable to give the advertiser's address, replies may be sent to Box 7, care of Books and Notions.*

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