

ARENA... BICYCLES

*Highest
Possible Grade*

List Price, \$100

*A Liberal Discount
to the Trade*

♦♦

The "ARENA" bicycles embody in their construction, to an extreme degree, all the elements of strength, beauty, speed and durability. They are built on the most exquisite lines, from the choicest materials, and possess more up-to-date improvements than any other make.

Owing to the large and rapidly growing demand made upon us for these bicycles, we wish to state that all orders will be filled strictly in rotation. We shall do our utmost to ship promptly.

GUARANTEE

A L. "ARENA" bicycles are warranted to be free from defects of any kind in material or construction, and we agree to make good, at any time within one year from date of sale, any such defects that may present themselves. Defective parts, if any, must be sent to us, charges paid, and new and perfect parts will be forwarded immediately.

"ARENA" bicycles are so built that any part can be duplicated at any time, and the fit will be as perfect as that of the original.

The beautiful finish, far in advance of anything we have yet seen, the superb nickeling, the perfect pedals, the magnificent construction of the frames, forks and handle bars, the beautiful design and the general superiority of their construction throughout, place the "ARENA" bicycles in the front rank.

THE
TORONTO NEWS COMPANY

Manufacturers' Sole Agents for Canada

42 Yonge Street

TORONTO.

NEW EDITIONS.

Arthur Waugh has been explaining to the readers of The Critic the true inwardness of a practice which is getting common among certain London publishers. It would appear that nowadays no book can be called successful which does not pass through several editions before it is published at all. The morning papers are full of advertisements of a new book by a well-known purveyor of sensational fiction, whose story is not to be issued for several days, and will then be in its fourth edition. Whether the public is taken in by this sort of thing or not, it is difficult to say; but it is certainly the cheapest kind of manipulation. It means either one of two things. The publisher may, firstly, have underrated the number of copies likely to be sold upon subscription, and so given a first printing order inadequate to the demand; or, secondly, he may have printed the words "First Edition" upon the first few thousand, "Second" on the next batch, and so on. In neither case do the additional copies constitute a genuine edition, which means, if it means anything, a reprint rendered necessary by the exhaustion of stock placed upon the market in the usual course of business. It is really time that these tricks of the cheap hucksters were discarded by self-respecting writers. Soaps and mustards have their methods, but one wishes better treatment for even the most vulgar and incompetent of novels.

"MOTHER GOOSE" REFORMED.

Sing a song of bicycles, a pocket full of gold!
Four-and-twenty different kinds, and each the best one sold;
Each one with its partisans its eulogies to sing;
Everyone the daintiest that ever bore a king.
The king has left his counting house, and wisely spent his money!
The queen and he are bicycling, forgetting bread and honey;
The maid has bought a wheel, too, and left her hanging clothes;
'Twould take a nimble blackbird now to nip off her nose.—Ex.

ELECTROPLATING ALUMINUM.

The electroplating of aluminum with copper has been successfully accomplished. The aluminum is first cleansed with an alkaline carbonate and then washed thoroughly with water. It is then immersed in a 5 per cent. solution of hydrochloric acid and washed again in pure water. A preliminary deposit of copper is obtained by immersing the article in a weak and slightly acid solution of sulphate of copper, after which the article is carefully washed and placed in the electrolytic bath. This is one of the great number of new industrial branches in which aluminum is being employed.

The BROWN BROS. Ltd.

♦♦♦

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JUST RECEIVED**

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