

over the whitening, stirring meanwhile. Strain it through some coarse muslin or canvas, and when cold it will be ready for use. Previous to distempering the walls, melt some size with water and a little of the distemper added, and give the paper a coat of this.

Light shades of paper make a room much more cheerful. Large figures make a room look much smaller, and cause much waste in matching. Low rooms should be papered with striped paper, the stripes running up and down, thus causing the room to look higher than it really is. Subdued tints correct the fault—the glare—of too many windows. The best effect is produced by having a paper with pattern and colors of a quiet tone, such as do not at once strike the eye on coming into the room. The paper should relieve the furniture that stands in front of it, not attract attention to itself.

THE IMPERIAL IDEA.

"The Imperial Idea," is the taking title of a taking booklet, published for presentation to the trade by Messrs. Colin McArthur & Co., the well-known wall paper manufacturers of this city. The cover in crimson and green is ornamented by an embossed design of the Canadian coat of arms, half surrounded by a wreath. It contains 12 colored plates and as many pages of letterpress.

The first plate is a most artistic setting in 10 colors of the coats of arms of Great Britain, Canada, New Zealand, India, Australia and South Africa. The second is a portrait, also in ten colors, of the Queen.

The third is a lion in natural color, standing on the flags of the Empire, the background a view of the South-African veldt. On the margin is printed the inscription: "The British Lion and the Flags of the Empire everywhere stand for freedom and Justice."

The mounted colonial forces now in the Transvaal are the subject of another plate, while the fifth is a picture of colonial forces in their regular uniforms, properly colored. All the pictures were made specially for the publication.

There are also six fine half-tone engravings showing "The First Canadian Contingent Leaving Quebec," "Farewell to the Strathcona Horse, on Parliament Hill, Ottawa," "Australian Battery Leaving Sydney," "Embarkation of Second New Zealand Contingent," and "The South-African Light Horse on the March."

Besides these, there is a picture of 10 generals, under whom the colonial contingents have become part of the Imperial forces, Commander-in-Chief Lord Roberts, Lord Kitchener, Generals Buller, White, French, Baden-Powell, Hutton, Hector Macdonald, Smith-Dorrien and Brabant.

The letterpress is in keeping with the artistic work. The whole is brought to a modest conclusion with a two-colored picture of the firm's manufactory on the last leaf, followed by a brief reference to the successful business therein conducted.

The booklet may well be kept by the recipients as a souvenir of a series of the most remarkable incidents in the history of the Empire in the closing days of the century.—From *The Gazette*, Montreal, June 22, 1900.

NEW QUARTERS FOR PUBLISHERS' SYNDICATE.

ANOTHER important move in the book trade which signifies steady progress, is the purchase by The Publishers' Syndicate, Limited, Toronto, of that handsome warehouse at No. 7 King street east, Toronto, to be used by them for all the departments of their growing business.

The building, which was originally constructed for the book business and was at one time occupied by Willing & Williamson, has for some years been occupied by a high-class dry goods business. The building is, therefore, exactly suited to the purposes to which it will be put. The first floor, which is very large, with lofty ceilings and two windows, will be fitted up in the most sumptuous manner and occupied by the retail department. The second floor, equally spacious, will be devoted to the wholesale and subscription departments, while the upper storeys will be given over to the publishing department of the company, that is, their pressroom, printing office and bindery.

This is one of the most important moves in the Toronto book world for years, and the enterprise of the company deserves to be rewarded. The site is an excellent one for both wholesale and retail purposes, being close to the famous Yonge street corner, and on the way to the site of the new "Toronto Hotel," which is to be constructed at Victoria street on King.

F. & E. W. KELK

76 York Street

TORONTO

Desire to remind their friends and the trade generally that all their New Importations are close at hand; in fact, half of them are in the warehouse, balance now in transit. Having cleared all their last year's stock at the close of the season, a bright, catchy lot may be looked for. All our business is done through the mails and by personal visits. We are thoroughly convinced this is the right way to buy goods: Buy them often and get different lines to your opposition, and enable yourself to make some profit. Goods sold on the road are very much alike and they go into every store in town. Call and see our vast assortment of

***Dolls, a Great Variety, China Cups and Saucers,
China Flower Pots, Vases, Albums,
Toys, in Tin and Iron,
Military Toys and Suits, Celluloid Cases,
Leather Cases, Ebony Goods.***