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A feature that appeals particularly to all who are interested in the current history of the world is the Historical Diary, which is carefully prepared each year, and gives an excellent resume of the year's history.

Altogether we think the publishers are to be congratulated upon the appearance of the 52nd issue of the Canadian Almanac. Price, 25 cents. The Copp, Clark Co., Limited, Toronto.

Cassell & Company, Limited, have a treasure for the nursery in their yearly volume of "Bo-Peep," with its many original stories and verses by popular authors and its colored plates and colored text pictures, and set off with a cover of brilliant hues. They have also a new and enlarged series of "Little Folks," another popular quarto for little people yearning for bright pictures. "Micky Magee's Menagerie," by S. H. Hamer, is a humorous account of some strange animals and their doings, enclosed in richly-colored boards. Harry Neilson has made for it eight full-page colored plates and numerous text pictures, all illustrating the entertaining reading matter, designed entirely for the amusement of young people.

#### A CHRISTMAS SUGGESTION.

Fix up one of the big front windows with a Santa Claus postoffice. Put a box where the children can deposit their letters. Print them in the newspapers as fast as they come in, or, if you think it better, mail them back to the parents in plain envelopes with a circular of store news, or a neat letter from the "Headquarters of Santa Claus, at Blank & Co.'s Store," acknowledging the receipt of the letter and saying that the request would be given consideration if he had enough of these particular articles when he made his rounds on Christmas Eve.—*Advertising World.*

#### ADVANCE POSTAL-CARDS.

Philadelphia has adopted the use of advance postals. The other day, while calling on a business acquaintance in a large Western city, the postman delivered a postal-card from the Union Petroleum Co., of Pennsylvania's chief city, which read: "The privilege of an audience on or about (date) would be highly appreciated. I shall ask but a few moments to discuss our products and prices, with the hope of securing your valued orders."—*Ad Sense.*

Charles Major, of Shelbyville, has made arrangements with Julia Marlowe for the

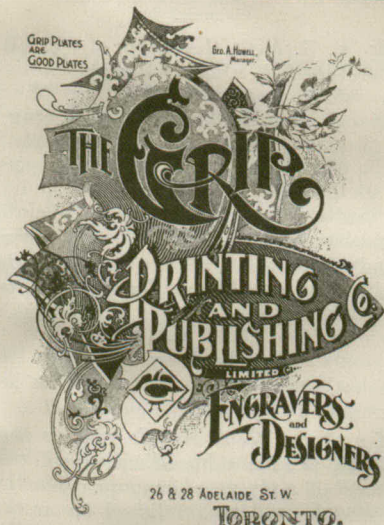
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dramatic rights of his book, "When Knighthood was in Flower," recently published by the Bowen-Merrill Company, of Indianapolis, Ind.

"The Market Place," the novel shortly to appear as a serial in the "Philadelphia Saturday Evening Post," and at upwards to be published in book form by Frederick A. Stokes Co., is said to be the only manuscript which Harold Frederic left.

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