

The Ladies' Bazaar will give \$100 in gold to the person sending them the largest number of sentences constructed from words contained in the quotation: "Whatsoever ye would that men should do to you do you even so to them." Every week during the contest they will give a "handsome family sewing machine," valued at \$50, to the person sending them the largest number of sentences this week. If preferred they will give the winner a solid gold watch instead of the sewing machine. Special prizes for boys and girls. They do not offer impossibilities. The above will be carried out to the letter. Everyone competing will have an equal chance. No dictionary required in this competition. Send 10c. for sample copy of the Ladies' Bazaar and full instructions. The Ladies' Bazaar, 4 Adelaide St. East, Toronto.

"What keeps the bicycler upright?"—a question that is often asked—will be answered in an illustrated article contributed to the April Popular Science Monthly by Charles B. Warring.

**AUTHORS AND REVIEWERS.**—"A Reviewer and Reviewed of nearly twenty years' standing," writing to the Author, lays down the following rules:—"1—All books sent for review should be cut. 2—The reviewer should be helped in his work by the preface, which should always be dated. 3—As far as practicable, the reviewer should be unknown to the reviewed. 4—The number of pages and the price of a book should be stated in the review. 5—In advertisements, extracts from the writer's own preface should be preferred to extracts from reviews. 6—A book should either be reviewed within six months from its receipt or returned. 7—The plot of a novel should never be disclosed in the review of it. 8—Though the reviewer should be set right by the author on clear mistakes, the general criticism of a review is to be depreciated. 9—There is something to be said for a practice of the author sending with his book a 'draft review.' 10—There is something to be said for a practice of the author sending a small fee. I need hardly say that I make the two last suggestions with the greatest fear and trembling." "One would like to know exactly," remarks the editor of the Author, "what there is to be said for the last two suggestions."

The top-notch of perfection in the art of teaching how to advertise effectively is reached by *Printers' Ink*, a weekly paper published in New York by Geo. P. Rowell & Co. This paper, although the smallest that reaches our table, is a veritable proof of the saying that the best goods are found in small parcels. It is worth the subscription price (\$2.00 a year) ten times over to any business man. Why? Because it will stir up the gift that is in him to advertise wisely and well; it will give him ideas that will put hundreds of dollars in his pockets; it will print for him practical articles by practical men who have graduated in the art of advertising; it will teach him that advertising will increase his business whether it be small or large, and he will find a genuine pleasure in reading it. It is a little gem, bright and sparkling, and we like it because it shows those who ought to advertise what a benefit it will be to them, as well as the most effectual way to do it. This is grist to our mill and money to our advertisers' pockets. The art of advertising to the best advantage is of paramount importance to everyone who advertises at all, and we can assure our readers that if they are off the track in securing business *Printers' Ink* will show them how to get on and keep on. The advertising bureau of Geo. P. Rowell & Co., from which this sprightly journal for advertisers is issued, has been in the business for over twenty-five years, and is a recognized authority on all questions pertaining to advertising. No one can fail to benefit from the experiences of others when they have such a chance as this to study them. Do not put off until to-morrow what you can do to day, but subscribe at once for this pointer to success.

INDUSTRIAL NOTES.

One of the hustling industries of Hopewell is the McArthur Factory. This is now owned by Messrs Dr. McDonald and Alex. Grant of Hopewell, but the mechanical superintendence still remains in Mr. McArthur's hands. Last week a large order for several hundred of his well known grand daddy arm chairs was received from Kingston, Jamaica.—*Pictou News*.

P. O. Box 467. Telephone 672.

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PUT UP IN WOOD AND GLASS. Will be prepared to fill all orders after March 15th.

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SPRING, 1891.

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FISH—"W. S. S. M."—HOOKS,  
The Cheapest and Best Hook offered. Quality, Shape and Temper Warranted.

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