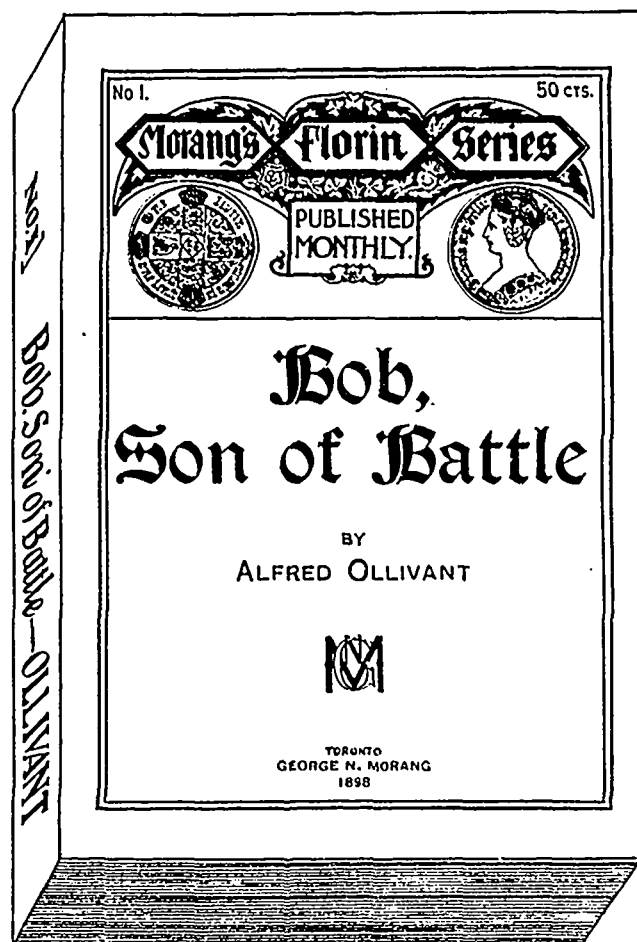


Morang's New "Florin Series."

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George N. Morang begs to announce to the Trade, that, on or about Nov. 10th, he will publish No. 1 of his New "FLORIN SERIES" of fifty-cent Paper Novels. It is intended to make this Series a monthly feature of great interest and excellence. The books will be finely printed on good paper and will have a red cover, the material of which is specially made, and is selected with a view to its attractiveness in the bookstore window or on the bookstall, and also with due consideration of its wearing qualities. We have made arrangements to secure the works of such authors as will make any book of this series an article of current demand, having long recognised that there is a constant and steady demand for fifty-cent novels that are not trash. We feel sure that booksellers will bear us out in the statement that a series of this kind, duly meeting the popular taste, and supplying works by authors of undoubted ability, cannot fail to meet with a most gratifying response. For the initial number of this enterprise, we have selected "BOB, SON OF BATTLE," by ALFRED OLLIVANT, a story that is exciting the greatest interest both in England and the United States. Competent judges, who have read this powerful story, full of Celtic fire, dash and the best sort of realism, unite in their verdict that its author is "a coming man." It is a book that any bookseller may with confidence recommend to his customers, and it is bound to have an extensive sale.



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