

THE
Canadian Bookseller

DEVOTED TO THE INTERESTS OF THE

Book, Stationery and Fancy Goods Trades.

PUBLICATION OFFICE, ROOM 66, YONGE STREET ARCADE.

VOL. I.]

TORONTO, SEPTEMBER, 1888.

[No. 6.

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We wish particularly to remind the trade that our exclusive arrangements with the publishers for advance supplies, enable us to publish in Canada, simultaneously with London and Paris.

To ensure early and prompt delivery, orders should be sent us at once.

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*Some idea of the importance of this beautiful art gift, with designs by JESSIE WATKINS and verses by the author of "Jappie Chappie," may be gathered from the fact that it has been in the hands of the printers since last fall, the first edition consisting of 25,000 copies.

YOUNG AMERICA'S NURSERY RHYMES. Illustrated by CONSTANCE HASLEWOOD. In small 4to (8¼ x 6¼ inches), varnished board covers and cloth back. Price, \$1.00.

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FREDERICK WARNE & CO.,

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The mechanical window attractions have proved so popular and such good advertising mediums to attract customers, that they are coming into great favor with retail merchants in all lines for use especially during the fall and holiday season. Recognising this fact, H. A. Nelson & Sons are now showing a large line of these novelties embracing the best and newest styles, which the trade are invited to examine. Another novelty to be seen at the same warehouse is the new mechanical walking figures which have had and are still having such an immense sale in the United States, England and France. These are the cheapest mechanical walking toy ever introduced and command a ready sale.

NOW READY.

NOTES ON THE SELECTIONS

FOR

THIRD-CLASS LITERATURE.

1888-9.

BY

R. DAWSON, B.A., T.C.D.

PRICE 30c.

ROSE PUBLISHING CO., TORONTO.

THE
Canadian Bookseller,

Devoted to the interests of the

BOOK, STATIONERY AND FANCY GOODS TRADES.
PUBLISHED MONTHLY

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" Great Britain and within the Postal Union, - 75 "

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Subscribers wishing any special information in regard to the Toronto Market will receive prompt replies to inquiries.

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In corresponding on any subject discussed or noted in this journal, will our readers kindly mention the source of their information?

We congratulate the Hon. John S. D. Thompson on being created a Knight Commander of

St. Michael and St. George. Sir John Thompson is one of Canada's most promising sons. In favor of Canada first, as he must be, we trust that the Bill amending the Copyright Act of Canada will not again be introduced by him until such amendments have been made in it as will secure justice to Canadian interests.

The Retaliation Bill.

Inquiry among the members of the book and stationery trades shows that there is a very general opinion that the threat of a retaliation bill is nothing but an election dodge on the part of President Cleveland, but that if it was actually enforced we could stand it all right. Why, of course, we could; and therefore we think we will telegraph to Washington and tell them that Canada doesn't scare worth a cent. Come, Grover, you've made a bad miss this time, and you may as well throw your gun away, shake hands, and be friends again. Don't let your party quarrels make you want to fight with us.

Don't You Agree With This?

The day is not far distant when we shall have a Canadian officer at the head of our militia, instead of importing an outsider as at present. The militia system of Canada will then be run by and for Canadians. This is as it should be, and as it must be in the matter of Copyright. Our Copyright Act must be made by and for Canadians. If we haven't the power to do that at present, the ball shall be kept rolling until we secure the power. Fair play and justice both demand that we should have such power, and in the face of an earnest united demand it will not be denied us.

No Combines or Boycotts.

In an endeavor to put an end to underselling, the Booksellers' Union of Leipzig, Germany, has sanctioned a ruthless boycotting of such booksellers as refuse to comply with the demands of the Union, and *The Newsman*, of New York, in speaking of it, says that the same progressive measure is adopted by the trade in Canada. No, no, brother Daly. "Progressive measure" is good, very good, but *not* when applied to boycotting. Illegal combines and boycotting are both

condemned by public sentiment in Canada, and we are doing our best, both in and out of parliament, to make them illegal as well as unpopular. We want none of either of them in Canada. We have every opportunity for plain, outspoken, indignant remonstrance, and rightly used, these weapons will eventually sweep the parasites from the path of modern progress.

Score One, Mr. Empire.

The *Empire* hits the bull's eye straight in the centre when it protests, as it did recently, against a continuance of the policy by which great corporations doing business in Canada have their policy dictated, and their business conducted, by a central board resident in Great Britain. Such a course may have been necessary long years ago, but the gigantic strides recently made by Canada, and the enormous increase in our trade and commerce, necessitate a change. And so it is with the question of Copyright. The proposed amendment to our Copyright Act would practically transfer the publishing trade of this rapidly expanding country into the hands of residents of Great Britain. Are we, as Canadians, prepared to acquiesce in such an arrangement? Emphatically the majority will say No, we are not. Let us see to it then, that if our Copyright law is amended, it shall be so amended as to do justice to Canadian interests.

A Ticklish Question.

In these days of ruthless and unscrupulous competition, it is but natural that retailers should want to get the best discounts possible. But it should never be forgotten that those who wish to see the full retail price maintained should be the last to avail themselves of large discounts, and should indeed protest against any such discounts being offered, for if there is one thing more certain than another, it is the fact that heavy discounts mean a break in the retail price. This is very clearly pointed out by Mr. J. C. Blair, the well-known stationer of Huntington, Penn., when he says: "It stands to reason that an article which costs the dealer 40 cents, and retails for \$1.00, is a standing temptation for some one to demoralize the retail prices, and we think it is an incorrect business policy to carry out, as it must eventually result

in a collapse, beyond doubt. Notice the present condition of the retail trade in books of every description." True enough, Mr. Blair, true enough!

We Blush, but are Thankful.

"THE CANADIAN BOOKSELLER is a right smart journal, which proves that brains, ability and knowledge of the business it claims to represent, is back of it. It should be subscribed for by all the trade in Canada, and it would prove a very welcome guest to all wide awake dealers in this country. We welcome it to our table as the champion of the Canadian trade against monopoly, imposition and all schemes that are concocted to prey on the trade."—*The Newsman*.

Thanks, awfully, Mr. Newsman, for such a clear, concise opinion of our humble venture. But when you ask us, as you do in the same article, to get down our gun and enter in the fray, you hardly do us justice. Why, sir, don't you know that we have an extra fine gun loaded with facts and solid argument, that we keep it at full-cock all the time, and that we let fly and try and hit the bull's eye every time we see an opportunity? Your words quoted above, indeed, would seem to indicate that you have an idea that such is the case, and we only ask you to take the six numbers of this journal thus far issued, to convince yourself that it is strictly independent, thoroughly impartial, and that it is published in the interests of the trade at large, and is prepared at all times to champion what it believes to be right and just.

Import Orders.

"Old Bookseller" has a letter in our correspondence column, contending that the retailers would be better off if they stopped giving import orders. This may be true of a certain class, but as we have said before, we are of the opinion that for dealers who exercise reasonable care and discretion in selecting and ordering, the import order system is of decided advantage in more ways than one. Like most other questions, this one must be looked at from many points. The dealer who lives within a few hours' journey of Toronto, who can leave home in the morning, run through the wholesale houses, make a personal selection of such stock as he is running low on, and get back home again the same night—why, that dealer need not be so particular in giving import orders. But the dealer who lives farther away is in a very different position. Coming to Toronto perhaps only once a year, he is forced to buy

everything he thinks he will want ; while those who do not come to Toronto at all find the import commercial a positive blessing, as otherwise they would have to depend on leaving the selection to the Toronto dealer, and we need hardly say that the dealer who does that is laboring under an immense disadvantage, as tastes differ so, that what appears to one man to just fill the bill, often causes the dealer who receives it to say that "that wholesale house is palming some old stock off on me," when nothing of the kind was thought of. As to placing oneself in temptation's way, we have been on the road ourself, and we can only say that the dealer who has'n't got backbone enough to say that he does'n't want any of the goods that are shown him, will go to the wall in any case, because if he allows a traveller to gull him he will allow his customers to gull him too. We would like all retailers to be like "Old Bookseller"—we know him well—and if he does'n't want the goods the traveller has, why the traveller could'n't sell him any if he tried all Day as well as night. But one other great argument in favor of the import order system, is that it gives the large dealer a chance of getting goods that the small dealer will not have. Let the wholesale house import for stock only, and the small dealer with a stock of two hundred dollars will have his pick of the same goods as the man with a stock of ten thousand dollars. But this is just what the large dealer does not want, he wants something that the small fry can't get, and he stands a good chance of getting that amongst the immense variety of patterns shown by the import commercials.

September 10 to 22.

Mr. H. J. Hill, the energetic manager of Toronto's Great Fair, assures us that the show this month is bound to be a success in every way. Great improvements have been made in the buildings and grounds, and, while every attention is being paid to the Exhibition proper, some most attractive features have been secured for the entertainment of the vast crowds who will be on the grounds, so that pleasure and profit may be happily commingled.

We trust that many of the trade acted on our advice last month, and made an entry of the date in their diary. If you wish to combine business with pleasure, you will see by a refer-

ence to the announcements in this journal, that the wholesale trade have most attractive displays of goods for your inspection, and a tour through the various warehouses will well repay every live dealer. Take a look through, whether you buy or not, as you may see some novelties which you may want later on. At the Exhibition buildings you will also find very fine exhibits by some of the leading houses in the trade.

Above all, don't come alone. As we remarked before, bring your wife with you. If, poor, unfortunate man, you hav'nt got a wife,—well, bring your best girl along. In any case, we will do what we can to render your visit pleasant.

Books in Dry Goods Houses.

The practice of selling books and stationery by dry goods and jewelry houses is felt by the overwhelming majority of the book and stationery trades to be a great injustice to them. On the line of the old saying that "the shoemaker should stick to his last," it is claimed that houses outside the book and stationery trades have no right to enter into competition with the legitimate dealers in these lines. But it must not be forgotten that this is emphatically an age of competition and combination—of the keenest competition on the part of the retailer, leading often to ruinous cutting of prices and to taking up lines outside the regular business, in order to make a few dollars extra and to draw new or retain old customers ; and of combination on the part of manufacturers, wholesalers and retailers alike. This is such a wide subject that it cannot be dismissed, as some would have it, by a toss of the head and the assertion that every man should stick to his own business. It is far better to look the difficulty straight in the face, to discuss it fully and fairly, and to see if means cannot be found which will remedy matters without injustice. To our mind it is the keen and intense spirit of competition that is abroad which is mainly responsible for the present state of affairs ; and unfortunately the larger a city grows the more pronounced does the evil become, simply because competition then becomes sharper and keener still. The booksellers in the smaller cities find their business left very largely in their own hands ; in Toronto even there is comparatively little trouble on this head, but in the larger cities of the United States, in New

York and Philadelphia, the matter has assumed serious proportions. Not only do the great dry goods bazars there sell books, which they buy from such leading publishers as Cassell & Co., Houghton, Mifflin & Co., Harper & Brothers, etc., but leading jewelers, such as Tiffany & Co., of New York, and Bailey, Banks & Biddle of Philadelphia, have extensive stationery departments, and do a very large business in this line; while Wanamaker, the Philadelphia octopus, who sells everything from a needle to an anchor, is reported to buy and sell more books than any legitimate bookseller in that city. When these large houses buy so heavily, it is found that even publishers and manufacturers of the highest standing are glad to sell them, while it must be remembered that houses such as Tiffany's, selling only to "nice" people, do not cut prices but sell at their own figures. This being the case, it would seem that the principal point for the legitimate trade to look after is to see that the publishers do not sell to outsiders at a lower rate than to the regular trade. This should not be done, and any house that does it should be promptly reminded that it is guilty of a gross injustice to the regular trade.

For the Postmaster-General.

We take this opportunity of calling the attention of the Hon. John Haggert, the new Postmaster-General, to a most important question—that of the postage on paper books issued at regular intervals and classed as "Libraries." Under our present laws the Canadian trade can order from New York and have these books mailed to them for a cent a pound postage. But let the dealer order from a Toronto publisher or wholesale dealer, and he has to pay four cents a pound postage. It can thus be readily seen that the present law discriminates distinctly in favor of the American publisher. What the trade in Canada wants is to have all these "Libraries," whether issued by a Canadian or American publisher, placed on the American postage rate of one cent a pound. Under the present law the Canadian Government carries hundreds of tons of these books from the American boundary to St. John, Toronto, Winnipeg, British Columbia, etc., without receiving a single cent for doing so, and entailing a loss of hundreds of dollars a month. Give the Canadian trade the

privilege of ordering from Toronto or Montreal, at the cent a pound rate, and this loss would almost entirely cease, as the trade would much rather order the books through Canadian houses, if they could do so on as favorable terms. Then, instead of carrying these tons of books for nothing, the Government would receive a cent a pound postage on them. Another point for our Government to consider is, that it is a most unjust discrimination against Canadian publishers for the Canadian Government to deliver these books of American publishers through Canada without charge, as they do at present, while a charge of four cents a pound is exacted on all books issued by Canadian publishers. The trade should certainly prepare a memorial on this question for submission to the Postmaster-General. This memorial would receive the support of dealers in every part of the Dominion, and such a united request would, no doubt, bring about the desired change. In any case the only way in which our object can be achieved is to agitate, agitate, agitate.

* * *

The book "Robert Elsmere" affords a capital illustration of the injustice done to Canadian interests by the present postal law. This book is issued by a New York house at 50 cents. It is also issued by a Toronto house at the same price. A dealer, say in Hamilton, can order the book from New York at a charge of only 1 cent a pound for postage, not one particle of which goes to the Canadian Government. But let him order from the Toronto publisher or the Toronto agent of the New York publisher, and he has to pay 4 cents a pound postage. Why, when one comes to think it over, such a thing as this is nothing more nor less than a direct incentive—actually offering the Canadian dealer a bonus—to send his orders to New York, instead of sending them to a Canadian house. This is far too serious a matter to be any longer overlooked, and, in the name of Canadian interests, we again call upon the Postmaster-General to have immediate steps taken to put an end to this injustice.

The Old and the New.

Talk about "the good old times." Well, just read the following, and see if you wouldn't rather live in these bad new times! In 1764, the French Government issued a decree forbidding

any book to be published in which questions of government were discussed. The accused one could not defend himself if brought to trial. In 1767, it was made a capital offence to write a book likely to excite the public mind. Another decree denounced, with the penalty of death, anyone who attacked religion or who spoke on matters of finance. The Avocat-General, in 1780, proposed to do away with all publishers and not to allow any books to be printed except those which were issued from the press paid, appointed, and controlled by the executive magistrate; thus degrading the writers into mere advocates of those opinions which the Government might wish to propagate. Was not the French Revolution, a few years later, an awful retribution on those desperate attempts to stifle inquiry and prevent the spread of knowledge?

A Telephonic Talk.

(With apologies to the Premier).

Hello! Central.
Hello!
Give me Ottawa, please.

There it is.

Hello! Is that Ottawa?

Yes, this is Ottawa.

Can you put me in communication with Sir John A. Macdonald?

Wait a moment. Yes, there he is.

Is that Sir John A. Macdonald?

Ye-es; what there is left of him.

Can you spare me a few moments, Sir John, to talk on Copyright?

Well, I never like to refuse a civil request, but don't you know that I'm off on a vacation just now. Couldn't you see me later on about it?

Oh yes, I'll probably see you later on! But there's just one or two points I want to be clear on, and I know you can set me right.

All right. What is the trouble?

Why was that amendment to the Copyright Act introduced at the fag end of last session, before leading men in the trade were consulted in reference to it?

Now, now, I see you want to pry into Cabinet secrets, and you know that's hardly a fair question to ask out of school.

Well, Sir John, I just want to point out to you that the passage of that Bill would have had a most detrimental effect upon the Canadian book and publishing trade, and upon the interests of people engaged in the various industries that enter into the manufacture of books. Will you not take a personal interest in the matter now, and see that Canadian industries are protected? If yourself, with the Minister of Justice and

the Minister of Agriculture would only hold a conference, and allow us to present our case before you, we are sure we could soon convince you that under the proposed Bill Canadian industries would not get a fair show.

Well, well, as I said before, you'll have to see me later about this, so good-bye for the present.

But say, Sir John, just one more question before you go. At whose instigation was the Bill introduced? Canadian booksellers, Canadian publishers, and those engaged in the manufacture of books in Canada, are almost unanimous in asserting that they knew nothing of any proposed Bill. Who then could it have been? Can it be possible that it was interested parties living three thousand miles away who were pulling the wires to suit themselves? Come now, Sir John, tell us all about it, won't you?

I'll tell you what I will tell you, and that is that you are altogether too inquisitive, and that you ought to know me well enough to know that you can't catch me telling tales out of school! Now good-bye again, and I can only say that I am sorry that you have not found out all you wanted to know!

Telephone rings off.

Forthcoming Books.

William Bryce has the following books press for early issue:—"Geoffrey Frettrick," b George Manville Fenn, 30 cents; "The Dingy House at Kensington," by Lady Helen Cameron, 25 cents; "Lafitte," by J. H. Ingraham, author of "The Prince of the House of David," etc., 25 cents; "John Barlow's Ward," 25 cents; "Mrs. Sparks," by A. Curtis Bond, 30 cents. Mr. Bryce has also secured the Canadian copyright for M. Zola's new and intensely realistic novel, entitled "The Dream," which will be issued early in October.

"An Illustrated Almanac," after the style of Cassell's, and the Illustrated London Almanac, but of entirely Canadian production, is a new venture which the Copp, Clark Co. will put on the market early in the season. In addition to the usual information found in such publications, it will be enriched with a number of original drawings from well known Canadian artists, the most prominent being a series of four symbolical designs of the seasons, by William Cruickshank, A.R.C.A. The retail price will be 25 cents, with a liberal discount to the trade. We trust the trade will "boom" this Almanac, so as to emphasise the fact that Canada is forging ahead all the time.

The National Publishing Company have the following books for early issue in their copyright series: "Killed in the Open," by Mrs. Kennard, 30 cents; "A Witch of the Hills," by Florence Warden, 30 cents; "The Death Ship," by W.

Clark Russell, 30 cents; "A Crack County," 30 cents; "The Girl in the Brown Habit," by Mrs. Kennard, 30 cents; "The Beckoning Hand," by Grant Allen; "In Logie Town," by Sarah Tytler.

William Briggs, Toronto, announces that the following books will be issued shortly, prices to be fixed when published: "Ester Reid Yet Speaking," and "Tip Lewis," new books, by Pansy; "Christopher, A Story of Life in Texas," by Amelia E. Barr; "Gurnett's Garden, and the New Boy at Southcott," by Mrs. Mary R. Baldwin; "Faith Made Easy, or What to Believe and Why, A Popular Statement of the Doctrines and Evidences of Christianity, in the light of Modern Research and sound Biblical Interpretation," by James H. Potts, M.A., D.D., royal 8vo, cloth, 546 pages.

The Toronto Willard Tract Depository have in press a small book, entitled "The Resurrection of the Body," by Rev. N. West, D.D. It will be issued Sept. 15th. They also announce "Signals for the Voyage of Life" and "Heavenly Graces," two new booklets, printed in monotint color and gold. The first is very striking, the designs being the flags used for signalling upon the sea, with their meanings. Texts and verses appropriate to each have been selected, the whole interspersed with scenes from the Holy Land, and floral designs. Altogether, it is one of the most novel booklets we have seen.

The Paper Trade is Booming.

It is rumored that a representative of American capitalists is prospecting in Canada, with a view of starting another paper mill here, for the production of writing and printing papers.

The Rolland Paper Mills, at St. Jerome, Quebec, have recently been much enlarged and improved. They are now running a 66 inch machine on book and news, and a 62 inch machine on ledger and fine writings. Nearly 150 hands are employed, and altogether the mills are a credit to the Dominion.

The Toronto Paper Company, at Cornwall, Ont., are meeting with great success in introducing their papers to the trade of the Dominion. In proof of this it is only necessary to state that improvements are constantly being made in the plant, while the staff of hands employed is constantly being increased.

The Canada Paper Co. of Toronto and Montreal, have recently manufactured a cheap line of foolscaps suitable for school and exercise work. They are also getting their envelope factory into shape and will be in the market shortly with samples.

The Napanee Paper Company have just as many orders as they can fill, in fact they could fill many more if they could make the paper fast enough.

We are alive and kicking in Canada, and don't you make any mistake about it!

LOVELL'S SCHOOL GEOGRAPHIES.

JOHN LOVELL & SON have much pleasure in announcing that they have now an entirely new series of **GEOGRAPHIES**, taking the place of "**Lovell's Easy Lessons**," and "**General Geography**," which were the first text-books on the subject published in this country, and have been so long and favorably known in the schools of the Dominion. **New Maps** and **New Engravings**, prepared at great expense, and in the best style of the engraver's art, appear in the books.

LOVELL'S
Introductory Geography,
18 Colored Maps—20 Illustrations. 64 Pages.
Price 40 cts.

LOVELL'S
Intermediate Geography,
31 Colored Maps—40 Illustrations. 104 Pages.
Price 60 cts.

LOVELL'S
Advanced Geography,
45 Colored Maps—210 Illustrations. 148 Pages.
Price \$1.00.
Strongly bound in cloth gilt, lettered.

On sale at all Bookstores.

JOHN LOVELL & SON,
PUBLISHERS, MONTREAL.

What Busy Men Said.

"We are rushed with orders this week," said Mr. A. F. Rutter, of Warwick & Sons, "business has been quiet enough during July and August, but the opening of the schools has caused a great rush of orders for books and requisites, and there is every indication that the retailers are going to have a good trade."

Mr. J. W. Hirst, representing the Barber & Ellis Co., has just returned from a trip through to the Pacific coast. He reports having had a very successful trip, and also that the prospects for a good trade during the coming season throughout the north-west are excellent.

Mr. H. L. Thompson, of the Copp, Clark Co., in a conversation recently, said that "W. Hagelberg's line of Christmas cards, for which we are the agents, have sold well. The extent, variety and exquisite finish of the cards have recommended them to the notice of the trade wherever shown, while the very moderate prices capped the climax and secured an order. Made-up novelties and booklets have also sold well, and I believe that the indications all point to the fact that the retail trade will enjoy an excellent holiday trade."

"Well, I suppose we have had our share of business," said Mr. A. S. Irving, of the Toronto News Company, some days ago, "but things have been pretty quiet generally, I believe. I think, however, that there is going to be a very good trade done this fall and holiday season, and our Company are laying in a heavy stock of goods in anticipation of the demand which is sure to come. You can see we have just had our warehouse remodeled, and are now very comfortable, and in good shape to receive our many friends in the trade who will be visiting our city to make their fall purchases. What about retaliation? Well, I should want to study that more fully, before I would care to express a decided opinion on it. What I do know is that the News trade could hardly be more harassed or worried than they have been the past year."

"How is business," said Mr. William Bryce, the well-known publisher and importer, in answer to a query the other day. "Well, we are not rushed selling goods, nor do we expect to be just now, but we are very busy opening up new goods. Here are the invoices of nearly four hundred cases of new books, toys, and fancy goods, which have just arrived from the European markets. We shall have a magnificent assortment of goods on exhibition in our warehouse soon. As to prices,—well, you know I have personally visited the English and European market for several years past, and I know where to go to secure the latest novelties and at bottom prices. As to business for the coming season, I think there will be a good trade done. Advices from

my travellers, now in the North-west, are to the effect that the trade there are in exceedingly good spirits over the prospects of an excellent fall and holiday trade."

"Are we going to exhibit at the Industrial Exhibition?" repeated Mr. Richard Brown, of Brown Brothers, when the question was asked him. "Yes, indeed, we are. We calculate to have a magnificent exhibit in leather goods, while in the line of account books we shall have some monsters on exhibition—a line that we shall be proud of, as we do not think they can be surpassed even by the large establishments over the border."

Ticket Your Goods.

"Dress your shop window once a week, and use a liberal supply of price tickets every time you dress it." This was the advice given by an old business man to a young relation who was just starting in business, and although it was given many years ago, it is just as good for use to-day as it was then. Neatly printed price tickets can be bought now for very little, and books, stationery, and fancy goods, can be ticketed just as well as dry goods, boots and shoes, etc. Dress your window once a week, because you can then show a succession of goods which will attract the attention of the public all the time, whereas a window left in the same state for a month loses its attraction and people pass it without notice. The importance of an attractive window is well understood by the proprietors of the great dry goods stores, who pay princely salaries to expert window dressers. Ticket the goods in your window, because many a person will buy an article when they see it priced in the window, when they would not think of going in and asking the price. But when you use the tickets, be careful! Don't put a \$2 ticket on an article that sells for 25 cents, nor put a 25 cent ticket on an article that sells for \$2. This has been done, so that in this as in everything else, you need to be careful and mind what you are about.

A Type of Canada.

The new type in which the *News* is printed was, we are pleased to say, manufactured in Canada by Mr. J. T. Johnston, of the Toronto Type Foundry. We have always advocated the support of home productions, and to carry out our long cherished principles in this respect have given the preference to Canadian type, and from the elegant appearance of the reading portion of the paper and those advertisements which we have had time to reset, our readers will agree with us that we made no mistake. We hope it will not be long before every paper in Canada is printed with Canadian-made type.—*Berlin Daily News*.

TORONTO, September 1st, 1888.

TO THE

Book and Stationery Trade

OF CANADA.

DEAR FRIENDS,—

The annual Exhibition of Arts, Manufactures and Industries, to be held in this city this month, will probably induce you to visit Toronto. At the Great Fair you will see all the new and wonderful improvements that have been made and are in progress in this remarkable age.

Canadians are notably a go-ahead people. Human fossils and moss-backs are becoming so rare in this country that they will soon be found only in museums—the proper place for them. You know all this yourselves; but it does no harm to mention it.

When you visit the Exhibition you will see that a space has been provided for the productions of our House. You cannot fail to observe the place, for the goods will be “conspicuous for their beauty,” and you cannot pass without noticing their striking appearance. After inspecting them you will say that the Manufacturing Stationers of the “Queen City of the West” are not among the “moss-backs,” but are to be classed with the foremost of the “go-aheads.” We are confident that nothing in the way of ACCOUNT BOOKS was ever before shown in the city that could excel—or perhaps equal—our exhibit this year.

Do not forget to give us a call at our new Warehouse, 68 and 70 FRONT STREET WEST. We shall be happy to show you all our improvements, and let you see for yourselves the various operations carried on by which we turn out such work as is hinted at above. Besides, we shall be pleased to see you and renew old acquaintance.

We are,

Yours truly,

WARWICK & SONS.

WHOLESALE FANCY GOODS.

A CROWDED WAREHOUSE.

Novelties in French and German Goods.

Merchants may Select many Lines not to be found elsewhere.

At this season of the year Fancy Goods stocks are at their best; and notably among these is the large and varied assortment to be found in the Warehouse of Smith & Fudger, situated on the corner of Yonge and Wellington Streets. This stand has for nearly 40 years been the headquarters of the wholesale fancy goods trade of the city. For the last two months, daily arrivals of French, German and American Novelties for Fall and Holiday Trade have added to the Stock, until now every corner of the premises is taxed to its utmost capacity to store and display the goods. Dealers visiting Toronto during Canada's Great Fair will find nothing to better repay a careful inspection than this Exhibition of seasonable goods. They will be able to make selections which will brighten their stock and make it attractive, besides yielding a sure and liberal profit.

Flower Baskets, Immediately to the left of the **Musical Toilets,** main stairway are shown **Orna-Leather Desks,** mental Baskets, filled with French and Secretaries. Flowers. The baskets themselves are of odd shapes, and with the flowers artistically arranged they make an attractive



decoration for the parlor. Similar goods, which embrace the useful with the ornamental, are Wicker Baskets, lined with bright Satins and fitted with necessaire. In the same department are Odor Cases, new designs in combination, with Music Boxes, very delicate and ingenious little things for the toilet table. Plush and leather fitted boxes and companions are again in large variety this season. The chief feature is the marvellously low price at which

these goods are produced. Next we find a few decided novelties in street Satchels of the better grade; these will be rapidly picked up, for anything new in the stock of American and domestic Bags it is almost impossible to find. Of special interest to the Stationery trade is a line of London made Leather Desks and Secretaries. Many of them at popular prices, and a few elegant pieces suitable for presentation.

Plush Toilet Sets. Customers who have seen the new Plush Sets are rejoicing in the fact that, in these days when so much that is common-place and hackneyed finds its way

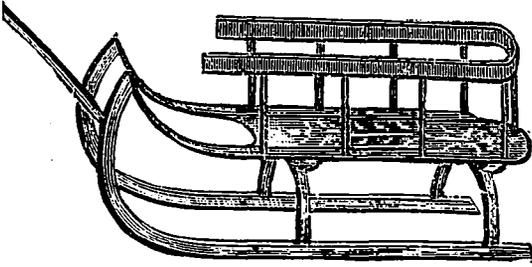
on the market, at last something really novel has appeared in the fittings of these goods, as well as a little change in the shape. We refer to the beautiful and rich effect of quaint designs in *oxidised silver*. There are also some new shadings of celluloid, and when tastefully mounted on suitable colors of Satin and Plush, the effect is good. Among the Plush Goods we find again this season pretty little Satchels for Opera Glasses.

The line of Opera Glasses itself is worthy a passing remark. Lemaire's trade mark appears on most of them, and there is a great variety in Pearl, Leather and composition cases. Ladies' and Gents' Card Cases are shown in the same department; the newest are leather, with spring back, chiefly in book form.

Electro Silver Plate. The most striking feature on the whole floor is the fine display of Silver Ware, filling one large department and comprising not only Table Ware, such as Tea Sets, Dessert Sets, Fish Holders and all the staple articles, but also some really choice things in fancy pieces and novelties. Among these may be mentioned a case of Sheffield-made goods, including some new combinations of cut glass and silver plate. The plate is on a base metal, known as nickel silver, and is really the only ware which should be dignified with the name of "plate." Customers who desire a really good article, of guaranteed quality, will find it in the show room of SMITH & FUDGER.

Bronze and Bisque Figures. In ascending to the next floor we pass a group of Bronzes, conspicuous among which is a fine pedestal,





Wagons, so popular this season, are very nicely finished and painted in bright colors.

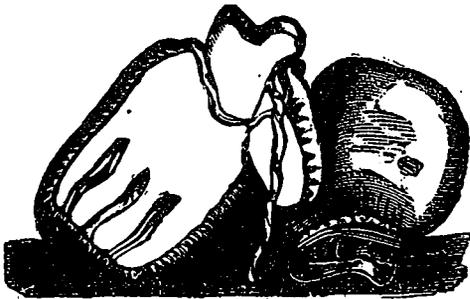
It requires constant attention to anticipate the seasons and provide the necessary equipment for this department—field sports and outdoor games. The summer season has been a great one, especially for base ball, and as Canadian agents for Spalding's goods, the firm has had a busy time. Foot-ball will take a prominent place during the next three months,



and dealers are offered a superior quality of ball, English made from best water-proof leather, specially tanned for the purpose.

In the same department there is made ample provision for the "Manly art of self-defence." While examining the stock it was

suggested that to appreciate the points in boxing gloves it is necessary to try on a pair. It looked ominous, however, to notice the "other fellow" was putting on a pair as well, and we concluded to content ourselves with giving the cut of a pair, just the size for any of our readers who might wish to take our place.



Dealers who cater for winter sports will do well to obtain a copy of SMITH & FUDGER'S Fall and Winter Sporting Goods Catalogue, giving illustrated descriptions of winter sports and games, coasters, sleighs, etc., with full rules for the popular pastime, Tobogganing. The new edition will be out during the present month.

SMITH & FUDGER

WHOLESALE

Fancy Goods

CUTLERY,

ELECTRO-PLATE,

Musical Merchandise,

TOYS, GAMES,

Toboggans, Sleighs,

FIELD SPORTS, ETC.,

WHOLESALE.

We aim at keeping our Goods up to the very highest standard of excellence. We pay particular attention to the prompt and accurate despatch of orders, and undertake to supply, at closest price, anything in our line.

50 YONGE STREET,

TORONTO,

SMITH & FUDGER.

SMITH & FUDGER,

WHOLESALE

FANCY GOODS AND NOTIONS

50 YONGE ST., TORONTO.

Merchants visiting Toronto during the Exhibition are invited to inspect
our stock of

Albums (Scrap and Auto.)	Harmonicans,	Rocking Horses,
Accordions,	Ivory and Pearl Goods,	Rubber Toys and Dolls,
Brush Ware,	Jewel Cases,	Stationery,
Bronzes,	Jewellery,	Sporting Goods,
China Goods (Fancy),	Kites,	Smokers' Articles,
Cups and Saucers (Fancy),	Leather Toilet Cases,	Smallwares,
Cutlery (Table and Pocket),	Leather Fancy Goods,	Sleighs and Clippers,
Dressing Cases,	Mechanical Toys and Figures,	Toys (Wood and Iron),
Dolls of all Kinds,	Manicure Sets,	Toilet Sets,
Druggists' Sundries,	Music Boxes,	Toboggans,
Electro Silver Plate,	Novelties for Shop Windows,	Vases,
Evening Fans,	Opera and Field Glasses,	Violins,
Figures and Statuettes,	Optical Goods,	Woodware,
Games (Indoor and Outdoor),	Pipes,	Workboxes,
Glassware (Fancy),	Photograph Albums and Frames,	Writing Desks,
Holiday Goods,	Plush Goods,	Waggon.
	Quill Tooth Picks,	

SEPTEMBER, 1888.

Our travellers are on the road with a full equipment, of new samples for Fall Trade. Our assortment will be found more complete than ever, our reputation for close prices will be fully maintained, and the taste, judgment and enterprise of our buyers entirely vindicated by a careful inspection of the various lines.

SMITH & FUDGER,

50 Yonge Street, Toronto.

THE DOMINION ILLUSTRATED,

THE

Pictorial Weekly Paper of Canada.

PUBLISHED EVERY SATURDAY IN MONTREAL AND TORONTO.

Endorsed by THE ENTIRE CANADIAN PRESS as one of the Handsomest Papers ever published and worthy of the most liberal support, not only as a Canadian production, but also on its artistic and literary merits.

SELLS AT SIGHT!

Subscription: { \$4.00 a year, } payable in advance.
 { \$1.00 for 3 months, }

Dealers may take subscriptions, and remit us the amount direct less 25 %.

SINGLE NUMBERS, 10 CENTS.

To the Trade, 7 Cents.

Supplied by The Montreal News Company, Montreal, Quebec, and The Toronto News Company, Toronto, Ontario.

Dealers who have not been supplied by the News Companies, or do not deal with them, may apply to us direct, and we will be glad to have their addresses at once.

<p>G. E. DESBARATS & SON, PUBLISHERS, 162 St. James Street, MONTREAL.</p>	<p>ALEX. S. MACRAE & SON, WESTERN AGENTS, 127 Wellington St. West, TORONTO.</p>
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Monthly Record of Canadian Publications.

Publishers are asked to send to the Editor a copy of any book or pamphlet published by them, so as to ensure correct entry in our list.

- Beautiful Jim. By John Strange Winter. Paper, 30 cents. National Publishing Co., Toronto.
- Bewitching Iza. By Alexis Bouvier. Paper, 30 cents. William Bryce, Toronto.
- Bootle's Children. By John Strange Winter. Paper, 25 cents. National Publishing Co.
- Diana Barrington. By Mrs. John Croker. Paper, 30 cents. William Bryce, Toronto.
- Histoire du Droit Canadien. Edmond Lareau, Montreal.
- In all Shades. By Grant Allan. Paper, 30 cents. National Publishing Co., Toronto.
- Incorporation of Joint Stock Companies, Canada. By W. E. Hodgins. Cloth, \$3. Carswell & Co., Toronto.
- Ironmaster (the) or Love and Pride. By Georges Ohnet. Paper, 30 cents. William Bryce, Toronto.
- Lovell's Montreal Directory, 1888-89. John Lovell & Son, Montreal.
- Mr. Meeson's Will. By H. Rider Haggard. Paper, 30 cents. Rose Publishing Co., Toronto.
- Muskoka Illustrated. By G. Mercer Adam. Cloth, 50 cents. William Bryce, Toronto.
- Mystery (the) of the Turkish Bath. By Rita. Paper, 25 cents. National Publishing Co.
- Ontario Reports, Volume XIV, 1888. The Law Society of Upper Canada, Toronto.
- Pride (the) of the Paddock. By Capt. Hawley Smart. Paper, 30 cents. National Publishing Co.
- Signs of Character. By A. Wallace Mason. Paper, 25 cents.
- Sinclair's Script Busywork. Samuel B. Sinclair, Ridgetown.
- Universal (the) Reductor, tables for the use of Importers and Exporters. Charles Hardy, Montreal.
- Wily (A) Widow. By Alexis Bouvier. Paper, 30 cents. William Bryce, Toronto.

Trade Chat.

E. A. Petherick, of London, sends us Vol. 1. of *The Torch and Colonial Book Circular*, comprising the first four numbers of that quarterly, neatly bound in board covers with cloth back. A very valuable "tool" for the bookseller. Call and see it at this office.

The Copp-Clark Co., Ltd., have just issued a second and revised edition of Virgil's *Æneid*, Book V., with notes, vocabulary, etc., by John Henderson, M.A., St. Catharines. Price fixed at 60 cents. We presume that Mr. Henderson's name will be sufficient to guarantee the work a good reception, as his previous notes, such as those on *Cæsar's Bellum Gallicum* and *Cæsar's Bellum Britannicum*, have met with great success.

The same publishers have also issued *Demothenes' Philippics*, Books 1 and 2, with notes and

vocabulary, by S. G. Woods, M.A., head master Collegiate Institute, London, and the price is 75 cents.

The same firm also announce a new edition of Pillan's *Classical Geography*, which they propose to sell at 40 cents, instead of 50 cents, as heretofore.

The Toronto Willard Tract Depository have issued this month some of the popular "Pansy" books, bound in a beautifully lithographed cover, with numerous illustrations, and which sell at the marvellously low price of 15 cents each. The same books can also be had in cloth bindings, suitable for library purposes, being without doubt the most elegant edition in the market. "Angel Voices" and "At Eventide," two pretty books in color and monotint, to sell at 20 cents each, should be seen by the trade, as they will sell like wildfire.

The recent type writer contest in this city, demonstrated the fact that it is a dangerous thing to assert in very positive terms that the Remington is a better machine than the Caligraph, or vice versa. If you do, you are liable to be talked to death by the champions of the respective machines, that is all, for they are each confident that it only requires time to enable them to talk you into the belief that their machine is the dandy.

The High School Drawing Course and the Public School Temperance text book, published by Grip Publishing Co., are meeting with great success, not only in the authorized school course, but in private schools as well.

"Newspaper Libel" is the title of a novel and interesting work just published by Ticknor & Co., Boston. The author is Samuel Merrill. He is a newspaper man as well as a lawyer, and has made a book that will be indispensable to publishers and writers for the press. The work treats of Canadian law as well as of the law of libel in the States, and will be found of interest everywhere.

The fine colored lithographs which are now given away as advertising mediums by large manufacturers has caused many a person to ask the question, How can they afford to give away such expensive cards? But it would seem as though we were only beginning to find out how cheaply, and yet how beautifully, colored work can be done in this progressive age. Frederick Warne & Co., of London and New York, send us a few books for the coming Christmas season which illustrate this point very well. "Over the Hills" is a forty-eight page book, printed in colors and monotone; bound in stiff board covers, in colors, \$1 75. "Young America's Nursery Rhymes" is an eighty page book, every page being printed in colors; in stiff board covers, \$1 00. "A Merry-go-round" has

ninety-six pages, all printed in colors, and will sell for 50 cents. These books are marvels of cheapness, and it is no wonder that the advance orders have been very large. Ask your jobber to show you samples.

Friend (to young author): "Isn't that gentleman who just passed us the publisher of your book, Charley?" Young author (in a low reverent tone of voice): "Yes." Friend: "He seems a very proud man. Why didn't you bow to him?" Young author (earnestly): "Fred, I didn't dare to; it's not down in the contract."

"I cannot give you a definite answer to-night, Mr. Paperwaite," said the girl, softly; "You must give me a month to think it over." "Very well," was the young man's response, "and in the meantime I can think it over myself."

Mrs. Lowcut: "Somebody was saying, Col. Fairly, that you had written a book." Colonel Fairly: "Yes, I have hung together a small volume." "What is the title?" "'Ten Years in the Saddle.' It's simply a brief history of my ups and downs."—*St. Paul Globe*.

The repairs and alterations on the Dennison Manufacturing Company's building, 198 Broadway, New York, are now completed, and the appearance of the place is very much improved. The stock room and shipping departments have been made larger and the salesroom, too, looks roomier and lighter. The upper floors of the building have been fitted up for offices. They have every convenience that modern improvement can suggest; quick-running elevator, steam heater, electric light, etc., etc. Most of them have been rented to leading houses in the jewellery trade. The whole place is well ventilated and the light is good. Canadian houses in the paper or kindred trades who intend establishing an office in New York city, should see these offices before they make a choice.

Personal.

Alfred H. Jarvis is opening a new book, stationery, and news depot at 157 Bank Street, Ottawa. Mr. Jarvis is a young man of energy and ability, and will no doubt succeed in business.

The following dealers have been in town during the past month: J. B. Pewtress, Hamilton; H. Watson, Milton; F. Metcalf, Blyth; W. Allaster, London; W. J. Mahood, Kingston; W. Fitzgerald, Drayton; W. H. Smith, Lucknow; N. F. Yeo, London; W. Cornforth, St. Thomas; W. Colwell, Mitchell.

We had the pleasure recently of receiving a visit from Mr. Richard Ennis, of Saint Louis, Mo. Mr. Ennis has been reading up and nibbling deep draughts of Copyright literature, and he was full of it. He holds strong and radical

views on the question, which will be put forward in course of time. At present it may be said that he is strongly opposed to the Chase bill, and that he is summoned to appear soon before the Congressional committee on Copyright to give his evidence on this vexed question.

Order in Time.

The wise retailer has laid in a good stock of school books and requisites, in preparation for the opening of the schools. Both these lines are, to use a common expression, as good as gold, and it is poor policy to wait until the last moment, and then telegraph to have them rushed off by first express. Order a fair supply early, and be prepared for the rush when it comes. Don't have to tell your customer, who wants a school book, that you will have it for him in the morning. Keep it in stock and be prepared to supply the book the moment it is wanted. As a help to those who run low, houses such as C. M. Taylor & Co., Copp, Clark Co., and Warwick & Sons, will promptly fill all telephone and telegraph orders from their customers.

No Special Discounts Allowed.

The Canadian Customs Department have blacklisted another American firm, a Boston company, which deals in printers' supplies. In their announcement the firm say, "We make a special discount to purchasers over the border to partially offset the duty on goods they import." Collectors of customs have been warned to closely scrutinize the firm's invoices.

The Latest Fiction.

From the National Publishing Company. "Straight as a Die," by Mrs. E. Kennard. Paper, 30 cents. "Killed in the Open," by Mrs. E. Kennard. Paper, 30 cents.

From William Bryce. "Robert Elsmere," by Mrs. Humphrey Ward. Paper, 50 cents. The book that every one is reading. "For His Brother's Sake," by the author of the "Original Mr. Jacobs." Paper, 25 cents. "A Mere Child," by L. B. Walford. Paper, 25 cents. "Black Blood," by George Manville Fenn. Paper 30 cents.

In High Society.

A man in a library, whom we will call Kelly, was one day carting books in a wheel-barrow, when a gentleman noticed a big bug on his shoulder, saying, "Mr. Kelly, there is a large bug on your shoulder." He replied, "Never mind; leave him there; it is not every day a man can be in the society of 'big bugs.'"

Trade Chat.

Trade picnics have been the order of the day or rather of the month. The employees of Warwick & Sons, of the Barber & Ellis Company, and of the Grip-Printing & Publishing Company, all had their annual picnics last month.

Warwick & Sons have secured a renewal of the printing contract from the Ontario Government for another term of five years. The price is \$27,000 a year. As is usual on all tendering for public works, there is considerable "kicking" by unsuccessful tenderers, but the Government say everything is fair and square and that there has been no favoring of any party or firm.

Items of Interest.

Pen drawings are not engraved, but reproduced by a photographic process which gives a relief plate to print from. There are specially prepared "tint" papers sold, which can be drawn on by a combination of ink and crayon, and then reproduced by photo-engraving process for printing from; but they are not readily obtained, having only a very limited sale.

In binding magazines have not only the number of the volume put upon the back, but also the year of publication. This will greatly facili-

tate their use for reference as well as occasional reading.

Many of the publishers of cards in England have come to the conclusion that the long discount system is an absurdity, and have decided to return to the net system. Some Canadian houses are also quoting net prices this year in place of long discounts.

A composition for self-inking pad for rubber stamps is made as follows: From two to four drachms aniline dye of desired shade, fifteen ounces of alcohol, and fifteen ounces glycerine. The solution is poured on to the cushion, and rubbed in with a brush. Another formula includes one part gelatine, one part water, six parts glycerine, and sufficient colouring matter.

The Powers Paper Company, of Springfield, Mass., has made a new departure in the manufacture of "leather envelopes," which are made of an extra quality of calf, without partitions, linings or gussets, thus insuring the greatest possible economy of space and durability. The absence of gussets, so far from being a disadvantage, increases the capacity of the envelopes to a surprising degree. These envelopes are made in six sizes and four styles, sixteen kinds in all, and will be found suited for almost any size of papers. The leather used is made expressly for the purpose and is finished on both sides.

BROWN BROS.,

Importing and Manufacturing

STATIONERS,

64, 66, 68 KING ST. EAST, TORONTO.

We invite the attention of the Trade to our very complete Stock of Mercantile and General

STATIONERY.

Departments too full to enumerate here. Our aim is to keep new, fresh Goods, everything required for the office or home. Also to our own manufacture of

ACCOUNT BOOKS.

This department is a specialty with us, our motto is "Cannot be surpassed" for excellency of work or good value. We continue to manufacture and keep full lines of

LEATHER GOODS.

We intend to keep abreast of the times for new and improved lines in Wallets, Purses, Satchels, Card and Leather Cases, Music Rolls, etc. Our stock will be unexceptionally fine in

Photograph, Autograph and Scrap Albums.

Brown Bros., [Wholesale Stationers, Toronto.

REVIEWS, ETC.

From **William Briggs, Toronto.**—"Judge Burnham's Daughters," by Pansy. 340 pages, cloth, \$1. In this book Mrs. Alden has given us a well-written and exceedingly interesting story of home life, showing the trials and struggles which a Christian wife has to undergo when surrounded by influences which are sure to undermine and destroy Christian character. Ruth Burnham, as portrayed here, is one of those lovable characters which even the scoffer and disbeliever must admire. While one may not agree with all that Mrs. Alden has written on the subject of dancing and drinking, her arguments are so neatly put, and clothed in such beautiful language as to challenge the attention and admiration of the reader. Mrs. Alden touches on one or two points upon which we would like to see her talented mind enlarge in some future work. The scene where the landlord's agent comes to dispossess poor Minta from her miserable tenement room is powerfully painted. "All the Erskine blood seemed to boil in Ruth's veins as she heard her husband's daughter thus familiarly and insolently addressed." And if Ruth had not found Minta just at that moment, God help her, might she not have been forced, as so many poor girls are, to depths of degradation the very thought of which is sufficient to make one shudder? And yet Mrs. Alden must know that the modern race for wealth is so intense and overpowering, as to cause the average man, even though, alas, he be a church member, to steel his heart against human suffering, and against the cry of the widow and the fatherless. If this were not so, how could we have the awful poverty and destitution which abound so in our large cities? "Money is a potent factor in this world," says Mrs. Alden. But was it not the great Master himself who was repeatedly warning us to beware of riches. This is indeed the most crying need of Society to-day—the need of men and women who by precept and example will do their best to write and talk against this modern Monster of Riches, for whom people will hesitate not to sacrifice their prospects in the next world, so long as they can grasp that which is looked on as such a potent factor in this.

From the same.—"Aims and Objects of the Toronto Humane Society," 232 pages, 112 illustrations, paper cover, 25 cents. The diffusion of a public humane sentiment is the principal object aimed at in the publication of this book, and it will not be the fault of the society, of the editor, or of the publisher, if the book is not appreciated. It is a most excellent work, profusely illustrated, and will be welcomed by thousands of people. In treating of the waifs and strays of our cities, however, the editor should have given more attention to the land taxation question, as it cannot be disputed that just in proportion as rents rise, poverty, crime and destitution increase. The rent question is rapidly coming to the front as even a more potent factor than drink as the cause of waifs and strays.

The Dominion Illustrated not only holds its own, but continues to improve with every issue. It is undoubtedly the finest journal yet produced in Canada, and will do more than a hundred paid emigration agents to advertise this country abroad and to convince our British brethren that there is an unlimited amount of snap, enterprise and ability in Master Canada. News-dealers will do well to note the liberal terms offered by the publishers.

From **Napoleon Thompson & Co., New York.** "Canadian Leaves (History, Art, Science, Literature, Commerce), a series of papers read before the Canadian Club of New York," edited by G. M. Fairchild, Jr., and illustrated by Thomson Willing, A.R.C.A., 296 pages, paper \$1. A most valuable collection of papers on Canada, and which every one interested in this country should read and preserve for future reference. The various papers are replete with information on the various topics on which they treat, and no one can read them without being more and more impressed with the fact that Canada has a grand future before it, as one of the great nations of this Western World.

BOSTON - NEW YORK - PHILADELPHIA - (SEND FOR CATALOGUE) - CHICAGO - CINCINNATI - ST. LOUIS.

NATIONAL MANUFACTURING TAGS - GUM LABELS & CO.

SPECIAL NOTICE TO THE TRADE.

JUST PUBLISHED:

THE STORY OF AN AFRICAN FARM, A NOVEL,

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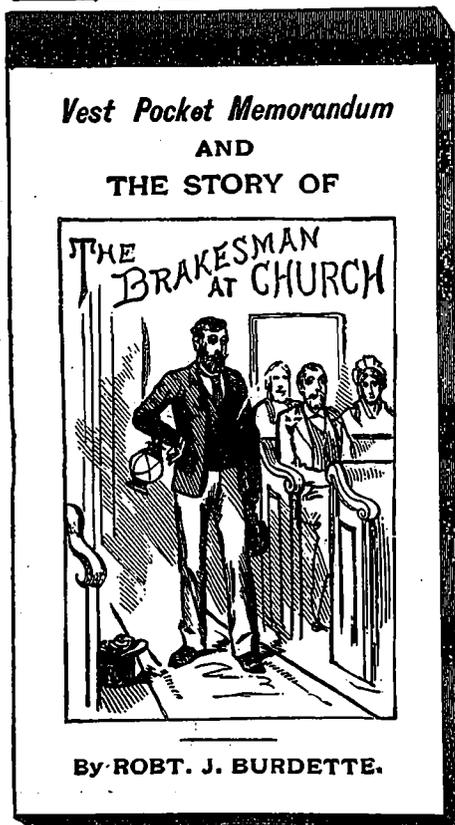
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