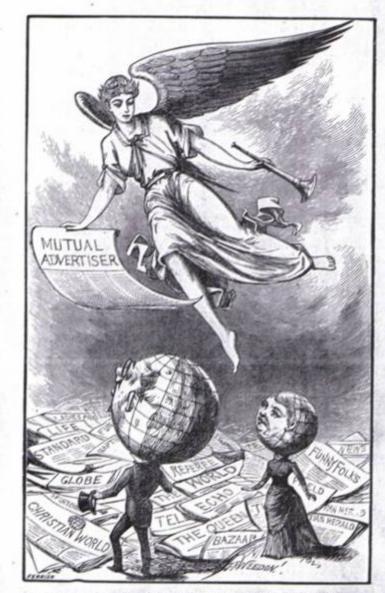
Conflict and Competition in Nineteenth-Century Advertising

Jim Mussell and Suzanne Paylor Nineteenth-Century Serials Edition (ncse)

www.ncse.kcl.ac.uk



THE GENIUS OF THE PRESS ATTRACTING THE WORLD AND HIS WIFE.

Tea Advertisements

Northern Star, Volume 1, 31 March 1838, p. 1.

TO THE INHABITANTS OF LEEDS.

NOBILITY, CLERGY, GENTRY, AND FAMILIES IN THE NORTH-OF EXCLAND.

 $D_{\rm c}^{\rm CEIN0}$ the last SN Years I have conditioned several of the LARGENT EXTAIL TRADES for a sine study to the XONETH of XNMLAND, by purchasing only these deficies that wave minorized to the of the start presarvary, and single the Ready Minorey, as the Stranifert Trade of the Start present the trade of the Start present start and the Start Present start Present start and the Start Present start Present start and the Start Present start present start and the Start Present start and the Start Pr

I now respectfully assesses to say summers Friends and the Public generally, that on SATUR-DAY NEXT, MASCO 31, 1 SHALL OPEN A



TEA was formerly and are Lorency only by the Rich, but new it is considered as use of the Neur-sonies of Life by all Cherror of the Community, for all heavy the high-implicity balance of Versites in heavy heavy the balance of the Action of the Specific Cherror of Versites in heavy by the former of the Action of the Specific Cherror of Versites in the origination of the Specific Cherror of Versites of the Specific Cherror of Versites of Versites of the Action of Versites, and the Specific Cherror of Versites of Versites of Versites of The Action of Versites, and the Action of Versites of Versites of Versites of Versites Research of Versites, and the Action of Versites of Versites of Versites of Versites Research of Versites, and the Action of Versites of Versites of Versites of Versites Research of Versites, and the Action of Versites of Versites of Versites of Versites Research of Versites, and the Action of Versites of Versites of Versites of Versites Research of Versites, and the Action of Versites of Versites of Versites (Versites Versites) and the Versites of Versites of Versites of Versites of Versites of Versites and Markets, AND RELY SOLELY ON AN EXTENSIVE TRADE FOR SHARE SOLE OF VERSITES.

The following List of Poiers, to yith L'indus your attention, will at once done that I shall rell use Champ as any Whetherh Bonn in Lingdon, but the Quality of any Tele will be its best Recomputation. See those with any from use with difference.

COMMON BOHEA 26, 26	GOOD GREEN TEA	VEA. 44.55.77 h or 58. Per 54.04
FINE BOHEA	FINE HISON or YOUNG HISON DIPERLAL GUN-	4.0 erijd.Per
(bill ferrer)	POWDER PINE GUNPOWDER	6.16 er41d. *
Searching Flavour) in 64, 64, art 56, 244,	DER of elicopediarout	76.66

I shall press the name System of Trule with regard to COUFEE, and it is released on all knobs that for faset COFFEE cannot new he still Wholesale under 2a, my Prices are-fat

FRESH ROASTED COFFEES.

VRIAGE COPPER.	3a, 45, 30 1a, 66, 57 3a.
GOOD JAMARA COPPER	
FINE JAMARCA or VERKEY COPPER	98. 68. " or 64. Four an,

SPICES, REFINED SUGARS, ETC. EQUALLY CHEAP.

Since the second as interactions of contrasts, introduced to the Contrast, and the Contrast, the Contrast of the Contrast of the Contrast, and the Contrast, the Contrast, and the Contrest, and

There are also other Statal Darker, or reliable largesters, whose vanity targeted from to been broken semitor store of Complements and Corpus of Tex, which they expected inford struct from Ohios, which have out got environ?; besever, there are the mask includes Meritann in the World, for their transformer to subseculard, and their versicity is responsible.

Tern of Inform Quilty have advanced in Nice considerably during the Inst Nice Howine, but there has been only a trilling advances on these of finant Quilty, which are yet willing at minute piece with the piece consequences on the one most of Charge with the Charge Market Dava of the Charge Quilty. The Charles Market has been in a very somethic datase even share the Wart Halls Friezen obtained a very Capital the Third Section 1 and the Charge Charge Charge Charge Charge Charge Capital the Third North Third Charge Charge Charge Charge Charge Charge Charge Capital the Third North Third Charge Charge Charge Charge Charge Charge Charge Charge Charge and Annotation to the the the the Indef the their Photons in the term of the the Annotation of the Charge Charge

To my measures Britesis I seture my most sincere Thanks for their Support and Patsonage, and log to aware them it shall ever be my study to meets a continuous of their Favouri.

Your Obeliest Sevent,

WILLIAM WHITEHEAD.

175, Briggete, and also at 111, Kirkgate, Leeds'; and High-Struct, Kaurusbrough WHOLESALE WAREHOUSE, HEATON'S COURT, BY No. 6, BRIGGATE, LEEDS.

THE NORTHERN LOCUST AND HIS DUPES !! OR, WHAT IS A TEA HAWKER?

(We log is state to the Resolve, is adapting the almost Table, and bringing this Subject to increasion, we're Okurowskie, that no de out alm af the Jaylory of Labolean Internet, fan Frone, or Republike of any Sicolovie in particularly, in to be 08 STSTER OF HARMAING GOODS in General, and that of Xee, with which we are less supparability, in periodsciere).

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WHAT IS HE NOT?

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charger than these to show he with would should it for ready money. Here is or the to ordy decays. These are one goods which have next here previously goth lengths here drives readily, and here here to any show are stable more into the should be have to any show are stable more into the order of more lengths. This has delt decays, much here here the should be have to any show are stable more into the order of more lengths in the should be have to any show and the have the order of the should be have the order of the should be have the order of the should be have to any show and the have the order of the should be have the should be have the order of the should be have the should be have the order of the should be have the order of the should be have the order of the should be also of the should be have the should be have the should be have the should be also of the should be have the should be also of the should be also of

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When it is the feed P Why, that the films and a single contensar in the middle of any large power, and not non-respectively mean insure in other town, willings, or branch, not even the higher authors of his constraints of with the Tana and wal energy read. Is not provide the one provides them in the another place and accord competition, instanted of shalling through energy large, showing parameters and highly in the large trans_____energies (a starting that attract the anal the despines of translation large in the large trans_____energies on the develop of the large transmission energies.

if the man-tone versure. If fide is non-million to show you the true cohere of the Tei Hewker, somprove the priors he changes and the quantity he still, with the priors we have advertised and the quantity we have sold. We sel 20 Cheste of Tex, where any Tes Harbarie in this millipharehes olds OMZ-set priors here near recompany more data 154, 134, and add, per quarter possion-while the Hawken are proved 184, 184, and at 84.

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Hawker's Tea,

We say try a genrier pound of our Binch Tes at 10d. and a quarter of Green at 13d. AND FOR THE HIGHER RESOLPTIONS,-

A quarter ib. Fine Congres, 4s. 8d. or 16d. per quarter.- A quarter ib. Fine Bysen, at 8s, or 16d me granter, and best Couppe. Tear propried, f4, or 184, per quarter, and Gerpowder Sa-

or 104, per quarter. We do not say bay see Tens and care alone, --purchase of other dealers and see who sample the best. Rey the Blook and Green experteds, pursue the same plan with dealers of this tays, --try it three models, --and if you then fail as areing in price or quality, continue to patronize the Hawker and his park to the

PRICES OF TEA AND COFFEE

AT OTTLEY'S & CO.'S. 2, SOUTHGATE, HALIFAX.

BLACK TEAS.

GREEN TRAS.

Finest Seacheng, 6s. per pauni and Gaupender, 6s. or 2d. two owners,

COPPER.

"Scotch Tea Dealers Versus Puffers," Northern Star, volume 1, 7 April 1838, p.1

But, as this is the age of hot competition, it is also the age of sterling patriotism. His attack upon વર્ષક વૈંગાં કે નટુ‴્ય us as a body proceeds from no selfish or sordid motive! Not it. Ottley, honest man, cares nothing about profits, if he can only benefit the consumers of Tea !! Such pure disinterestedness will surely meet its reward in a public monument ! It is no fault of his if he cannot persuade the Public to buy his Teas, or to abandon those by whom they have been previously supplied. If his assertions are true, they (the Public) are a most stiff-necked and perverse generation, blind to their own interest, and himself one of the must neglected and ill-treated philanthropists of the age. As a proof of his sacrificing individual to public interest, we may adduce a fact worthy of notice. At the last Halifax Election but one, Mr. O. voted for the Blue Candidate, Mr. Wortley. No doubt a straight-forward and conscientious vote ! At that time party spirit ran so high, that exclusive dealing was resorted to, and Mr. O. felt its effects in his most sensitive part, namely, his breeches pocket. He argued, begged, "bullied," and beseeched the Public to leave off such ridiculous ways, but in vain. He then remembered the old saying, that " if the bill won't come to the King, the King must go to the bill," and recanted. As a proof of his sudden and miraculous conversion, and as a token of his sincere repentance for his past dereliction, (not to the Public, but his till,) in a few days the little automaton coffee grinder, in his window, wore Egyptian mourning, the colour of which, need we say, is Yellow !

We assure Mr. Offlaw that was more frequently must it. "

SCOTCH TEA DEALERS VERSUS PUFFERS.

WE, the Scotch Tea Dealers in Halifax and the Vicinity, heg kindly to acknowledge to the Pablic the Favours which, for many years, they have no liberally conferred upon us, and we havely most respectfully solicit a continuance of their support.

Inspectively asticit a containance of their support. The object of this Advertisement is to direct their attention to one which appeared in the last week's Northern Stor, and which emanable from the Profiler Educoticabusent of Othey' and Co., in which are contained assertions as base as they are false, and as ungenerous as they are origint. The last Charge in—" That we are not able to bay Chang, because we possess no knowledge of the

Business in which we are engaged."

Business in which we are engaged. Now, a Scotchmon, from his native bills, never begins Basiness on his own account; but invariably serves for a term of years with a Master; and is he more deficient is intellect than apother man, that

Having denied the Premines that the article is not Well Bought, the only other reason assigned is the across ties of Travelling Exponess, against which we mate politoly bag to balance their exponence Establishment of large Stop and House Rents, and high hed tits, and as weighty an expense as any everything Paging - a never-failing symptom of asthum, and that the Patient cannot long survive.

We by no means dispute that Otiby and Co. keep Teas at the prices advertised, but, at such prices, it must necessarily he of the very lowest description, and if their resistences denire a superior article, they will also ask a superior price. We could afford to call at the same prices, did we keep such a commodity in our possession ; but, for our part, we have been always of opinion that Teas of a kinder

manay, and mave need continue to tente every effort of our enomies.

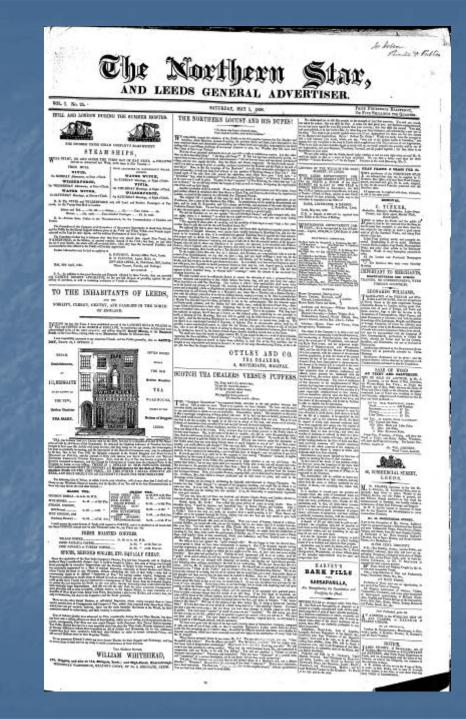
But, as this is the age of hot competition, it is also the age of sterling patriotism. His stack upon is a a heavy proceeds from no selfish or scorid motive! Notit. Ottley, horiset iman, duras nothing heat profits, if he can only beyoft the consumers of Tat!! Such pure disintrivitations. His stack upon the constraint of the can only beyoft the consumers of Tat!! Such pure disintrivitations, duras nothing heat profits, if he can only beyoft the consumers of Tat!! Such pure disintrivitations, duras nothing heat profits, if he can only beyoft the consumers of Tat! Such pure disintrivitations will surely to abandon these by when they have been previously supplied. If his assettions are true, they (the of the most neglected and lith-rested philon through the of the most neglected and lith-rest philos provided and performs generation, blind to their own interest, and binned or phile interest, we may addres a fact worthy of sedae. At the heat Halifax Election but case, Mr. O. the Blue Candidate, Mr. Worther. No doubt a straight forward and conscientions rote: A share as his most sensitive part, annely, his breaches packet. He argued, hegged, "bulled," and beasehed he Public is leave off such ridividous ways, but in vain. He then remembered the old asying, thei "if be bill work couse to the King, the King most go to the bill," and researed. As a peof of his such of the such of this such of the such of the such were asy as Vallay at Vallay ? The his most were couse to the King, the King west go to the bill," and researed. As a peof of his sedaer obling, het is is ill, in a few days the lith antennot celler grinder, in his window, were Egyption offurning, the colum of which, need we say, la Vallay ?

We assure Mr. Otiller that we more freemently meet the "dense ?! in

The Boaler in Halifax; but we do detest that mean-bred vice-a compound of valgar impudence and low coming, which prompts him to ask people from whom they perchase their Tea. The quality of our Tea will always recommend itself. We would scener have his consure than his peaks. The but for the final back find of which he seems no index the final data conside discover in the see in the second field of the final data of the second strength of the second data of the former would be a kind of recommendation ; the latter an absolute discretit. But observe how the beninless S. 1 2333

Now far the evenue of the number. Mr. Ottley, you sell Turnity Chasts of Tea where any Scotth Tea Dealer sells One. So you say, Mr. Frohl I. But dare you risk FIFTY FOUNDE, to be given to same Charitable Institution in Hallfax, on the strength of your assertion? If you can strine your courtage to the sticking point, we will find a Scotth House in the Trade you decay, the sphere of whose discrimina-lies principally in this Neighbourbied, who will dare you to the Trail before the specific the Dublic. If your proor your assertion, we will define above-mentioned Sum, to be applied as informatif, and if we prove that your allegation is only a bounce, you shall forfici the Sum; to be applied. Now, on this point let there be no mistake ; don't show the white feather.

Northern Star, volume 1, p. 1.



"Tea Hawking" and "Tea Controversy," *Northern Star*, volume 1, 31 March 1838 and 7 April 1838, p.5.

SUICIDE.—An old man, named Thomas Bates, lodging with John Pickles, wool-comber, Thompson's Buildings, Silsbridge Lane, terminated his existence on Tuesday morning, by hanging himself. Pickles had gone out early in the morning to wash his wool, and when he returned, he found his lodger suspended by a small rope from the stair bannisters, but life was extinct. He had been turned out of omployment about a week since, and this circumstance was the probable cause of the rash act. He was upwards of 70 years of age.

HALIFAX.

CAUTION TO COACH TRAVELLERS.—Last week Mr. Ramsden, a very respectable person, residing in Gibbet-street, Halifax, booked his place to York, by a Halifax coach, when upon nearing Leeds the coachman told him that he could go no farther than Leeds, and returned him 5s., which was half the fare; Mr. Ramsden had paid 10s. to York, and consequently was cheated out of a shilling, the fare from Halifax to Leeds being only 4s. The proprietor would do well to call upon Mr. R. and make restitution for the insolence and over charge, otherwise he shall hear from us again upon the subject.

TEA HAWKING.—We beg to direct the serious attention of our readers to the advertisement in our first page—"The Northern Locust and his Dupes." If half the allegations contained in it be true, it is, indeed, high time for the "Dupes" to "Purchase not only Ottley and Co.'s Teas, but those of other dealers, and see who supplies the best." A good market for their money is of vital consequence to all.

LEWDNESS AND DRINK .- A middle aged woman of the town was brought up before the magistrates under the following circumstances :- On Tuesday night, she was in Fox Ginnel, when a man, named Andrew Hartley, who was in liquor, went up to her. Some conversation took place, and she asked him to go to her house, which was in Gibbitlane. Hartley, a young man, who was standing near, and the woman, all accordingly went together. When they got to the house some ale was sent for; and, shortly afterwards, Hartley found that his watch was missing. He charged her with the robbery, which she denied. Hartley then went for a constable, leaving her in the custody of his companion. Three young men came into the house, while Hartley was away, and after talking with the woman, again left. Hartley then returned with Rawson, who took her to the lock up; and when Hartley got home his watch had been left there by three young men. The magistrates, after reprimanding the prisoner, and cautioning her not to appear there again, dismissed her.

FRASER AND THE TOPERS.—On Sunday last, in the forenoon, two persons were discovered in the street who had been drinking too largely of their morning potations (by Fraser) and one of them, being somewhat more sober than the other, was desired by the constable to carry his companion upon his back to the lock-up, "nay, none so," was the reply "if I am to go there mysel." A cart was afterwards provided to take them both there.

TEA CONTROVERSY.—Audi alteram partem, hear both sides, is a very old and very proper adage. In our last we directed our readers to notice certain charges brought, in our advertising columns, against Tea Hawkers. To those charges a replication appears on our first page, and we hope all our readers will hear both sides. Two advertisements for shredded wheat: the one below was designed to be placed next to news of the battle of Mukden. *Principles of Practical Publicity* (London 1909).

Triscuit for the Japanese Army

SHREDDED WHOLE WHEAT

May Change the Map of Europe

A soldier's life calls for a strength-giving, highly nourishing food—a food that makes bone and brawn, steady nerve and clear brain —a food that supplies Heat and Power, and at the same time repairs the waste of the long march. A soldier's food must have the maximum of nutrition in smallest bulk.

Such a food is TRISCUIT, the new cracker made of shredded whole wheat. a compressed palatable ration, containing all the nutritive elements of the whole wheat kernel, good for all seasons and all climes—rich in muscle-making, tissue-building properties—easily digested.

> A representative of one of the largest contractors for the Japanése forces visited our exhibition plant in Tottenham Court Road, London, and witnessed the process of shredding wheat. He became convinced that TRISCUIT is an ideal food for the soldier in the field, and Instructed our London Agents to quote a price.

If Shredded Wheat is Good for the Soldier it is Good for YOU.

Newspaper "copy" for the same product in distinction from magazine "copy"

Newspaper "copy" for shredded wheat

No Use For The Stork

properly when they come. The perfect food for growing children is

SHREDDED WHEAT

because it supplies, in wellbalanced proportion and in digestible form, every element needed for building healthy tissue, strong hones, sound teeth and good brain. You can't build stardy hoys and girls out of corn or oats or white flour bread or pastrics. A Shredded

or pastries. A Shredded Wheat Biscuit supplies all the energy needed for work or play, for children or grown-ups, for invalids or athletes.

A Breaktast of SHREDDED WHEAT BISCUIT, with hot or usid mith or cream will asyphy all the energy nacked for work or play. THISCUIT is the same us the Bisouit except that it is compressed into a writer and is used as a tomat for any meal, instead of white four bread. At all goocers.

THE NATURAL FOOD CO. NIAGARA FALLS NEW YORK

MAGAZINE COPY FOR SHREDDED WHEAT, IN CONTRAST WITH NEWSPAPER COPY FOR THE SAME PRODUCT By permission of The Frank Presbrey Company, New York

Magazine "copy" for shredded wheat

Penultimate page of the Leader showing how the two col. "Portfolio" - a department of original literature – becomes the 3 col. Commercial and Advertising section.

Notice Births Deaths and Marriages is between an advertisement for a patent medicine and "Commercial Affairs."

Leader, volume 4, 8 July 1854, p. 645.

opera. In other respects, the performance was a great advance on these which have presented it. M. Sujol, who took the principal tenor part, can as in-test provide a set of the set of the principal tenor part, can as in-test provide the comic pessage in his character - setting new not the which a qualitat and quint harmone, which produced hearty hogher from the auti-tation of the principal setting of the setting of the setting and therein the principal setting of the setting of the setting many, and therein yas, include, the only offender among the dreaming provide the setting an admirably comic free set of forms and the setting to be the setting an admirably comic free set of forms to be prosense working ones of the setting the setting the setting the setting the setting the set many and therein the setting to be prosense working the setting the set an admirably comic free set of forms to be prosense of the setting the setting the setting the setting the setting the set the setting the setting the set of the set of the setting the set of the setting the setting the setting the set of the setting the set of the setting the set of the setting the set of the setting the se

tiva. Les Diamons de la Couronne is conceanced for Monday. This, we vecture to predict, will be the orowning success of the sensor.

The great news this week in concernion with the Opera is, that Grisi is to

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DBATUS. GUMDILLIGUI-Jame R. In. Befords of FURST 600 regi-tered by the second secon

WERVERS, -At 25, Spinore-territor, Laters mail, Leitarten, Priorita, the offic of Mentonian W. Wenrers, R.N., aged EDg edgin.

act the next time La Siriae is performed. She same it to perfertion on give eight extra performances before she takes her forwell. She is fideaday night, and was filly researced by an encours. In the difficult air of anonneed to say ar in Le Fascoria, Janu Balese, and Le Gama Lafrer; the first set, behind the course, and in the bellinet first, the exposition and the latter opers (too reardy head) is Leadon being second with her of her exception, and the folly affirmed. They had never hearh her to such flavantage heffers, and her with enthuisam at the end of the alivantage heffers, and her with enthuisam at the end of the opera. In other segrets, the performance was a great alwance on fione which the immelance it. By devise the arther and the rest best of the state of the second of the second of the second of the second best opera.

The stricted borisons has been hnisk this work in our markets for the borno-man facture of foreign material. French dance have been dess into English at the Lorenze and the Harmonic produced, and the the title of Hapse and ison of Lorenze and the Harmonic produced, and the the title of Hapse and the Armonic and the Harmonic produced, and the the title of Hapse and the Armonic I. In this version the discusser rotation for their nation-ality, and the scene is, of essence is the ground produced hyperbolic and the webster is of essence of the young effect is performed by-Min Webster i and the characteristic strengtheres the "cash" by in-obaling in fit is popular extrance is the scenario time and, "by in-duling the popular extrance is the scenario is the cash," by in-duling in fit is popular extrance is drawn of it is, on the neurity of the scene in this most pothetically read of drawna, not is is, on the neurity reasons in faceos; hat in such a flow of Lo Join Fair Fair Fair Scene in this sort of mangarenade, however admissibly it may be sentenized, is utterly out of flow. We

aritian Bonda	Bossian Boada, 5 per Conta 2000
unite finada	Sianidi Cumultive Cert. of Coup. not fun 61 Vanazaria 51 per Cents
rbagaceo 4 per Ceuta. 402	Balgian 45 per Cents

Mr. Rusy, Hr. F. Bolowis, Mr. Johanne, Mr. Emerge: Her-bart Alberty, Mr. F. Robleson: New Kony, Miss Marrison: Julia, Miss E. Gresowis, Scial, Miss E. Terner, After within Calamir's Consoly of

THE JEALOUS VIPE.

True denators with Compressed into there are: Bit Online, Mr., Albest Wigner Mader Galaxy, Mr. Theory, Lord Presidet, Rr., Mr. M. Markow, Mr. M. M. Markow, Mr. M. Markow, Mr. Manor, M. Will, M. Mer, Uskila, Mr., Mirrel Wigner Mo. Manori, M. Will, M. Mer, Uskila, Mr., Mirrel Wigner Mo. Manori, M. Will, M. Mer, Uskila, Mr., Mirrel Wigner Markow, Jin, Chartelphy, Toriet, Minal, Jamose, W. Satalaulto, 1911. S 2000 Characterian, edited ERADS OR TAILS ?

Wrangiocovit, Mr. Envery: Reveal Dynamics Mr. Afred Manual, Urris Wilson, Kawai Banasa, Kananan, Manual, Urris Wilson, Xer, Allow Wiges, Tolorg, Private Jacon, and Jacon is the last at the Bes-cificos of the Wrathray and Mr. Afred Wiges, 55, Manu-Jaco, Stowass attack.

ROYAL OLYMPIC THEATRE. Louis and Messager, Mr. ALPHAD WIGAN. Boulay, and Tuesday, will be presented a new fares

PERFECT CONFIDENCE.

auko PHEREC CONFIDENCE. Characters W. Mears, F. Bohen, Kazar, Radiason, Mines Hardiz, E. Terner, and E. Ornstein. Anter tick, Us are consolitis, colled HERE OF ANTER STATES (Solid Here) Characters in K. Mears, Berry, A. Wass, J. Inform, Hiss Hardis, and Min. A. Wass. To exclude with a correlation of The States of the Consolition of the States of Elements of the Consolition of the States, and Min. A. Wiese. Consolition of the Deadler We. Alfrico Wigan. University Information of the States of the Marking States of the States of the States of the Marking States of the States of the States of the Marking States of the States of the States of the Marking States of the States of the States of the Marking States of the States of the States of the Marking States of the States of the States of the Marking States of the States of the States of the States of the Marking States of the States of the States of the States of the Marking States of the States of the States of the States of the Marking States of the States of the States of the States of the Marking States of the States

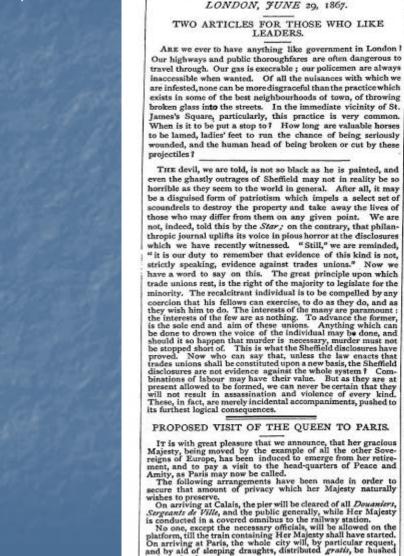
MEADS OR TAILST

MCDIET - drift 1, et Rasmach, the Minor Rage Construction of the State Construction

DELYISH FUNDS FOR THE PAST WEEK. (Distance Prices) Sat. Men. There West There, Frid. 909 31 315 200 200 000 000 200 300 000 005 000

 What Here, AL B. Springer-Germanik Leinstein Bereichen
 Die Strate
 Die Strate
Sasse Hattens

"Terms for Advertisements," Tomahawk, volume 1, 29 June 1868, p. 88.



in deep slumber.

88

LEADERS.

THE TOMAHAWK.

[JUNE 29, 1867.

All blue-bottle flies, daddy-long-legs, sparrows, and other vocal animals found about, will be instantly executed.

Her Gracious Majesty will proceed, in a closed van, to the rooms prepared for Her Majesty's reception.

When Her Majesty visits the Exhibition, all the blinds will be drawn down, and the inhabitants of Paris will be expected to keep their beds, or to visit Versailles, or some other favourite place in the neighbourhood, at their own expense. Her Majesty will not visit the Emperor of the French, nor will

she receive any visit from his Imperial Majesty. The reason for this is obvious. Should H. I. M., or his Imperial spouse, show any desire to break through this reserve which the Queen has felt it right to impose on herself, her Majesty will feel it her painful duty to return at once to Scotland.

By Her Majesty's express request, 250 models of the Albert Memorial (as it is to be), will be erected at different points in Paris. Her Majesty desires to receive no addresses whilst residing at the French capital, except from any petty German Prince or Highland Chief who may happen to be resident in Paris.

Later intelligence .- We deeply regret to state, that owing to some unforeseen difficulty in carrying out the above arrange-ments, Her Majesty has decided to defer her visit to Paris for this year,

TERMS FOR ADVERTISEMENTS.

WE have now been long enough established to sell our pages to enterprising advertisers, like the rest of our contemporaries. We beg, therefore, to submit the charges we make for advertisements in the "literary" part of our paper for their inspection, promising that their orders shall be attended to with wit, economy, and despatch. A good "quotable" Review of a trasky Novel.-From half a

dozen gratis copies of new works up to one insertion of a halfcolumn advertisement.

Superior ditto, with Latin quotations .- From one insertion of a column advertisement up to twenty-five insertions of a page advertisement

A nice fifthy Critique of a Condemned Play .- From four orders for "Two to the Boxes" up to an "Admit Three to the Stalls."

Superior ditto, with genial and humorous description of the Plot,-From half a dozen private boxes to perpetual advertisement on the leader page "over the clock."

A logical Defence of the Government's Foreign Policy .- From three scraps of good information up to a consulship for the Editor.

A Scholarly Support of a bad Ministerial Job .-- From a column advertisement of a contract for pipeclay up to a five years' advertisement of a fine arts catalogue.

A pleasant notice of Grocery, & c. (warranted sound and ser-viceable)-From a pot of pickles up to a five-pound note.

TAKE YOUR PARTNERS.

THE Belgian Reception Committee Is not wise in its gene-THE Bergian Reception Committee is not wise in its gene-ration. A grand ball is to be given to the Belgian Volunteers at the Agricultural Hall. Well. Gunter provides vanilles and strawberries and cream. Well. Godfrey discourses the dulcetest strains of harmony. Well, again. But here the Committee should let well alone. But it perversely doesn't. It invites gentlemen-it probably means gents-to take tickets at a guinea, and ladies-is it of the demi monde f-at half a guinea. Of course, the result will be that the only thing select will be the music. Fast London, male and female, will, of course, flock to the hall. Reputability will shrink from a promiscuous partnership in vales and quadrille, with the prospect of an unlimited liability of outrage to decency and good breeding. The purlicus of London will no doubt yield up their skeletons gracefully draped in ball-room attire, and artistically painted to imitate-Nature. Ices will be swallowed ; cold chicken devoured ; and Nature. Lees will be swallowed; cold chicken devoured; and wine will be freely imbibed in copious and generous streams by the thirsty Terpsichoreans. The result will be a magnificent orgie in *honour* of our Belgian guests, who will depart to their native land to sing the peans of the *ladies* and *gentlemen* of England. We wish the Belgian Reception Committee all success in their patriotic endeavours, but still there is a difference between the right and the wrong way of doing things.

"Literature," including reviews of the Westminster Review and Hawthorne's The Blithedale Romance.

"Literature," Leader, volume 3, 10 July 1854, p. 663

JULY 10, 1852.]

THE LEADER.

· Literature.

Gatters are not the legislators, but the judges and points of literators. They do not make any-they interpretents by the subscription, --Kakebergi Resize.

" Tan overworked Mind ;"-that is the pregnant title of an essay in the last number of DB. FORMES WINELOW'S Journal of Psychological Medielos, an essay that opens, but does not attempt to exhaust, the great subject, though it suggests important reflections to all whose way of life is full of the perils of oper-work. Fearful as it is to see great intellects meeunbing, and mecanobing from the what of a little rational premution; yet, as NICOLE said so finely to ANNAULD, it is " better to wear out than to sust out ;" and there are worse shipwreeks in life than that. We die at least on the huttle-field, our faces towards the stars !

Moreover, the man whose friends deplore that he is "killing himself," aften bears that within him which would more ignobly kill him, if he did not throw himself impetoanaly into the intellectual arrangle, and there, at least, withdraw his thoughts from the "Blue-beard chambers of his heart." When GORTHER lost his son, and when he lost one whom he loved should as dearly-the Archdoke-no msa could read anything on that godlike, much-suffering face; so man could perceive my considerable change, except that he "worked harder than ever." Was not the over-work beneficant?"

In a medical point of view, and considering over-work purely as over-work, there can be no doubt as to its ruinous offset. Festiva laste is our molilo, here as everywhere-is it not Nature's own method ? The overworked brain will not do the work of one more wisely trented. To treat it wisely, men should familiavize themselves with the general rules of physiology, and consider the brain as an organ having its functions like that of every other organ. Among the most serious mistakes into which men fall, is that of not giving the besin sufficient repose and sufficient variety, which is another form of repose. Intense and prolonged application to one subject is the root of all the mischief. As your body may be in activity during the whole of the day, if you vary the actions sufficiently, so may the brain one wrose or the may, d yest vary the actum manufact, so may one single for work all day at varied coorpations. Hold out a stick at arm's length for five minutes, and the muscles will be more fatigued than by an hear's rowing : the same principle holds good with the brain.

THE NEW Westminster Review is a brilliant and thoughtful one, and a deeided improvement on the two previous numbers. Secular Education is treated is a high and dignified manner ; and although recent discussions have left little that is new to be said upon this subject, the writer says much that is needful to be iterated and ra-iterated. Hasternly reprimands the irreligious cry of " religion," which is got up to oppose seenlar education by all the irray, which, as he args, "when a checky examined, we em-bediments of more self-love, the love of dominion, bigotry, and all unsharitableness." Why religious people should be ughast at the idea of secular elamition, will one day be a marvel to our descendants ; it is on unconscious fast lest somilar education should be found to reffect; and that fear we regard as the most profound misconception of human anture, and the most unworthy conception of the great function of roligion ; it is a hereny we, with all our heterofloxy, cannot entertain !

Orthodoxy separates Beligion from Science, instead of associating them ; and, as this writer saws :---

"One affect of teaching soligion dissociated from solence, and founding is on the Bible slove, has been to produce a general unconsciousness that the Book of Neutore is truly a divine resolution calculated to goods homen confluct. It is viewed by as truey a driven receiption calculated to guide homen conduct. It is viewed by prestitied none as a repetitory of materials for redifient smalls, and by the richt asa-norme of polisis aromenents, but by settions as embedding a code of refes for the discellanced conduct, each drary hencing its researd and each. He possible absolute it. And you its really scale, and only mindirection of our education presents as from scaing this to be the case."

Yet men wonder that Science is "dastractive," and heads to "in-fidelity?" They forget that, granting God wrote the Bible, yet assuredly be such world 1 and if it be predions to discard or minimtryset the one, there are be no question about the necessity of rightly understanding the other.

A benntiful actuals follows, on England's Progetten Worthies, wherein the adventurous deeds of our early voyagers are traly econocical with a higher principle than that of more excitement. The greatness of that day, he clearly sees to have a sizen from *fields*—the powerful convergence of the whole long of man into size forces. We have lost it, and our coeptions makes us pignies. We believe nothing, not even Christianity, we only helioro ita " evidences."

"We wender at the grandear, the moral unjesty, of some of Shakesparre's were sensize in the greateers, the more importy, at second or reassespond i dimension, so for bayend which the validiest mergy transportsona infration, and at fine throught we attribute it to the prefix of the pref who has entried by a fine constance, but we are missionized and the previous and the meaning of party intributing revelopments to it is any such access. Markopeers mathematical the splits for adjusts constant argument flow, contring the line web quoted at heavel in the splits of adjusts constant argument flow, contring the line web quoted at heavel in the splits for adjusts constant argument flow, contring the line web quoted at heavel in the splits of adjusts. the paper of minore events arrest strength to denote work work such as to saw these among when he fixed. The men when he denote work work and he are and hence ; the words they relate some such as he heard in the coefficiency conversatime in which he joined. At the Mercald with Rahigh and with Sidney, and at a threasand me-manual English functions, he formd the living originals for his Prints Hula, his Oriendos, his Antenies, his Porties, his Indeches. The descr present nequilations which we can form with the Reglish of the age of Elizabeth, the more we are activited that Sintersperro's great portry is no same than the rivitance rela-of the Ris which 31 depicts."

The Future of Geology is very interesting and very able, marred, indeed, The restore or openings in very interesting and very unit, interest, interest, in its earlier pages, by an attained at galety of atyle which does use inghten the subject, but fail of suggestiveness and seriossensis as it proceeds. The most cloquent, and one of the most subtle, of modern religious

writers will be recognized in the powerful article on The Restoration of Bellef. How truly he sees into our present condition in this passage :---

"The more isgennealy the modern orthodoxy lays have its essence, the more *The more importantly the modern orthodoxy lays here lies essence, the more endots is in that a performal sceptician net-outly might with it, but considered its very impiration. The decad of loning God, the imprension that there is had one pariset tests, set of daty, but of thought, of section fails, here it but on the decision of balance in the section of the longest of the longest data there is not endoted and the section of the longest of the longest data there is not endoted and the section of the longest of the longest data there is not endoted and the longest of the longest data there is not excite the longest of the longest data there is not excite the section of the longest data there is not an endoted with rescalement and indimine become." efforts of Bibliolatry, conducted with ever-decreasing reason and declining hope."

And the impossibility of the Church long continuing its present condition, is thus stated 1-

• To is the valuest of hopes, that a body of slergy, beenght up to the collecte of the sineteenth evolucy, can shill by the Christianity of the sineteenth or of the second i if they may not preserve its essence by transition into coher forms of theraphy, they will showing it, in properties as they are elser-alghted and versions, therapht, they will abaselow it, in properties as they are elses-alghted and versations, as a failed grown scheduler. The number accordingly is constantly increasing, in very callege distribution of training a sizk hubblest, of analitation for the ministry forced by their abasels into Lay predictions, and carrying thickner the provering influxion. In the same directions, of larming and necessarily inside offices of modified provide the same direction of analitation of these descripts of another in the same directions, of larming one necessarily of the same direction, or algorithm offices of modified provide the taken in the family, or the master in the select, or the same time is the batter same and constraint on an and the same theory of the same time battery of the same direction of the same time battery of the same tin the same tim church : and through the totor in the family, or the master in the school, or the professor in the locators-room, contact and sympthy are established belower the bart portion of the new generations and a kind of thought and collarer with which the authorized theology essentiates and the definition of the school of the likewitzer, fourishing and densited young most with the phononeum of explainteer, mult to a way most likely to disordant it of its tarrent. Thus by immersively in-stances its concerning in the school of their likely of the school of the likely of channels its concerning the disorder part of the school of their likely in the general the force of historic and arithmic doubt , while frees below, from the dama born soil braid around the which of mastellaring in histor way imagination by the (synamy of the power-born, it pastes up in the ruler form of numerical features)." the Alberton

There are several more orticles, but these four are the most important. and suffice to make a valuable Review.

HAWTHOBNE'S NEW BOMANCE.

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HATTIGURATE NEW NEW ROMANCE. The Editional Researce of N toluminal Barkhenes 8 wis. Chapters and Hall. Data is a momental book. It fastene on you and will not relax its hold, but it leaves a graupled with any glumpess into a brighter fature. It talks and houses and hopes, of wasted efforts, of estimatism benching againsi reality, of love given hopelessly, and wasted for no good. The hillor of a norisi sobram, begun in unreleasing emituaisant, is but the preshale to the failure of three given hopelessly, and wasted for no good. The hillor of the failure of three given hopelessly, and wasted for no good. The hillor of the failure of three given hopelessly and wasted for no good. The hillor of the failure of three lives staking their all upcen afflections. Hawking the state of the state of the state of the state of the state in the possibility of a community living in a channe, it was premisers in the the state of the strength the resulting and the failed of the heart for embers where either the resulting and the failed. As an anthor, he was thight to transmiss the induction of a novel, induced and have targets the matching the induction of a novel, induced and the heave the strength the transmission of a novel, induced and another and and half contemptor and series the failer of a novel, not simply to heave induction of the strength to the strength of a novel, not a simply to heave induction of a low of the strength of a novel, not a simply to heave induction of a low of the strength of a novel, not a simply to heave induction of a low of the strength of a novel, not a simply to heave induction of a low of the strength of a novel, not a simply to heave induction of a low of the strength of a novel, not a simply to none bie enthmisms. Code of that failure what head and half contemptions and what deep leasens a reflective mind tright head and the strength and what deep leasens a reflective mind tright head and the strength of strengt, and have an one hole and the strength with a low of t

" The peril of our new way of life was not less we should full in becoming yes, The period of our new way to not wan has not we we statist in a second priod tiest agriculturistic, but that we should prohibly cause to lowarything else. While our satespress bay all in theory, we had pleased correctors with detactable visions of the optimization of holonov. It was to be our form of proper and correctories of the optimization of holonov. worship. Each stroke of the hoe was to uncover sease accountle root of winfran, herotoforo hidden from the sun. Panning in the field, to let the wind estable the heretofistro hiddes revol the sum. Firming is the soft, to set the runs define hid solution from an strokesky, we users to fook upword, and tack glippings hid this far-off soft built. In this point of view, matters did not turn out quilto as well as we antiduced. It is vary true that, consultance, point county setup setup in the offset with of any took. I used to discurs a risker phintmappenses in the timble sume of each and sky. There was, at such memory, a nexcity, an unwould support, on the face of Nature, as if she had been taken by surgetion and sees of unmenroe, with no opportunity to put off har real balk, and menro the mark with which do superscalarly hiles herealf from merials. But this was all. The shale of castle, which we so constantly helphoned and turned over and over, were never or costing writes we are accounting transformed and infinite error site over, were derived televeralisal time through i.e. One throughts, on the contrary, were derived abadiths. One takent symbolised southing and help as assentiatly slengish in site of heads or the covering. Indialization statisticy is incorregable with any dis-tract model relations, through not the same statistic—the year and integrity—error to free through relations, through not the same statistic—the year and integrity—error to free through relations, through not the same statistication of the same statistication. distinct individuals, and one never he melled or trabled into two enlations.

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Not, therefore, for its illustration of a social attempt, is the Blithedale Roomes to be read, but for its stern truthful picture of the sacrilice of

Advertisements, including those for *The* Blithedale Romance and the Westminster Review

Leader, volume 3, 24 July 1852, p. 716.

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PATTON'S FLOWEE CARDEN. By Dr. LITTERW and ARE JORGET PATTON. How indo with Austiliar Column Cardenau Antone. How two and Spool Volcess, price 43 124. Australiant in bein and Spool Volcess, price 43 124. Australiant in bein, nuclei and Spool Volcess, price 43 124. Australiant in bein, nuclei and Spool Volcess, price 43 124. Australiant in bein and State Bealiney and Brann, 11, Bourtorie Street. WORKS EDUCATIONAL AND SPECU-11 LATURE. Enals, Aris Free Rock erly: an Interviewies to Mathe-mation forth phated A Districted Granceman of the Rowskin and Arise The Norder Richer Of Nethols exception the Royskin Review Of Nethols exception the Royskin Review Of Nethols and Arise The Norder Of Nethols The Rowskin and Arise Arise and Arise Arise and Arise and Arise and Arise and Arise Arise and Arise and Arise and Arise and Arise Arise and Arise and Arise and Arise and Arise Arise and Arise Arise and Arise and Arise and Arise and Arise Arise and Arise and Arise and Arise and Arise Arise and Arise and Arise and Arise and Arise Arise and Arise and Arise and Arise and Arise Arise and Arise and Arise and Arise and Arise Arise and Arise and Arise and Arise and Arise Arise and Arise and Arise and Arise and Arise and Arise Arise and Arise and Arise and Arise and Arise Arise and Arise and Arise and Arise and Arise Arise and Arise and Arise and Arise and Arise and Arise Arise and Arise and Arise and Arise and Arise and Arise Arise and Arise and Arise and Arise and Arise and Arise Arise and Arise and Arise and Arise and Arise Arise and Arise and Arise and Arise and Arise and Arise and Arise Arise and Arise a

"The Tomahawk versus Bohemia: Opinions of the Provincial Press* (a Few Fair Specimens Selected from a Score of Notices)," Tomahawk, volume 1, 21 December 1868, p. 347.

The note at the bottom reads "* These notices will carry additional weight with the Public when it is remembered that the Tomahawk, in his quarrel with Grub Street, has appealed to a jury composed entirely of literary men."

THE TOMAHAWK. DECEMBER 21, 1867.] [ADVERTISEMENT.] THE "TOMAHAWK" VERSUS BOHEMIA. OPINIONS OF THE PROVINCIAL PRESS.*

(A FEW FAIR SPECIMENS SELECTED FROM A SCORE OF NOTICES.)

The Norwich Argus.

The Norwick Argut. "Just now a good piece of fan is flying about. The success of the new satisfield journal, the ToMASLAWK, included the members of the 'Savage Clubb' (whoever they may be) to meet and repeatate in the columns of the London dailies, through their secretary, 'a current report that the sati satirical journal essantiate from their body. This into the satisfield point of the secretary is a current report that the sati satirical journal essantiate from their body. This into the satisfield point of the secretary is a current report that the sati satirical journal essantiate from their body. This into the satisfield point of the School for Scandol. The Editor of the rotion of such a work issuing from such a source. Two or three fashes of the Indian's weapon followed -- No. 1 flash being 'A Voice from the Spirits', No. 2 flash, 'The Feep-show'. Then the Savage Club collapsed and went under, while the 'noble Indian,' as Cooper would eay, 'stalked majostically on his way.' There is no doubt that the TOMABAWK, however, a furthered upon our daily literature, to say nothing of our thestrical entertainments. All that is anys of the latter is true or south's any person who knows anything, knows the langossibility of getting a MS, accepted by a Condon manager, however mericitorions in the String a MS, accepted by a Condon manager, however mericitorions in the String a MS, accepted by a Condon manager, however mericitorions in the String and MS, accepted by a Condon manager, however mericitorions in the String a MS, accepted by a Condon manager, however mericitorions in the String a MS, accepted by a Condon manager, however mericitorions in the String a MS, accepted by a Condon manager, however mericitorions in the second set of the *Krinds'*; and dramas from Ms. So-and-So, a current by the schedar jourgies each others efforts, as: "They come like shadows—so depart,"

" They come like shadows-so depart,"

"They come fike snanows—so depart," and as regalarily exclude every other person from getting a piece further than the hall porter of any decent theatre, or, if it wriggles past, damn'it when it comes on the stage. The strictures, too, of the noble Indian's side-arm on a large portion of the penny Frezis in um-answerable, and if kept up, MUST lead to a bealthier state of things. It is not the Toucatuaww's fan, frolie, and whim, so much as its deep and terrible teaching that we admire; and whenever it assumes the office of moralist, ckap-trap is laid aside, semation is extinguished, and in place of the litbe, sinewy, and jovial savage, we have the hard, cold, caustic expositor of truth. We wish it every success."

Canistic expositor of truth. We wish it every success." The Marylebone Mercury. "The TOMAHAWE S. BOHEMIA is a reprint addressed "To the Public Press of Great Beitain and Ireland, by the Editor of the TokAHAWE. This journal, in a remarkably short time, has made a great name, and rumour with its lying tongree, attributed the authorship to the Savage Cub. The secretary of this club, Mr. Andrew Halliday, indignantly repudiated the honour, and although the letter conveying the izeling of the Club was short, it was sufficiently offensive to call forth a rejonder from the Editor of the TOMAHAWE, who in the closing sentence says :--- 'Will you kindly permit the staff of the paper in question, through me, to declare that nothing would be more distastical to their feelings than the circulation of a report in any way associating them with the members of the Savage Cub? Another journal, which draws its inspiration from the said club, published a paragraph in which the TOMAHAWK was called a 'disreguinable periodical.' In retort the Editor of the TOMAHAWK says that members of the 'Jodge and Jury Cub.' will be writing to disavow their connection with the Savage Cub.' A word of apology is offered to Mr. Halliday, who is represented to be one of the first printse, that members, and unlimited gia.' A word of apology is offered to Mr. Halliday, who is represented to be one of the figure entitled 'The Peop-show, appeared in the TOMAHAWK, in which we suppose is described the meetings of the Savage Club. The article is severe, bat we are afraid it is true. Literary Hoheminis abound in London, but we ware not aware that the Savage Club. Was the hend centre. The members have, however, given eridence of anothism by disclaining connection with the TOMAHAWK is built he may therefore, the TOMAHAWK must be repudiated, or the club might not divy the Savage Club was the the another of its members is the TOMAHAWK is therefore, the TOMAHAWK must be repudiated, or the club might not

hope for royal patronage again, and forthwith the disavowal was made, followed by asch an exposure that few journals are so well able to make as the TOMAHAWE. It is no dishonour to belong to a journal that speaks out fearbeady and expose the shams of the day in good English ; and it is rather creditable than otherwise that faults and shortcomings in high places are relacked. The rich and influential can purchase many limmunities, but the TOMAHAWE teaches the lesson that a free press is beyond their alluxements, and that interested eliqueism must give may to the trait, homestly but powerfally expressed. The TOMAHAWE is a masterpiece of modern journaling, and it matters little who are its authors. We care not. What we desire to feel is, that another journal, among the very few that live, has sprung up to resist organised cliqueism and to expose abuses even if they exist under the roof of royally."

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The Shrewnbury Yournal. "The Savage Club has tried a fall with the TOMAMAWK, and, as might have been expected, has bit the deat. They are a melancholy lot, those tinny fellows, like most 'Royal and Noble authors,' and, with the instinct of their class, they are always endeavouring to attract with the instinct of their class, they are always endeavouring to attract with the instinct of their class, they are always endeavouring to attract attention to their merits or their grievances. The TOMAILAWK, as doubtless many of our readers are award, is by far the most vigorous and trenchant humorist that has appeared since the early volumes of *Postek*. Its cartoons especially, are of rare merit and originality, and in reference to one of these, the Savage Club very needlessly gave out an inimization that they were in no way connected with the serial in nuestion. Nabode successful they were a then wall these the and maximum that they were in no way connectes with the serial in question. Nobody supposed they were, as they well knew, but the opportunity for doing a little bit of toadyism was too tempting to be load sight of. The result has been a pretty quarrel, and a merciless arylow in the pages of the TOMAHAWK.^b

The County Times.

The County Timer. "THE TOMAMAWK recent Routinta.—A very pretty quartel has been going on between the above-named remarkable journal, and the members of the Savage Club, in which the TOMAMAWK cer-tainly has the best of it. It appears that the accretary of the Savage Club thought proper for some reason or other to write to the papers denying an assetted report of the connection of the club with the journal in question. This, to say the least of it, questionable proceeding, exhibiting an offensive want of taste, has been renorted upon by the TOMANAWK, which is, an annuing and satirial sketch, entitled the Peep-Show, professes to give a picture of the penetralia of Bohemia. The glimpse is anything but a flattering one."

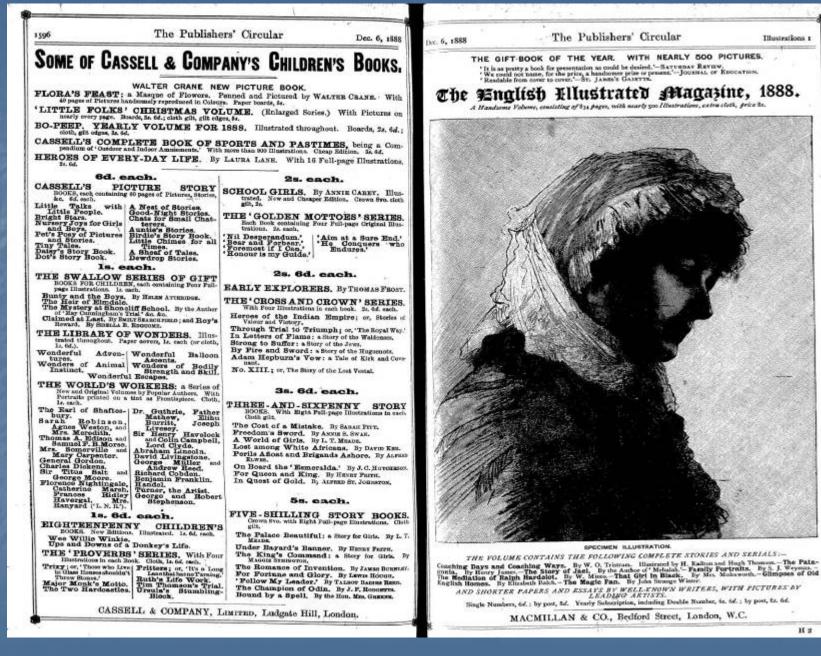
The Worcester News. "The TOMAHAWK WORL BOHEMIA, is the title of a small pamphlet, containing a reprint of two letters, inserted in several London daily papers, which passed between the Scorteary of the Savage Club and the Editor of the TOMAHAWK, and also two articles on the subject from the above-named paper. In the first place the Scorteary of the Savage Club gratuitously insuls the staff of the TOMAHAWK, to which the Editor replies in the caustic wit and screatic style peculiar to the TOMAHAWK, and then follow the two articles, bearing date September 28th and October 5th. To give even a brief outline of their matter and manner would occupy more space than we can afford, but we will say some output output the acquire even a order output of their matter and manner would occupy more space than we can afford, but we will say that the Secretary of the Savage Club has only met with his deserts in the severe handling he has received from what he terms 'a satirical journal bearing a savage name.'"

The Border Advertiser. "The snobbism of the Savage Club was fair game for the TOMA-HAWK, and deserved the cutting up it has received,"

The Tunbridge Wells Gazette.

"Mr. Halliday and his friends probably wish by this time that they had not meddled with the TOMAHAWK."

* These Notices will carry additional weight with the Public when it is remembered that the TOMAILAWK, in its quarrel with Grub Street, has appealed to a jury composed entirely of literary men.



Publishers' Circular, volume 51, 6 December 1888, pp. 1596-1597

The Publishers' Circular

numbers of readers.

Dec. 6, 1888

Dec. 6, 1888

The Publishers' Circular

In a Jesuit Wet, by H. C. Coape, belongs to a class of stories for which we confess we have scant favour. True in this case the author wields the pen skilfully and puts emphasis ahe refuses brandy asks if she is 'a cursed teetotaller.' Eva keeps a journal, after the manner of Wilkie Collins' hereines. In fact the book is dedicated to him, and doubtless he nare scale invoir. True in this case the almost wiends and per statuthy and per emphasis upon his leading situations, but the interviet is, rather mountul, and the sentiment avours more of ecclesissical history than fistural mitgion. The scene is laid in France in the time of Louis XIV. Eglanton Thorne has written The Manse of Gien Clumie, and a capital story it is, the life depicted being that in a Stotish manse, a very simple life, but still not without its share of quiet romance. An inv Sumber One, by Henry Johnson, is will feel the force of the sincerest form of flattery. It is a lugubrious book, full of ghosts, murderers, unlucky speculations, and unhappy incidents, which have a special charm for vast

A very beautiful addition has been made to the 'Fairy Library' by Theodor Vernaleken's In the Land of Marvels. It consists of sixty folk-tales from Austria and Bohemia, and rivals the quaint sagas of all its fellows from other lands which this firm have collected. Here we have our fill of eachantments in which people are metamorphosed into animals or stopes, and where the poor man, as in the story of 'The Magic Pot and the Magic Ball,' comes to sorrow. We have the envious brothers hating the youngest, and trying to harm him, but coming to and grief themselves. We have fairies and giants and dwarfs and charming maidens and handaome princes. The earth, air, and sea are peopled with good and evil beings, who exercise their influence upon mankind according to their nature. The result, however, is always the samevirtue triumphs, and wickedness meets with its proper reward. It will make one of the most pleasant Christmas rewards that children could possibly wish.

Alphonse Daudet requires no special introduction in these columns, for all the readers of these pages will know as much about him as we can tell them. In **One of the Porty** ('L'Immortel') translated by A. W. Verrall and Margaret de G. Verrall, Daudet has been accused of writing haraher, more bitter, and more contemptuous things than anyone else ; but who can read a page of his writing without coming to the conclusion that it comes from an acutely observing and deeply reflective mind ? If he writes of domestic scenes, we see the picture as plainly as though we were present. If he depicts character, he brings us into personal relation with it. With the master hand of a genius he marshals his forces, and they become a brilliant pageant. All the powers of the human mind are accurately arrayed and portrayed, all its peculiarities shown as on canvas. In this work, if he has not surpassed, at any rate we may safely say that he has maintained his high position. Nor must we forget to accord the due meed of praise to his interpreters. The work is a valuable contribution in its English dress to English literature.

An American Hero : the Story of William Lloyd Garrison, by Frances E. Cocke. The story of this noble character is very pleasantly told. We get the pith of his truly great life, embracing such a wide and varied experience within a comparatively brief compass. He ranks with Wilberforce as a liberator of the slaves. He was not only one of the first to see the terrible evils of the system, but had the courage of his convictions to speak out, even at the risk of personal violence or loss of liberty. He fought the battle of liberty and obtained the victory. The book is admirably adapted for a prize book for the young, for whom it is written.

The ficligious Tract Society.

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HIS year the publishing establishment of the Society has sent forth quite its usual average of excellently written and handsomely bound volumes. For convenience we will group these.

The volumes of the Child's Companion and Our Little Dots are of their kind the prettiest books of the season. Embossed silk on the boards is an attraction that will be rresistible to young folk, while the contents will be found suitable for little favourites whose eyes have been opened to the meaning of letters and little words. A little volume similar in size, entitled Talkative Friends, will be found singularly useful in giving lessons regarding favourites-field, farm, and forest. The annual volume of The Cottager and Artisan has a brighter cover than ever.

We now take in hand a group of very elegant, and withal cheap, gift books ; the binding being in all cases chaste and vigorous in design. Rarold, the Boy Earl, is a story by Professor J. F. Hodgetts. The story, which is reproduced from the pages of the Boy's Own Paper, relates to historical events in Old England, and with marvellous effect reproduces the scenes of the daily life and doings, especially in war, of our remote progenitors. Boys or girls who wish to know what their country was like in Pagan times should have this stirring and historically accurate book placed in their hands. The Rev. T. S. Millington has the art of writing stories of adventure without the intermixture of slang to a strong degree. His latest work, Through Fire and Through Water, is a story of peril and adventure which would reflect credit upon the best of our writers of adventure, without having the addition of strong language. It is a tale of the sea and of naval warfare principally. From the moment Jack and Jom enter H.M.S. Hailstorm, boys who read their adventures will be fascinated. a bright story for boys and girls. Many of the vicissitudes of city life are depicted with care and with an observant faculty. No more appropriate time could have been chosen for the publication of a book such as Irish Pictures, which is uniform with the series of illustrated books of travel which have for some years come from this Society. The success of previous works will be enhanced by the brilliant appearance of the volume before us. To a greater degree it will depend upon the quality of its literary matter, and this, in the present instance from the pen of Mr. Richard Lovett, M.A., author of Norwegian Pictures,' will be found all that could be desired. Not since the publication of Mr. and Mrs. S. C. Hall's book has so good a work on Ireland appeared, It tells the story and delineates the scenery of that magnificent country with force and sympathy, and no one can read it without wondering where the causes of the mysterious misfortunes of Ireland are to be sought for. We commend the volume heartily. A collection of smaller

books, which deserve more than usual notice, is that than usual notice, is that embracing 'Breaking the Fetters,' by the author of 'Glancus', 'Mins Efsic,' by H. Mary Wilson (a very affecting story); 'Dolly,' by M. F. W.; 'Higher Up,' by Nallie Hellin, who has written some charming atories: some charming stories; 'Geoffrey Heywood,' by Mrs. Cooper ; 'Our Story,



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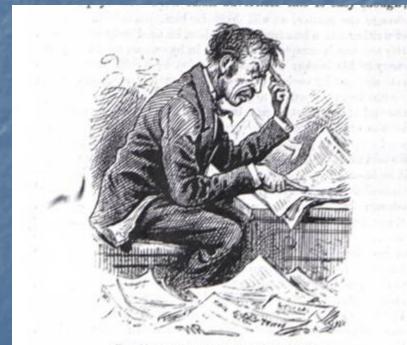
by C. A. B.; and 'Therefore ; or, Nessie's Ideal,' by Florence E. Burch. All these are in general keeping with the high character of the Society's books. The illustrations are worthy of the text

The annual volumes of the Society's magazines have long been noted for their usefulness as gift-books. Those of the present year stand on a footing of equality with, if not on a higher pedestal than, the volumes of part year. Improvements made at the beginning of the year in the monthly parts are well manifested in the yearly volumes. This year's Letsure Reur

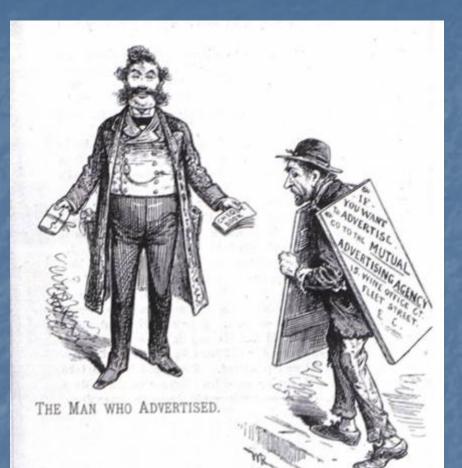
"Religious Tract Society," *Publishers' Circular*, volume 51, 6 December 1888, pp. 1542-1543.



"Sunday at Home" and *"Girls Own Annual*," *Publishers' Circular*, volume 51, 6 December 1888, pp. illustrations 20-21. Cartoons from *Successful Advertising: Its Secrets Explained*, 7th ed. (London: Thomas Smith 1885), p. 51 and 68

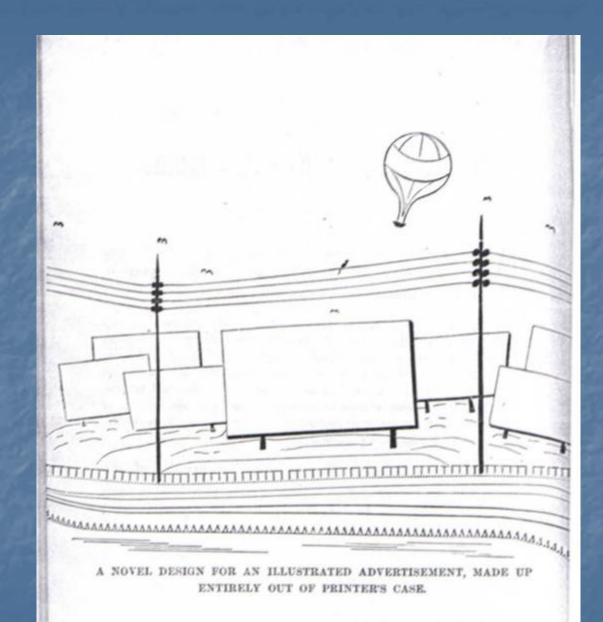


THE MAN WHO DOES HIS OWN ADVERTISING.



THE MAN WHO WOULDN'T.

"A novel design for an illustrated advertisement, made up entirely out of printer's case," *Successful Advertising*, 8th ed (London: Thomas Smith 1886), p. 118.



CIRCULATION OF THE NORTHERN STAR.

'As many bets are pending with respect to the Circulation of the Northern Star, and as we have received several communications expressing a wish to know our present Circulation ; we subjoin, an Average for the last six weeks, together with the Numbers Sold in Leeds, Huddersfield, Bradford, and Halifax, respectively, during that period. This we give though against our own interest, as the a Star is rising Weekly ; but we give it on our own th word, which can be confirmed by Messrs. J. b WRIGLEY AND SON, Paper Manufacturers, from whom we get Stamps, and from our several Agents, de and will be confirmed by the Parliamentary Returns we pledge ourselves. The present is the Twentieth | th Number of the Star.

Bradford..... 5,026 or 836 Weekly. Halifax. 5,188 or 837 Weekly. Huddersfield 5,999 or 1,000 Wanting a fraction Weekly.

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Should this prove incorrect we shall pay all the di bets.

Total Circulation of the "Northern pa Star" for the last Six Weeks 63,954 or 10,659 Weekly."

Some time ago we announced to our readers that roy the circulation of the Star had become so great, as 3.5 to render it necessary for us to erect a Steam Engine, of to enable us to print off the quantity required in time. That Engine we have now at work for the second ppe week; and we notice it here for the purpose of thus ast publicly testifying to the merit of the makers, Mess. of 1 Smith, Beacock, and Tannett, Engineers, Leeds. hin arti The Engine is of two horse power, and the whole of his it, with the exception of the fly wheel, stands in a tor space not more than two feet six inches square. gar The working of it is most satisfactory; indeed, it bou 171 commenced work without the least difficulty the due first moment the steam was properly applied to it. sucl To those requiring a similar Engine, or, indeed, he l Engine work of any kind, we can most heartily He recommend the above Firm. plac $\gamma_{\rm c}$ assume that during of the proving the provi We is the Model data plane of simulation and the Model data plane of the Mode if a chip's read, has has presented with the call them to district the fully send, has has presented with the filtering finite and them to district the send of the filtering and the filtering in the filtering in the filtering filtering and the filtering filtering filtering and the filtering f

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THE NORTHERN STAR.

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A New THEORY .- "A new and startling theory as regards the natural duration of human life, appears in a little book, called "The Extraordinary Life and Times of Thomas Parr," generally called Old Parr: this little work, besides the said theory, contains much that is instructive and profitable, as regards the means of ensuring good health, and all may be obtained gratnitously of any agent for Parr's Life Pils-s medicine which is rapidly superseding all others, as it has never yet failed to co: quer the most inveterate disorders."

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CHARTIST PILLS.

IMPORTANT TO THE AFFLICTED.

MR. J. HOBSON, Northern Star Office, Leeds, having accepted the Wholesale and Retail Agency of those Pills, is authorised to give Twopence out of each Is. 14d Box, to be divided between the Executive and the Families of the Imprisoned Chartists.

The many Medicines lately offered to the public would have prevented the proprietor from advertising these Pills (although convinced of their efficacy), did he not feel it his duty to give his suffering fellow Chartists an opportunity (by their afflection) to forward the cause of Democracy, and assist the families of their incarcerated brethren.

To no one is health so important as to the Working Man, when deprived of it his means of subsistance are suspended and his sufferings aggravated by reflections on his poverty, and the helplessness of his family.

These Pills are not put forth as a cure for all diseases, but their use will avert much of the illness usually affecting the Working Classes. The Proprietor has witnessed with pleasure their extraordinary efficacy in numerous instances of loss of appetite, head acho, heart burn, palpitations of the heart, bilious and nervous diseases, pains in the stomach, and other symptoms indicating an imperfeet action of the Digestive Organs,

To those of sedentary habits whose trades confine them in an unwholesome atmosphere, and perhaps for hours togother in a continued posture, thereby inducing habitual costiveness, indigestion, and nervous debility, they are strongly recommended and have been found of essential service, as they enable the system to throw off these morbid accumulations which occasion disease, at the same time strengthening and giving tone to the stomach, and invigorating the whole system, by these means establishing health on a firm foundation.

Until Agents are appointed generally, those persons who wish to try them can receive a box, with ample directions, post-free, by sending One Shilling in silver, and two Postage Stamps, in a pre-paid Letter, to Mr. J. Hobson, Star Office, Leeds.

Applications for Agency will be attended to, and the terms sent by return of Post, by writing either to Mr. Hosson, or to the Proprietor. All Letters to be Pre-paid.



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THE NORTHERN STAR.

Successful Advertising, 8th ed. (London: Thomas Smith 1886), unpaginated.

