

NEW PUBLICATIONS.

A Golden Pilgrimage, by Louisa, no ticed in the last issue of BOOKS AND NOTIONS, is published by Laird & Lee, Chicago.

"Her Second Love," a capital story of fashionable English life, has just been published in Peterson's New Twenty-five Cent Series. The heroine is a sweet but peculiar girl, who gives her lover her whole heart long before he asks for it, and will make any sacrifice for his sake.

The Rector's Secret, by J. R. Abrahams, is a love story of somewhat thrilling interest. The story opens with the old story of shame ended in the cold river waters of New York, but a young babe is left to grow up to a young man of nobility and fortune about whose life there is a mystery. The ending is more pleasant than the beginning. J. S. Ogilvie, New York.

The Hand of Destiny, by Ossip Schubin, translated by Mary A. Robinson. A really captivating novel, light and deftly in touch, told with the same quaint humor, tenderness and skill that has made her "Ashlen" and other stories so universally popular. It is a keen and truthful analysis of modern Roman society, and abounds in brilliant scenes in which breath and vigor of treatment are harmoniously blended with exquisite delicacy of detail. Worthington & Co., New York.

The Free Trade Struggle in England, by General M. M. Lamball, second edition, revised and enlarged. This book gives the whole record of the condition of England from 1838 to 1846. It describes for the benefit of Americans the great free trade struggle in England, and Canadians desirous of informing themselves carefully on this question of tariff would do well to read this little book. The Open Court Publishing Co., Chicago. Cloth, 75 cents; paper, 25 cents.

Castorologia, a work on the beaver, its habits, etc., now in the hands of those well-known publishers, Desbarats & Co., of Montreal, will be ready about October. This book, the work of Mr. Horace T. Martin, Fellow of the Zoological Society of London, Eng., will be one of the most interesting works ever published on this interesting theme. It will be well illustrated with numerous photographic engravings. Mr. H. T. Martin is a member of the well-known firm of John Martin & Co., fur merchants, of Montreal.

The Helress, by Henry Greville; translated by Emma C. Hewitt and Julien Colmar, illustrated with photographs. Unquestionably one of the best of recent French novels, from the pen of Henry Greville, one of the foremost writers of the century. The book possesses the remarkable qualities of purity, originality, imagination and knowledge of mankind, and while it is a delightful bit of fiction, it charms also by its style, for it is written with that surprising facility and freshness of expression which has made Greville's name a household word among cultivated readers. The character of the heroine, Marceline Lematroy, the daughter of a naval officer, is particularly attractive. No. 28, Worthington's International Library.

The Outline of Psychology, Logic and the History of Education, by J. H. Hall, of Truro, N.S., is a book which every teacher should read. It is generally conceded," says the author, "that

psychology is the basis of sound pedagogical practice. At the present time the most advanced educational systems are governed by its principles in every thing that pertains to school work." The book contains 200 pages, and is divided into three chapters. One gives the leading ideas of psychology, another in a little over 20 pages gives the leading principles of logic, and the third and longest chapter is entitled Pedagogy, and is a history of education in all countries, ancient and modern. This is the interesting chapter for the teacher and is very instructive. The author has produced a book worthy of recognition. D. H. Smith & Co., Truro, N.S., and Wm. Briggs, Toronto. Cloth, 200 pp.

Kate Kennedy. The novels written by Mrs. C. J. Newby form a most admirable series of popular fiction, and are marked by the dramatic interest of their plots, their purity of sentiment and their high moral tone. One of the best and most successful of them is "Kate Kennedy," which is a charming word picture of English rural life and London society, sufficiently interesting to excite the attention of the most jaded of novel readers. This admirable story is the latest addition to "Peterson's New Twenty-five Cent Series."

Sarchedon, by G. J. Whyte-Melville, is published in the Rialto Series by Rand, McNally & Co., Chicago and New York. The book leads the reader back to the times of Mesopotamia's greatness, when fair and haughty Babylon was ruled over by Sardanapalus, the great Queen, the diamond of the East. She it was who inspired much of Babylon's splendor, with its brick or wooden lodges, its huge rampart walls, its lofty towers and its gates of brass. The author tells us of the bold Assyrian warriors, and of the priests and their astrology of Ashtaroth (Venus), the Queen of the Heaven, of the Seven Stars which were believed to time the inevitable march of the universe to their seven tones of mysterious music. It is really an entrancing book. Paper, 50 cents, half morocco, \$1.50.

A Story Without a Moral, by Hector Malot, is translated by Max Maury. It contains no moral, and exhibits little morality, unless, it may be said, it is conspicuous by its absence. It is decidedly French, and portrays that kind of life which people in Canada are happily free from. Mrs. Humphrey Ward is putting the matter in too strong terms when she says of France that every young man has his mistress, and every married woman her lover. Still as she explains her latest book, French life is different from the English life, in the looser relation of the sexes and the greater marriage liberty. M. Malot describes life in Normandy as he finds it, and passionate French love as it exists. Hortense is a French orphan, with a dead mother and a nameless father, living in a convent, and afterwards marrying a passionless notary, anxious to start in life with her immense dowry. Hortense wears of a married life without love, and bestows what her husband does not claim on his head clerk. Claustrophobic meetings follow and poison follows these, and the first husband succumbs. The second marriage is consummated, but after the first impulse of passion has died away the participants in crime begin to reap the harvest of mutual contempt. A third lover appears for Hortense, and by a strange fate, after suspicion has been aroused regarding the poisoning and the resultant trial, she escapes to live with him

while her husband languishes in prison. The scientific part of the story reveals a great deal of knowledge concerning arsenical poisoning, but the burden of the story is the evil consequences of unbridled passion and the fact that love and crime cannot abide in the same habitation. Laird & Lee, Chicago. No. 51, Library of Choice Fiction.

WIDE-AWAKE ADVERTISING.

In a certain town in Western Ontario there was to be a huge union Sunday-school picnic on a certain day, and no person surely would connect this with advertising or business. But one level-headed dealer did connect this picnic with his business. Everybody going to the picnic—that is, every mother of a family and a few others—were going to take something to eat. They were going to take a basketful to augment the general supply, and a great many of them another small basket, with just a trifle or two stored away; something nice for Jimmy and Mary. If they got hungry between times, or on the train going home. Now this wide-awake dealer got up a nice advertisement. It wasn't a huge display advertisement, with type two inches square and a huge saucy heading and some slang phrases. Oh, no! He was writing that advertisement for quiet, tasty mothers, and he had it set up in a quiet, tasty manner. He always has nice advertisements and he keeps the same space, and people look for his advertisement, just as they look for the place where the editor puts the marriage notices. And like these, too, he changes it once a week—that is, once every issue. You never saw a marriage notice in two consecutive issues of a paper, did you? Well, then, why should an advertisement appear twice? Seeing that people knew his space and looked for it, he put a quiet heading, simply the word "Picnic." That was enough. Everybody was interested because they were intending to go, and wondering what the weather would be like, etc. Then he told them a thing or two about that picnic in a nice brisk, crisp style, and said a few things about his baskets, the kinds suitable for a big lunch and the kind suitable for a small lunch. He didn't say they were the cheapest and best on earth; he simply told them he had some nice baskets, and he knew that they were suitable for picnicking, and that the prices were right. The advertisement was set up in plain type, enclosed in one or two places with a line or a word in larger or more striking type.

Awake, thou advertiser that sleep'st! The wide-awake merchant is always looking for the thoughts of the people that he is writing to, and like a personal letter, he avoids saying the same thing twice. He tries to tell his customers something interesting. He watches events and fits his business to them whenever possible. He learns, if he can, something stirring about the manufacture of a line of goods he is selling, and imparts to his customers this little piece of information, not in a lordly way, but in a friendly, conversational manner. Freshness marks the production of the wide-awake merchant's brain and pen. Suitableness is another great feature of them; he doesn't advertise furs in August, or pocket diaries in July. Moreover, he doesn't shock people with a slangy, wordy advertisement, but, as has been pointed out, it is fresh, crisp, and suitable.