

SWEET CAPORAL



CIGARETTES STANDARD OF THE WORLD

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PUBLICATIONS REVIEWED.

(Continued from page 2036.)

plain that in such volumes their own country is overlooked, but references to Canada occupy several hundred pages in the Manual. The price of the cloth edition is \$10, and the leather edition, \$12, both of which may be obtained from the Moody Corporation, 35 Nassau Street, New York.

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WRITING FOR THE PRESS.

Mr. Robert Luce, who was at one time desk editor on the staff of a Boston paper, has published another edition of his excellent manual, "Writing for the Press." Not only is it a valuable asset to the professional journalist, but it should appeal also to the literary aspirant. It deals with every phase of newspaper writing. The reading matter is the essence of long experience in journalism. The volume contains some 300 pages and forty-five chapters, and may be obtained from the Clipping Bureau Press, Boston. Paper cover, 50 cents; cloth, \$1.

TORONTO.

The Municipal Handbook of Toronto, compiled by the City Clerk, is out for 1907. It contains a great deal of statistical information about the city debt and revenues, assessment, taxation, etc., which one expects to find in such a publication. It contains a deal of other information which residents of this great and growing city ought to possess. Mr. Littlejohn will receive, and assuredly deserves, the thanks of many for his serviceable publication.

REAL ESTATE NOTES.

The Western Real Estate Exchange, London, Ont., reports numerous transactions in various parts of the Province.

A new real estate office has been opened in Victoria. Mr. C. A. Gass is at the head of the enterprise. Probably many important land deals in connection with the development of Vancouver Island will be put through by him.

Mr. O. Leger is entering the real estate business under the title, "The Canada Real Estate, Loans and Financial Brokers," with offices in the Alliance Building, Montreal. Mr. Leger is well known in business circles of that city.

Victoria, B.C., real estate is still in good demand. Messrs. J. R. Robertson, of Edmonton, and O. J. Griffiths, of Trout Lake, B.C., have opened a real estate office in Victoria. They will deal in timber limits, as well as in Victoria realty.

COMMERCIAL NOTES.

The Customs Department is safeguarding the Canadian tea consumer. Formerly teas costing over 14 cents per pound were accepted for customs, entering as free from adulteration. Owing to the general advancement in prices, samples of all teas costing 20 cents per pound and under must be forwarded to the customs authorities to be tested before the tea is released for consumption.

The latest report of the Laboratory of the Inland Revenue Department contains an exhaustive analysis of the numerous breakfast foods which have won public favor during the past few years. "It has not been found advisable," says the booklet, "to introduce into the description of the various brands described all the claims made for them, some of which remind one of patent medicine advertising." As to their nutriment, compared with the time-honored oatmeal, evidently not much difference exists. In the case of the breakfast foods, people pay a little for fancy names.

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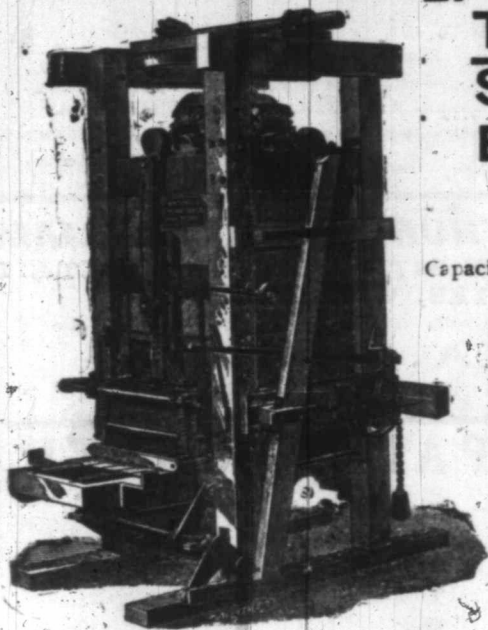
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