

## A NEW DEPARTURE.

Mr. Morang marks the new year by removal to much more commodious premises than he has yet occupied, viz.: to No. 90 Wellington Street West, Toronto; and also by the change of the appellation of his firm from George N. Morang to George N. Morang & Company, Limited. Mr. Morang had long found his former premises too strait for him, although supplemented by various additional stockrooms, and in making the necessary change he has been guided by the best traditions of the publish-

The new firm will have fine offices and editorial rooms, good shipping facilities and spacious stock rooms. They will have abundant daylight by day and electric light by night, while all the modern conveniences that lighten labour and place the business man in communication with the world will be theirs. Meanwhile there is a character about the premises, or rather will be when everything has been done, which will give ease to the æsthetic mind. The colonial idea has been carried out in the remodelling in such a way as to make the new premises unique. The taste that has been evident

books for the new year, which Morang & Company advertise on another page, in the securing of which for the Canadian market the firm have shown considerable discernment. The very character of these works, "Aylwin," by Theodore Watts-Dunton, "Life and Letters of Lewis Carroll," "With Nansen in the North," and Gissing's "Town Traveller," would seem to show that the Dominion has long passed the infantile stage in the literary pabulum that she wants supplied to her. In fact it is beginning to be recognized both in England and the United States that the Canadian book market is rapidly grow-



New Premises of George N. Morang & Company, Limited.

ing trade which inclines in the large publishing centres rather to the utilization of former residences than the erection of prosaic and factory-like premises. There is a literary flavour about the publishing business which seems to consort with spaciousness and quiet, combined with utility, rather than with machinery and noise. Messrs. George N. Morang & Company have recognized this, and having secured a substantial old residence on Wellington Street, it has been remodelled for them under the architectural superintendence of Messrs. Darling & Pearson in a way that leaves nothing to be desired.

from the first in Mr. Morang's publications, is plain to be seen in every corner of the new establishment. This is not the first time that a former residence has had its reception rooms and chambers turned into a haunt of business, but it may be questioned if the transformation has ever been effected in a more complete and useful manner. In fact, Mr. Morang has made a model headquarters for his business, as we are sure his friends and customers will say when they go to see the new firm to find out what new live thing is afloat in the bookselling world.

Attention may be drawn to the four new

ing, not only in mere extent, but in appreciative development. That this should be so is not a strange thing when the fact is considered that we have a very complete system of education, and that our schools are every year turning out many thousands and tens of thousands of young people who are certainly more likely to become omnivorous readers than were their grandfathers and grandmothers. The firm of Morang & Company are showing that they mean to fill in an adequate way the market thus created. They have taken pains to understand the situation, and to be equal to it.