

## PROGRESSION VS. DEPRESSION

Suggestive Suggestions of Profitable Business Bringing.

## HOW, WHEN AND WHERE TO ADVERTISE

Disposition and Indisposition to Use Printer's Ink—A Cure for Hard Times—The Scientific Character of the Business.

Written for the Times by Nathl C. Fowler, Jr., Doctor of Publicity.

In presenting this, the first of the series of articles on general publicity and business development, it is best for me to formally state that I have no interest in paper or in any other paper, and that I am neither directly or indirectly connected with any medium of advertising space. I am simply attempting to tell you the truth as I know it is seen by the best business men of the country.

Five parts of alleged know so, four parts of guess so, one part of something, and you have the composition of business depression.

There is reason for everything, but nearly little of anything is founded on reason.

Half the people are sheep, and half the rest are lambs.

Ten per cent. of the folks in every community do the thinking for ninety per cent.

The reason in most people is what they think is reason, without thinking much about it, anyway.

He who is sick would not be half so sick if he didn't think he is twice as sick as he is.

Confidence is success.

Lack of confidence is failure.

Faith in business is business.

What you think is so is practically nearer so than that which is really so.

He who thinks he is successful generally is successful.

In every ailment, physical, mental or of business depression, something is generally the matter, but imagination magnifies that matter to hundreds of diameters.

When there is slight excuse for business depression, and money becomes tight, because each individual makes it tight by locking up everything he has, demanding payment from debtors and refusing to pay creditors, there is reason for depression, but there is no reason for this reason.

In nine cases out of ten business owes its depression to the depressed thoughts of depressed men, who imagine they are depressed because they think they are depressed.

How long would a steamboat captain hold his job who banked his fires and slowed down during a storm? The successful navigator crowds on steam, not an unsafe amount, but enough to keep his vessel moving as rapidly in storm as in calm, and sometimes more rapidly.

There is equilibrium in motion.

Equilibrium is safety.

Most business men, as soon as they find business dull, refuse to look at cause, and simply work themselves up into a frenzy of depression, cut expenses in every way, talk hard times, show hard times in their faces, give a hard-time appearance to the store, and get exactly what they expect—no trade.

The progressive merchant arranges his counters more attractively, piles his goods higher than usual, decorates his windows, burns more gas, brushes up everything, puts a new coat of paint on the outside, looks animated, diffuses enthusiasm into every clerk, advertises more extensively and gets the bulk of the business.

There are selling seasons, and there always will be, but people who cut clothes and shoes as much in dull times as in flush, and the dull-time stomach will have its accustomed food anyway.

There are few men who punish their stomachs for the sins of their business. People eat about the same, and all the time. There may be a light economy in their eating, but still they eat.

Men may not buy as much furniture in dull times, nor a good many other things which they expect to buy when they buy necessities, and perishable luxuries, for their stomachs must be filled and their bodies clothed.

The majority of men in dull times feel the want of those new coats, which they think they cannot have, more keenly than during the season when they can afford to have what they want; therefore they see a great many things they think they want because they think they can't have them.

In hard times they select many new articles, to be purchased when times change, and the progressive man, who presents his goods prominently before the public when they think they can't afford to have them, is the man who will sell the bulk of these things when the times become better; and times always do become better.

The leading magazines are filled with advertisements which differ from the times be flush or bad.

The local dailies, and the local weeklies, contain almost as much advertising in dull times as in flush, because the old fogies pull out and the progressive men increase their space.

The statement I make, that dull times afford an unusually good opportunity for general local trade-pushing and advertising I back with the experience of many years, and the positive knowledge of hundreds, if not thousands, of advertisers who never think of cutting publicity expenses during dull times, and who advertise first, because they pay to advertise; second, because they pull trade away from the droners who are afraid to advertise, and thereby build up trade for themselves; third, because people make up their minds to buy when good times come, and will buy of the man who makes the best hard-time announcements.

The following sample advertisements indicate original, yet effective styles of dull time advertising. The advertisements are not complete, because space will not allow it. They give a general form, which the advertiser can easily fill out.

Goods should never be advertised for less than cost, unless some reason is given for so doing. Therefore I have avoided unreasonable exaggeration. In these days of misrepresentation, modest reaching ones are far stronger than over-reachings ones. I have dwelt particularly on low prices, because low prices are objects of interest when times are supposed to be dull. There is no objection to advertising the hard times, providing you make the advertisement so bright that people will believe that the

times are hard everywhere except at your store.

## We Trust

All good Victorians.

These are times when folk don't have much money—We've plenty of stock—credit enough to buy more—We give credit to respectable everybody—hard pan prices just the same.

The above is an introduction, to be followed by a description of goods, not more than two or three articles at a time. The advertisement can occupy any space, the larger the better. It would look well in double column.

## BUY NOW

A word with you—If you've money or credit, use it to buy everything you need or may need during the next year—You save from 15 to 30 per cent. Money's scarce—we make big sacrifices because we want money. We'll give you the best word like you is sufficient.

The above advertisement is of general form, to be followed by brief descriptive matter.

"If Smith sells it, it's good."

## Hard Time Honesty.

Let's talk together. Have you any cash? Let us have it. We'll pay you for it by selling you anything for one-half our usual price. We're hard up—not going to fail—simply can't get money. Take advantage of us, if you have money. We'll give you the biggest interest on it.

The above advertisement is a genuine, honest, hard-time advertisement, which will be appreciated by everybody. Descriptive matter should follow it.

## You need a A decent HAT

You need it now. Don't spoil your credit by a seedy top piece—look like a prosperous fellow if you would have folk think you are prosperous. We have a straw hat for \$1.50—sold it at \$1.65—a handsome hat—price, we're hard up—not going to fail—simply can't get money. Take advantage of us, if you have money. We'll give you the biggest interest on it.

The above advertisement can apply to almost any article, substituting that article for the hat, and slightly changing the reading matter to meet it.

## TRAGEDY AT ANGELES.

Dr. I. R. Herrick Shot by Judge Samuel P. Carusi.

Port Angeles, Sept. 5.—Dr. I. R. Herrick was shot and probably fatally injured at 2 o'clock this afternoon by Judge Samuel P. Carusi. Judge Carusi is police justice and Dr. Herrick ex-city physician and health officer. Until quite recently the two have been inseparable friends, but recently there has been an estrangement, which led up to today's shooting.

It appears that some time ago a woman of the town appropriated some funds not her own, and taking the same to Dr. Herrick, desired to deposit them or loan them to him. Not knowing where the money came from, the doctor accepted the trust. Soon the theft of the woman was discovered, and she was about to be arrested for the misappropriation or theft, and not having the money stated that it was in the hands of Dr. Herrick. He was called upon for the money, which he had in the hands of Dr. Herrick. He was threatened with arrest. At this time the doctor was engaged to marry a most excellent lady, Mrs. Blackwood, who, hearing of his misfortune and believing him to be the innocent victim of unfortunate circumstances, took her diamond ring to his mutual friend Judge Carusi and requested that he procure a loan sufficient to aid the doctor in his trouble.

This Judge did, borrowing the money of C. P. Brown, concealing the name of the owner of the ring from Mr. Brown when the loan was made, and the source of the money from the doctor. When it was delivered to him the doctor was given for so doing, therefore I have avoided unreasonable exaggeration. In these days of misrepresentation, modest reaching ones are far stronger than over-reachings ones. I have dwelt particularly on low prices, because low prices are objects of interest when times are supposed to be dull. There is no objection to advertising the hard times, providing you make the advertisement so bright that people will believe that the

Yesterdays Mrs. Judge Carusi started to call upon Mrs. Judge McClink. Mrs. Herrick was already there making a call,

and as Mrs. Carusi neared the home Mrs. Herrick left, refusing to meet Mrs. Carusi. This offended the lady, and after she returned home she sent Mrs. Dr. Herrick the following note: "Mrs. Carusi regrets that circumstances have arisen which render it imperative to return all existing evidences of former friendship between Mrs. I. R. Herrick and herself."

"Monday, Sept. 4, 1903."

Accompanying this note were a few small presents which had been given Mrs. Carusi by Mrs. Herrick, formerly Mrs. Blackwood. This note seemed to worry the doctor very much. Today he talked excitedly to one or two of his friends about it, and at last saw Judge Carusi on the streets. The judge said he had no anticipation of any trouble until he came face to face with the doctor, fired at once, with an oath and an epithet, saying, "You—"

"I am going to kill you," struck the judge on the forehead a little inward from the left eye with a wrench, cutting a gash about three inches long. This was followed by another blow in the same place, penetrating to the skull. Although the judge is a powerful man, weighing 280 pounds, he asserted that the blows struck him, and that he believed his life to be in danger, but, remembering that he had a revolver, drew it and fired. It appears, however, that just before the firing that S. D. Maxwell grabbed the doctor about the arms and the shot, fired over his shoulder, as he was between the two. Judge Carusi says he has no remembrance of Maxwell being present. The ball entered the doctor's right breast and ranged downward to the left.

How long the doctor lived under the effects, but was helped away. Judge Carusi was staggering as he was grabbed by bystanders.

At this writing Dr. Herrick is in the private office of Dr. A. B. Lull, Lewis, Fritzsche and Wilson, who are in charge. Dr. Herrick is prostrated at his residence under the care of Dr. Strober. He is badly wounded, and it will be many days before he will be able to get up. It is conjectured by the physicians in charge that Dr. Herrick will not recover, and his life is of but a few hours, as internal hemorrhage has set in. A reporter was immediately upon the ground, and as soon as the doctor was carried in to Dr. Lull's office he begged his brother physicians to save his life so he could kill the judge, but at this writing though conscious he realizes he cannot recover and beseeches his attendants to give him nothing that he may die easily.

Mrs. Herrick, the bride of ten days, is prostrated with grief, as is Mrs. Carusi. The unfortunate affair is much deplored by all citizens, although but few condemn Carusi for the act, which is regarded as that of self-defense. Dr. Herrick has made an ante-mortem statement, but it contains no further facts than that Judge Carusi fired the fatal shot. His physicians refuse to permit him to be interviewed. His friends claim that Carusi sought to humiliate and disgrace him until he was driven to this act of desperation.

WET-WEATHER TALK.

(James Whitcomb Riley.)

It ain't no use to grumble and complain; It's just as cheap and easy to rejoice; When God sorts out the weather and sends rain, Why, rain's my choice.

Men generally, to all intents and purposes, they're just grumbling some. Puts most of 'em in Providence, And takes things as they come— That's the community.

Of men that's lived as long as me Has watched the world enough to learn They're not the boss of this concern.

With some, of course, it's different— I've saw young men that knowed it all, And did like the old folks, rain, some way, Rained just as hard on plenty day; Er, when they really wanted it, It may be wouldn't rain a bit.

In this existence, dry an wet Will overtake the best of men— Some little shift o' clouds'll set 'em, And maybe, while you're wunden down, You'll find you're not the boss of this concern.

You've fool-like lent your umbrella! And want it, out'll pop the sun, And you'll be glad you hadn't got none.

It aggravates the farmers, too— They're too much for the much sun, Er, work, or waiting round to see, Best to do the work when it rains, And maybe, like as not the wheat, Just as it's lookin' hard to beat, Will rot, and you'll be glad you hadn't got none.

These here c-y-clopes a-foolin' round— And back and crope—and wind and rain!— And yet the corn stalks, walled down, May blow up again!

They ain't no sense, as I can see, For most, such as us, is best to let Nature's will be done, And lockin' horns with Providence.

It ain't no use to grumble and complain; It's just as cheap and easy to rejoice; When God sorts out the weather and sends rain, Why, rain's my choice.

The Lady From Malta.

A late London dispatch says: Now that the government has considered it advisable to issue an official contradiction of the persistent reports, according to which the Duke of York had contracted a secret marriage some three years ago with the daughter of a distinguished naval officer, it may be just as well to mention the name of the latter, which has been on every tongue for two or three months. It is that of Sir Michael Culme Seymour (at one time in charge of the North Pacific station), who has just been appointed to succeed the ill-fated Sir George Tryon as commander-in-chief of the British naval forces in the Mediterranean. The lady referred to is his eldest daughter, Mary, now 22 years of age, and according to the current gossip in Mayfair and Pall Mall a sum of \$300,000 has been settled upon her by the Queen. Her father's somewhat unexpected promotion to the Mediterranean command, and the knighted conferred upon George Lewis, who is reported to have been the lawyer entrusted with the negotiations in the case, are asserted to have a bearing in the matter. The only thing that is not understood is that the government should have deemed it necessary to issue an official denial of the report that connects the name of Prince George with that of Miss Mary Seymour, and there are people who matured enough to draw attention to the fact that the last occasion on which an official denial of this kind was made was during the reign of King George III, when it was held advisable to put a stop to the story that the Prince Regent, afterward King George IV, had contracted a secret marriage with the beautiful Mrs. Fitzherbert. Now it has been moved over and over again by means of documentary evidence and other incontrovertible testimony that a marriage did take place between Mrs. Fitzherbert and the Prince Regent, and hence the parallel drawn between the two cases is rather to the disadvantage of the present denial.

## DRAINAGE MUDDLE ENDED

Spring Ridge Contract Finally Awarded to Coughlan &amp; Mayo.

## THE RIGHT TO SO ACT QUESTIONED

Victoria &amp; Sidney Railway Company Ask for Arbitration on the Right of Way Across the City's Land at Elk Lake.

The resolution of Ald. McKilloan rescinding the action of the council in awarding the Spring Ridge contract to H. H. McDonald & Co. and awarding it to Coughlan & Mayo was taken up and passed at the meeting of the council last evening. Besides that a considerable amount of business was transacted. The mayor and Ald. Belyea, McKilloan, Styles, Bragg, Henderson, Munn and Robertson were present.

Alderman W. A. Robertson opened the meeting by rising to a question of privilege. He said he had received a notice upon which nothing was said as to what the meeting was for. The word "special" might as well have been crossed out. He regarded it as an insult to the aldermen, saying that they had a right to know what the meeting was for. The practice of so acting upon the part of the mayor was irregular.

Mayor Beaven replied that it was not a special meeting, but a meeting called by him under the statute. It was perfectly regular.

The finance committee presented a report recommending the payment of \$282 out of the surface drainage fund. It took the usual course. The same committee presented a report favoring the appropriation of \$643 out of the general revenue. Of that amount \$600 was for the balance due the provincial government for teachers' salaries up to June 30. It was favorably acted upon.

The certificate from the supreme court to the effect that Anton Henderson had been sworn in as alderman was received, read and ordered filed. Ald. Henderson then resumed his seat. His re-election took only a few moments to be recorded.

The appended letter from the Victoria & Sidney Railway Co., with notices of their intention to expropriate the land under the railway act, was read:

Victoria, Sept. 6, 1893.

To the Corporation of the City of Victoria, with reference to the enclosed notice and accompanying plan, the Victoria & Sidney Railway Company respectfully asks that the necessary steps be taken to permit the company to enter upon the lands in question for construction purposes. It is the aim of the company to have the line completed and in operation before winter sets in, and they earnestly hope the corporation will interpose no obstacle in the way of this being accomplished.

Yours respectfully,  
ROBERT LIVING.  
Secretary.

The company made an offer of \$50 per acre for the land.

Mayor Beaven said he had a doubt as to the city's right to convey the land even after arbitration.

Ald. Belyea said it would be cheaper to arbitrate, and as to the right to convey the land he believed the arbitration act covered that.

Ald. Munn moved, seconded by Ald. Belyea, that the letter be received and acknowledged and the company informed that the city will name an arbitrator. The question of allowing the company to enter the land pending arbitration was not taken.

D. Morrison wrote asking on behalf of the pilots for permission to put in a floating landing at Dallas road and Erie streets. It was stated that the public would be permitted to use the docks and the pilots bind themselves to remove it when requested to do so. The permit was granted on the condition named after some little talk.

Chief Deasy presented his report for August and asked for leave of absence to attend the convention of fire chiefs in San Francisco on September 18, 20 and 21. The report was received and the request contained therein granted.

City Treasurer Kent wrote informing the council that old cases against J. P. Walsh, the North Pacific station, who has just been appointed to succeed the ill-fated Sir George Tryon as commander-in-chief of the British naval forces in the Mediterranean. The lady referred to is his eldest daughter, Mary, now 22 years of age, and according to the current gossip in Mayfair and Pall Mall a sum of \$300,000 has been settled upon her by the Queen. Her father's somewhat unexpected promotion to the Mediterranean command, and the knighted conferred upon George Lewis, who is reported to have been the lawyer entrusted with the negotiations in the case, are asserted to have a bearing in the matter. The only thing that is not understood is that the government should have deemed it necessary to issue an official denial of the report that connects the name of Prince George with that of Miss Mary Seymour, and there are people who matured enough to draw attention to the fact that the last occasion on which an official denial of this kind was made was during the reign of King George III, when it was held advisable to put a stop to the story that the Prince Regent, afterward King George IV, had contracted a secret marriage with the beautiful Mrs. Fitzherbert. Now it has been moved over and over again by means of documentary evidence and other incontrovertible testimony that a marriage did take place between Mrs. Fitzherbert and the Prince Regent, and hence the parallel drawn between the two cases is rather to the disadvantage of the present denial.

Ald. Robertson wanted to know why there was no sanitary officer. Former councils had them. He said that the mayor said that there was a board of health, of which he was a member.

Ald. Belyea characterized the condition of Government street as simply abominable. It was worse than any stable in the city. The hacks upon it should be removed and the street cleaned up. The people had stood it long enough, and there was a demand for some action.

The report was received and adopted. Market Superintendent Johnson reported the August fees to have reached \$74.10. Received and filed.

Caretaker Sutherland of the Old Folk's Home reported 19 inmates in the home, and stated that nine of them were doing work improving the place. Received and filed.

The Midwinter Fair people were seeking for co-operation and support. It was given. The report was received and filed, and will be acknowledged.

Thomas Speed wrote asking for the draining off of some water on Speed ave. It will be investigated.

A petition was received from residents of Beacon, Clover, Garden and St. Andrew's streets, asking city to take steps to have the streets mentioned cleaned.

Killed by Gas.

Winghamton, N. Y., Sept. 6.—This morning while A. L. Lewis was digging a well he struck a vein of gas. He at once became insensible. Another young man named Marshall descended to his assistance, but he too was overcome by the gas. After considerable delay both bodies were brought to the surface as dead, but Lewis was reanimated.

The St. George.

London, Sept. 6.—The race for the St. George at the Doncaster today was won by Kingfisher, which won the Derby; Ravensbury second, Litcham third.

to the city by D. B. Harris, the original owner of that sub-division and the man who platted it.

Ald. Belyea said the people there could never be deprived of the use of the street, but the objection was that the city would be improving property which it did not own. There were miles of streets in the same way, and he believed the only remedy was to refuse to improve any street in that condition.

Mayor Beaven affirmed the truth of the latter statement of Ald. Belyea, saying it was true of Douglas street, and that many streets were owned by the Hudson's Bay Co.

Ald. Munn said he understood that Mr. Harris had no objection to conveying the property, and the matter went to the city engineer to attend to.

It was decided to elect by ballot an inspector of the surface drains. Applications were received from Frank Haines, W. B. Winsbey, William Stark, Arthur Pike, John Ellis, F. G. Jordan, Albert Wills, Wm. Humphrey and J. E. Thomas.

Two ballots failed to elect any one, no man getting over two votes, and Ald. Belyea, seconded by Ald. McKilloan, moved to leave the question in the hands of the city engineer. On the vote they were alone in the affirmative, and another ballot was taken. That did not give a result. The fourth ballot was also fruitless.

Then Ald. Belyea, seconded by Ald. McKilloan, moved the next order of business.

Ald. Munn wanted to know what that was. The motion was lost.

Ald. Munn moved to drop all who had less than one vote, and before Ald. Belyea thought of it he was objecting. There was a general laugh. The fifth ballot brought no result. Neither did the sixth, seventh or eighth, and the matter was dropped.

Ald. McKilloan's motion tabled at the last meeting was called up, and Ald. Munn was of the opinion that it should be left where it was.

Ald. Belyea said after looking into the question that it was not the intention of the court in its order to restrain the council from disposing of the question, as it saw fit, aside from the one way in which it had been restrained. The session was getting late, and he believed the work should be let to some one.

Ald. Bragg said that he agreed with Ald. Belyea in the question of haste, but that he had no objection to the work by the day system. He believed the city could do it for less than the amount estimated by the engineer.

The order of the court was read again, and Ald. Munn said he questioned the right of the council to do anything in the matter.

Ald. Belyea repeated that the order referred simply to the H. H. McDonald & Co. contract. The vote had been declared illegal and therefore void, and he believed the council could not legally award the contract even to H. H. McDonald & Co.

Ald. Styles said he would oppose Ald. Bragg's amendment. He too favored the day labor system, but here they had gone too far to retract their step. The Ald. Robertson spoke in favor of Ald. Bragg's amendment, being the seconder of it.

Ald. Belyea said he was not present when the original vote was taken. However, he had no hesitation in saying that had he been here he would not have voted to give it to H. H. McDonald & Co. He was going to vote to award the contract to Coughlan & Mayo. He believed they were able to carry the work out satisfactorily, and then they were the lowest tenderers. As to the two tenders, he had examined them, and he was of the opinion that both were slightly irregular. By the day system he believed that it would cost more than by contract. The city would have to hire a man to look after its interests anyway. The city would also have to pay higher wages to the men, and he did not believe that would go down with the hard-headed citizens of the city. He saw no difficulty in the head of the council. Its duty was plain.

Ald. Munn said the council seemed disposed to proceed in the face of an explicit order of the court. He hoped they were not going into another tangle. He would let it very easy for Ald. Belyea to look down upon the situation now and give his opinion. He said it was a mistake into which the majority had been led. The tender was hard to understand. He did not agree with Ald. Baker in the statement that the taxpayer wanted the cheapest labor. That would mean Chinese labor. He hoped that residents of the city would always be given precedence in securing work on the city contracts.

Ald. Bragg's amendment was lost, the ayes being Ald. Bragg, Henderson and Robertson, and the noes Ald. Belyea, McKilloan, Styles and Munn.

The original motion carried, Ald. McKilloan, Munn, Belyea, Henderson and Styles voting aye and Ald. Robertson and Bragg no.

The mayor brought up the vacancy in the North ward caused by the resignation of James Baker. The nomination would be for Monday, September 11 and the polling day Thursday, September 14.

Ald. Bragg was granted leave to introduce his redistribution by-law.

Geo. Schantz, proprietor of the Steitz restaurant, wrote complaining that the Yates street meeting of the Salvation Army blocked the street and sidewalk in front of his place and interfered with his business. Referred to the police commission.

What Do You Take Medicine For?

Because you are sick, and want to get well, of course.

Then remember, that Hood's Sarsaparilla Cures.

All we ask is, that in taking Hood's Sarsaparilla you will use perseverance and equaling or approaching the tenacity with which your complaint has clung to you. It takes time to cure to eradicate old and deep-seated maladies, particularly when they have been so long becoming chronic. Remember that all permanent and positive cures are brought about with reasonable disease vigorously and never leaves the field until it has conquered.

We make this liberal offer, whereby some of the most valuable of the English language may be secured by our readers for the mere trifling of expense. In order to increase our circulation, our Present Readers will greatly Oblige us by Calling the attention of their friends to our fact sheet by buying The Times they can secure the advantages of our Great Book Offer. Address—

(N.B.—Of the stock of books first received, several of the numbers in the above list are exhausted, but another supply will be received in two weeks' time. All orders which include any of the missing novels will be filled pending arrival of new supply. This explanation will account for any delay that may occur in receiving books.)

THE TIMES, Victoria, B. C.

## A Novel FOR 3 1/3 cts.

CHOICE BOOKS almost Given Away to Readers of the

## VICTORIA TIMES

The BEST BOOKS by the Best Authors at One-Third of their Value.



## The Times' Book Offer

To any Times subscriber who will send us Four of the following Coupons (which may be cut from four issues of the same date, or from four issues of different dates), accompanied by Ten Cents in postage stamps, we will send post-paid by mail Any Three Books to be selected by yourself from the list printed below:—

Your Name .....  
 Your Address, No. ....  
 Street .....  
 Town or City .....

Number of the 3 Books Wanted .....  
 The Victoria Times Coupon.

Out out and send to this office Four of the above Coupons, together with Ten Cents, and we will send you post-paid Any Three of the following books:—

- No. 1. THE SCARLET LETTER. By Nathaniel Hawthorne.
- No. 2. THE MYSTERY OF COLDEN FELL. or, NOT PROVED. By Charlotte M. Braeme, author of "Dora Thorne."
- No. 3. UNDER THE RED FLAG. By Miss E. Braddon.
- No. 4. KING SOLOMON'S MINES. By H. Rider Haggard.
- No. 5. AROUND THE WORLD IN EIGHT DAYS. By Jules Verne.
- No. 6. LADY GRACE. By Mrs. Henry Wood.
- No. 7. AVERIL. By Rosa Nouchette Carey.
- No. 8. THE BLACK DWARF. By Sir Walter Scott.
- No. 9. A NOBLE LIFE. By Miss Mulock.
- No. 10. THE BELLE OF LYNN; or, THE MILLER'S DAUGHTER. By Charlotte M. Braeme, author of "Dora Thorne."
- No. 11. THE BLACK TULIP. By Alexander Dumas.
- No. 12. THE DUCHESS. By "The Duchess."
- No. 13. NURSE REVEL'S MISTAKE. By Florence Ward.
- No. 14. MERLE'S CRUSADE. By Rosa Nouchette Carey.
- No. 15. A STUDY IN SCARLET. By A. Conan Doyle.
- No. 16. ROCK BURN; or, THE DAUGHTER OF THE ISLAND. By Mrs. Ann Stephens.
- No. 17. LORD LISLE'S DAUGHTER. By Charlotte M. Braeme, author of "Dora Thorne."
- No. 18. THE ARMORER OF TYRE. By George Cobb.
- No. 19. GILFILLAN'S LOVE STORY. By George Elliot.
- No. 20. A SCARLET SIN. By Florence Marryat.
- No. 21. THE SEA KING. By Captain Marryat.
- No. 22. THE SIEGE OF GRANADA. By Sir E. B. Lytton.
- No. 23. MR. MEEBON'S WILL. By H. Rider Haggard.
- No. 24. JENNY BARLOWE. By W. Clarke Russell.
- No. 25. BRADYON'S BARGAIN. By Mrs. Alexander.
- No. 26. THE SQUIRE'S DARLING. By Charlotte M. Braeme, author of "Dora Thorne."
- No. 27. THE RUSSIAN GIPSY. By Alexander Dumas.
- No. 28. THE WANDERING HIBB. By Charles Reade.
- No. 29. FLOWER AND WEED. By Miss M. E. Bradley.
- No. 30. NO THOROUGHFARE. By Chas. Dickens and Willie Collins.
- No. 31. THE GREAT HOGGARTY DIAMOND. By W. M. Thackeray.