

## BOOK NOTES.

A COMPETENT CRITIC'S OPINION.—In this advanced age of civilization and erudition aspirants to the Temple of the Muses need no longer climb the rugged steps of Parnassus, they are carried up quickly and safely by an elevator. This process must be the intention of two books we have before us, each bearing the title of "Notes on Third Class Literature for 1887." However, with the object for which they were produced we have nothing to say from the teacher's standpoint, but we cannot refrain from making a few remarks on the publisher's aspect of the matter. One book bears the imprint of W.J. Gage & Co and the other that of the Rose Publishing Co. Both books are sold at the same retail price—30 cents—and on comparing them we find there is a considerable difference in size and, correspondingly, in the amount of information given in each for the same money. The Rose publication is fully twice the size of Gage's, is more strongly bound, and is printed in typography much more legible, although it contains per page about the same average amount of matter. The Rose book has 124 pages, the Gage 84, and the only way to account for this great discrepancy is that the latter must be better edited and makes up the value of the difference by being superior in quality. Yet such is not the case. It needs no very practised eye to discern that the Rose "Notes" are of a higher literary standard and are the production of a live teacher who has his class before him and who is capable of grasping the exact requirements for the successful study of the subject preparatory for an examination. As an authority the Gage book may be equally good but it falls very short of the fulness, scope, and thoroughness of the other.

We cite this case to exemplify the principle that governs the price and discount of the Readers. It shows that one at least of the "combination" is "beaten out of his boots" as regards giving good value for money received. He either does not know how to produce a book as cheaply and at the same time as well gotten up as another house—a supposition we are slow to credit—or else he expects an exorbitant profit. The publishers of the larger and better book are quite satisfied with their price, and from their long experience in the business are not likely to make a mistake in their estimates.

The inference as regards the Readers is obvious; comment is needless. X.

S. B. Briggs, Toronto, has published, at \$1.25, "Charles Haddon Spurgeon, Preacher, Author, and Philanthropist," with anecdotal reminiscences, by G. Holden Pike. The full title here given is ample comment on this book. Of a man of such world-wide fame, a new anecdotal biography will be eagerly sought for.

A new religious paper in Toronto, the *Faithful Witness*. Is there a field for it! The aim of the publishers, Willard Tract Depository, is to furnish a non-denominational Canadian paper somewhat similar to the *Christian*. The first number presents a galaxy of names, present and perspective, that will no doubt win the attention of all lovers of good, clear, and very decisive writing, for those with whose writings we are acquainted are all "hard hitters." Can it remain non-

## Important to the Trade.

In August last we sent the following Circular to the Trade:—

"Several years ago special arrangements were made by us with the Publishers of *THE ILLUSTRATED LONDON NEWS* and *GRAPHIC*, to publish the **Christmas Numbers** in Canada in good season for the holiday trade, instead of on, or after, Christmas, as had been the custom up to that time. The fact that nearly all of our customers have more than quadrupled their sales is sufficient evidence that the Trade has been greatly benefited by this arrangement.

"We now understand that offers are being made to Dealers to supply them at reduced price. If these offers could be fulfilled (which they cannot) it would only lead to a reduction in the retail price, and an actual loss of profit to the dealer. But it will be impossible for any other house to import any Supplies whatever into Canada, as under the arrangements the Publishers have appointed us their Sole Agents for Canada, and will not permit any other house to interfere with these arrangements which have proved so satisfactory to all concerned."

We now merely wish to call the attention of the Trade to the fact that our above Statements as to sole supply have been confirmed. We published the Christmas Number on Dec. 6th, which was the day of publication in England: NO OTHER SUPPLIES WHATEVER were in Canada on that day, and none had been received up to a day or so before Christmas. Consequently we think our customers will agree with us that there were no supplies in this market, except ours, in time for the holiday trade.

During the past few weeks many dealers have expressed very strongly their entire satisfaction with our arrangements, which, they say, enable them to sell out their supplies before the rush of the Christmas business comes on, to increase their sales each succeeding year, and to obtain the full retail price. The steadily increasing demand for these papers is solely due to our excellent arrangements for early publication, and to our liberal advertising of them in the Newspapers.

Respectfully,

THE TORONTO NEWS CO.

Toronto, December 27th, 1886.