

"BLACK AND WHITE."

VISIT TO CANADA OF THE PAPER'S PUBLISHER, MR. W. J. P. MONCKTON.

CANADA had a visit last month from Mr. W. J. P. Monckton, publisher of London Black and White, the artistically illustrated English weekly (the Christmas number of which sells so largely here). Mr. Monckton is a jolly Englishman, friendly to his colonial brethren, and what is called a Britisher to the backbone. He is convinced that there is a good field here for the weekly issues of Black and White, and his company think of developing this market to its fullest extent. Talking to BOOKSELLER AND STATIONER, he said. "I see no reason why English papers should not sell more largely in Canada, and the success of the Black and White's Christmas issue is one indication of that. One factor is quick delivery, and, if you had your proposed fast line, so that the English mails would arrive in this country twenty-four hours ahead of the mail service to New York, you would find not only more demand for English papers, but also, to some extent, Canada would become a point of distribution for the United States. Apart entirely from the newspaper interest, the fact that you possessed the fastest Atlantic steam service would direct the attention of Englishmen to Canada as few other things could do."

I drew Mr. Monckton out to talk of Black and White, as a matter of interest to our news agents and booksellers. He responded with due modesty. The paper has scored a wonderful success in Great Britain, both from the quality of its literary contents and its fine colored and other illustration work. Presses are now being put in to do printing in five colors. Experts are sent periodically to all the world's printing centres, so that the latest ideas may be known and adopted. The paper's artists are men of note and talent, who are sent out as war correspondents and on other missions, so that the paper is abreast of its competitors in every respect, and ahead of them in some. Extra colored plates, or reproductions of wood cuts or sketches are often given away with the ordinary issues of the paper, while the corps of writers contribute articles to suit the character of a first-rank illustrated English weekly. I assured Mr. Monckton that several colored plates which Black and White had published during the past few years made the paper known from ocean to ocean. The magnitude of the English

market for papers and periodicals, and the complete system of distribution by news agents and bookstalls all over the Kingdom did not induce Mr. Monckton to belittle Canada, which he thought was full of possibilities in these directions.

"It seems to me," he continued, "that the English papers which would sell in Canada are those which meet Canadian tastes. Why blame Canadian dealers for not making a market for English papers which, no matter how cheap, are not really what Canadians want?"

In this and other ways, the genial publisher of Black and White showed his powers of shrewd observation and, during the weeks spent in Canada, he must have acquired a good idea of the extent and



W. S. DINGMAN,
Editor of The Stratford Herald, and President for 1899 of the
Canadian Press Association

nature of the demand in this country for papers and periodicals. The Black and White establishment is also noted for its half-tone reproductions of photographs, and a series is now being issued dealing with the war in the Soudan. Each part contains a number of photographs, original and interesting, taken by the camera of the artist who accompanied the Kitchener expedition.

As BOOKSELLER AND STATIONER goes to press, it is informed that the visit of Mr. Monckton has resulted in the completion of arrangements for the issuing of a 15c. edition of that popular weekly, in this country and the United States. The edition

will be fully returnable to the Montreal News Co. and the Toronto News Co., who are sole agents for Canada. They are distributing thousands of sample copies and generally endeavoring to largely increase its sale.

SOME MINOR ENGLISH FICTION.

LONDON, Feb. 25, 1899.

Messrs Sands & Co. will publish almost immediately a new collection of short stories dealing with West Indian life, by Eden Phillpotts, author of "In Sugar-Cane Land." The book will be published under the title of "Loup-Garou."

At the end of this month a new detective story, entitled "The Garden Court Murder," by Burford Delannoy, author of the "Missing Cyclist" and other stories, will be issued by Mr. W. J. Ellis, printer and publisher, of Southend.

Miss Mary Findlater's new story, "Betty Musgrave," was published by Messrs Methuen on the 23rd. inst. The heroine is a charming girl, who, fitted to shine in the higher spheres, is fated to be the companion of a demoralized mother. Miss Findlater's first novel, "Over the Hills," was published two years ago.

The new novel upon which Mr. Arthur Morrison has been engaged for some little time is to be entitled "To London Town." It will be published in book form by Messrs Methuen & Co. at an early date.

"The Lady of Griswold" is a highly romantic novel by Leonard Outram, recently published by Messrs Greening & Co. The story tells of a charming young wife who develops insanity, but is happily restored to reason and the arms of her devoted husband. A chain of cleverly contrived and dramatic incidents leads up to this; and some strongly drawn characters are introduced. The novel is, however,

scarcely a pleasant one to read. Not even the plentiful accessories of wealth relieve the horrors and unhappiness that are unfolded before the beautiful lady of Griswold comes to joy at last.

THE E. B. EDDY CO., LIMITED.

At the annual meeting of The E. B. Eddy Company, Limited, in Hull, satisfactory reports were read and adopted, and the following officers reelected for the current year: President, E. B. Eddy; vice-president, S. S. Cushman; secretary-treasurer, W. H. Rowley. During the year ended 31st December last the turnover was \$1,800,000.