

undersold," then, "Goods ridiculously low," followed at another shop by "Goods almost given away."

Our Old Country men are also among the sufferers as appears from the placard—"We have received a heavy consignment from England, with instructions to sell for what it will bring."—Still jogging along, we are introduced to "Great failure! For the next two weeks our friends will receive the benefit of a grand slaughter of these first-class goods." Then to shew "that all is genuine," a man close by announces, "Retiring from business, stock and fixtures to be sold, a bargain, must be cleared by the first of next month."

We are getting tired of extraordinarily cheap goods, so just cast a glance across the way and observe, "No humbug," "A genuine sale," "Closing up here and removing to, &c.—" I did not note the name. Now, my friend, Malvern, was I not right in saying that not an article could be bought at a fair price? Every tradesman seems bent on trying to make folks believe in his generosity by assertions the most unscrupulous, assertions which should disgust every honest mind, and which should leave each of these hot-bed pufferies without a customer.

I have a note or two about interior arrangements but have not time to talk about them now.

MALVERN.

NEW COMPANIES.

We have received a circular announcing the formation of the Mutual News Company (limited). The executive officers consist of G. F. Williams, president, Gardiner G. Howland, treasurer, and John F. Cowan, secretary; and the board of directors includes John W. Mackey, James Gordon Bennett, George Jones, George F. Williams, Gilbert E. Jones, Isaac Bell jr., Gardiner G. Howland, and John Townshend. The company, which claims to have \$500,000 capital, has been incorporated under the laws of the State of New York, for the purpose of dealing in daily and weekly newspapers, monthly and semi-monthly magazines, and other publications, also books, stationery, and specialties of all kinds. Its principal office is at 54 Beekman Street, New York. Branch offices are to be established in all leading cities of the United States, Canada, and Mexico.

Application is being made for letters' patent to incorporate a company to carry on "the business of printing and publishing at the City of Toronto, by the Revds. Wm. D. Armstrong, John Jardine, Donald Ross, Robert J. Laidlaw, Patrick McFarlane McLeod, John M. Cameron, J. Allister Murray, George Bruce, James Robertson; Messrs. Mortimer Clark, Wm. Barclay McMurrich, Hamilton Cassels, Barristers at Law; J. M. Gibson, M.P.P., and others, with a capital of \$50,000 in \$10 shares.

Application for a charter of incorporation is being made for the "Thunder Bay Sentinel Printing Co.," to carry on a general printing and publishing business in the town of Port Arthur, with a capital of \$10,000 in \$25 shares. Applicants are, G. T. Marks, T. S. T. Smellie, J. McDonald, S. W. Ray, J. T. Mackay, J. Sinclair, W. F. Davidson, J. C. Haskings, G. H. Kennedy, A. L. Russell, A. Squier, W. F. Davidson, and A. Keefer.

Notice has been given that an application will be made to incorporate "The Pembroke Printing & Publishing Company," by Walter Beatty, contractor, Messrs. James Henry Burritt, and Thomas Deacon, barristers, Messrs. Robert Delahay, James Baker Dickson, Arunah Dunlop, Michael Howe, and James White, merchants, and William J. Douglas, watchmaker; for the purpose of printing and publishing a newspaper, binding and publication of books, pamphlets and periodicals, and carry on all business usually carried on in a general printing and publishing office.

Book Notices.

THE CENTURY, Vol. 29, No. 1. The Century Co., New York.

THE BOYS' OWN PAPER (Canadian Edition), Vol. 7, No. 1. W. Warwick & Son, Toronto.

THE GIRLS' OWN PAPER (Canadian Edition), Vol. 6, No. 1. W. Warwick & Son, Toronto.

With the November numbers for some time in the Newsdealers' hands, commences the volume of these three, perhaps with the exception of the *Young Ladies' Journal* and *Family Herald*, the most important Magazines to the trade in Canada.

Each in its way is first class, and such as can be cordially recommended by every dealer.

A second edition of *The Century* over the 140,000 first printed has been required, and it is no wonder. Although some former numbers, perhaps, have been more taking to the eye, this last one is so replete with items of public interest, so catholic in spirit, giving for instance a very interesting paper from Gen. Beauregard, the Confederate Commander at Bull Run, that it may be fairly said to excel the excellence of other months. The papers on the North West promise to be interesting to us Canadians, particularly when one of the contributors is among the foremost of our writers, and the one who, above all others, is calculated to win a following by his manly utterances, and public spirited actions, Principal Grant, of Queen's.

The Boys' Own Paper. (The English edition having been established to counteract the sensational reading for boys), has been quite successful in its Canadian edition. It is to be noted that it is through the influence of this Magazine that Bicycling has attained its present popularity in Canada, particularly in Toronto. It is an advocate and director in all manly sport.

The Girls' Own Paper begun a year after *The Boys' Own*, presents with its opening number a coloured plate, by M. Ellen Edwards, Meditation. This artist whose work is to be found in almost every number, is particularly noted for her life-like (if we may use the word in this connection) style of the drapery depicted in graceful curves. The high moral tone and educational power of *The Girls' Own* cannot help having a beneficial effect.

These two last named Magazines, by their names, do not, to a Canadian public, give a correct idea of their contents. In the Old Country boys and girls are boys and girls till they are grown, and the Magazine gives good mental food to the young men and young women of our progressive Western hemisphere.