You'll Find

For Gifts

BANNER

" Stories from Exo'us retold for

Nothing Better

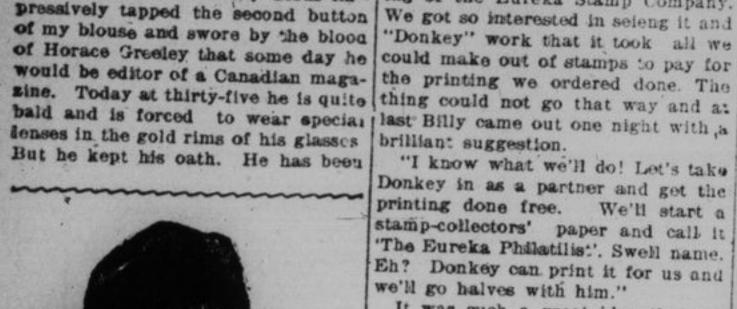
BORN EDITOR-BORN TOO

By Hopkins Moorhouse

Author of "The Gauntlet of Alceste," "Every Man for Himself," "Deep Furrows," Etc.

to answer by telling the true story of towns; one week my net profit off my boyhood friend, Billy Gibbs, these sub-sales was ninety-sever Without a doubt he is the greatest cents and it looked very attractive Canadian editor I have ever known W. Gibbs. He suggested that we and for several years now he has into partnership as "The Eureka fat little rascal had kissed his daddy wanderings and explorations of such dan cheese, ,butter, guaranteed new- | So we did that. We got "Donkey saids and home-made breakfast sau- Podmore, who had a dandy little sages in a chain of little dairy shops printing-outfit in his attic, to do us which he operates in an Eastern some bill-heads, envelopes and

summer night when Billy Gibbs im- ing of the Eureka Stamp Company. bald and is forced to wear special last Billy came out one night with a lenses in the gold rims of his glasses | brilliant suggestion.





HOPKINS MOORHOUSE

an editor, sure enough!-four times I do not know anyone who has finer assortment of original coverdesigns to hang in his den. To some his story may seem all comedy; me the ideals which fired him were too fine, his struggle to preserve them too plucky, his editorial abilities too genuine for any feeling but profound regret that Billy Gibbs was born before his time.

The thing began back in our him the other dollar. Switzerland, and that "Magyar kir. Posta" was Hungarian and that a "Heligoland"

GOOD BOOKS FOR GIFTS

From the List of

Thomas Allen

Publisher, Toronto

SUCCESS SAMUEL HOPKINS ADAMS

Author of The Clarion Up the Ladder of Fortune go the strong-striving, struggling, some for fame, some for gold, and some/ like Banneker, for power \$2.00

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Author of Sowing Seeds in Danny "I have just finished Mrs. Mc-Clung's new book, 'Purple Springs,' and the whole book is charming. with its hearty, simple love of Folks, its just perspectives and its refreshing optimism of the world in general. Janey Canuck." \$2.00

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EDWARD G. LOWERY

Lowery neatly transforms more than a score of national lead-ers from stuffed abstractions into ing. breathing man beings \$3.50

LABRADOR DOCTOR WILFRID T. GRENFELL, M.D.

The narrative is vivid and humor- Think of this when you are at the

Why have not more and better was in touch with some American Canadian magazines? It is a question agencies which sent me sheets of often asked by the lay enthusias: stamps to sell and I had sub-agents for thing Canadian and I am tempted working for me in surrounding

It seems very far away now-that But that printing-press was the undo-

Donkey in as a partner and get the printing done free. We'll start a and always sausages for breakfast! stamp-collectors' paper and call it 'The Eureka Philatilist'. Swell name Eh? Donkey can print it for us and we'll go halves with him."

It was such a great idea that we rushed down to the Podmore house with it. "Donk" pulled one of his big ears dubiously and grinned at us. He figured out the size of the pages and some other things_and took the wind out of us by declaring that he would not start work on the first issue until we put up ten dollars in cash in addition to the partnership

So far as I was concerned the great idea dribbled away on the spot. Five dollars apiece? Gee Whiz! Five dollars! I hadn't a nickel saved up. But Billy was all enthusiasm. In fact, he was excited and confided to me that he could get the coins out of his iron bank with a tableknife. I can see even yet as I write the disappointment in that eager, freckled face when I told him next morning that by hook, crook or tableknife I had failed to raise my quota. He had dreamed about the "Eureka Philatilist" all night-had the entire first issue planned, an editorial written red woods of California to supervisand no end of clippings about stamps ing educational work in construction from heaven knows where! He had camps and industrial establishments \$3.60 from his iron bank, had earn- in Canada, is perhaps not such a long ed forty cents that morning mowing step. Mr. Fitzpatrick discovered early lawns, and his mother had promised in his work that lumbermen, miners

have seen ahead a few years and New Canadians," is a rather exten- book is fully illustrated.

deavor that it is quite beyond the ken of the average layman. The circulation problems that must be solved, the ethics of advertising and its A Translation by W. H. Blake, De demands, the relation of each of Luxe Binding. The Macmillan Co., those to the other and of editorial policy to both, the unforseen obstacles that must be surmounted in the shifting arena of general publishing conditions-these make it one of the most difficult businesses in the entire field of commerce.

To publish a successful magazine anywhere in the world-a magazine, that is, which meets all its financial obligations by its own earnings-is a decided achievement. To accomplish it in the dominion of Canada is a pinnacle of attainment which has been climbed so rarely that it may be ed with courage and daring, with full equipment and even experience. Hundreds of thousands of dollars bones of "propositions" which lost habit of mind and the lucidity and their prop and collapsed. Many of beauty of literary style to essay the these beautiful children of Aspiration task of acquainting English-speaking with wonderful futures, beloved by Canada with this treasury of Frenchthousands of readers and growing ra- Canadian life and lore. Had Louis

ent-wide area and a population ap-- fidelity to the spirit of the page of proximating that of New York state! the distinguished creator. Mr. Blake Obtaining circulation is a costly pro- has his reward. ceeding. Advertising fates-the chief source of income-are based upon circulation and are correspondingly low. On top of that expenses overhead in the publishing business, if not constantly watched, have a fiendish habit of sneaking through the trap door in the roof and soaring into blue space! Canadian editors are forced to create their magazine contents upon an appropriation that would make an American editor throw up his hands and put on his hat. Yet their product is forced to meet public comparison with the product of millionaire concerns in the United States , where

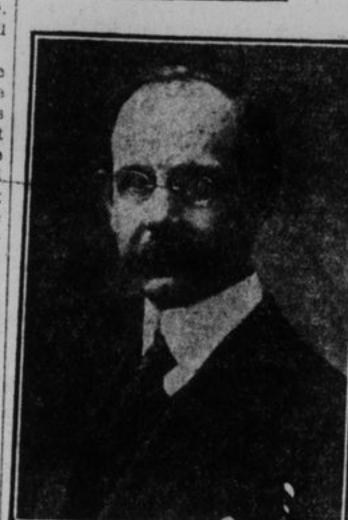
magazino-making has become a fine ered. As time goes on conditions will improve. They are improving

now. Watch the Canadian magazines grow. Patronize them not 1 once in a while but all the time.

Little Billy Gibbs? . Perhaps some day when I can regard him humorously I will be able to write the story of his sufferings and struggle For the present suffice it to recall his wedding-day when, as we knelt in prayer, I noted the hole in the mid-die of his boot-sole. They say it is a eign that you die rich.

sausages. He has learned to play a author, "Lad." pretty fair game of golf and breaks about even in "chuckey-stones" on KNIGHTS ERRANT OF THE WILthe season's play. Besides there are the six children-corkers!

soon and married not nearly late enough! Of course, there are the wire and the kids and the home and golf



ALFRED FITZPATRICK

From missionary work among the and construction men needed some- Hesketh-Prichard and Lieut.-Com-It was a big hole in the ground thing more than sermons, and he has mander J. G. Milais have written of which his boot toe kicked up as he gone on to develop what is now term- big-game hunting. Mr. Geoffrey of said, "Aw, shoot!" several times ed the Frontier College, to which big-game hunting, Geoffrey Young of Then his jay tightened and he round- wholehearted University students mountaineering, Lord Williughby de ed on me suddenly with eyes nar- give their time during the summer Broke of fox hunting, P. E. Warner rowed in determination while he tap- and some during the whole year, to of cricket, Mr. Belloc, of boatped the second button of my blouse work as laborers during the day with sailing. Sir Theodore Cook of rowfor emphasis and said solemnly: the foreign navvies, and giving their ing, and Sir Herbert Maxwell of "Mark my words, for I mean it! services as teachers at nights. Mr. fishing. Bishop Browne has con-Some day I'm going to be editor of Fitzpatrick's literary work has lain tributed perhaps the most wondera magazine! And don't you forget largely along lines which would help ful fishing tale in the language, the

realized what that resolution was to sive primmer for the students of Frontier College. His second, "The POPPY'S PLUCK. By Marion Ames Aside altogether from the wond- University in Overalls." a further erful achievements of up-to-date development of the theme of the printing, the making of a magaz'ne University man in this admirable involves such a varied and high en form of practical missionary effort.

MARIA CHAPDELAINE,

Toronto, \$1.50.

The Macmillans in Canada count

wayside is littered with the white Mr. Blake's was peculiarly the pidly to a magazine of usefulness ere Hemon lived he would have shared they were cut off without a dollar! the appreciation all of us must feel For Canada is a country of contin- of this translator's extraordinary



FREDERICK NIVEN Author of "A Tale That Is Told."

BOOKS FOR BOYS AND

BUFF: A COLLIE. By Albert P. Terhune. McClelland & Stewart,

The story of a man and a dog. Mr. Terhune knows and writes of It may be true. The last time 1 dogs with infallible understanding. visited Billy in his home he was do- This book will take its place beside ing well out of his butter, eggs-and that other dog classic by the same

DERNESS. By Morden H. Long. The Macmillan Co., Toronto.

good-night and climbed up the stairs men as Grosseillers, La Verendrye, to his mother-we reired with our Hudson and Mackenzie to whose sufpipes to Billy's den and for a long fering, determination and achievetime he stood, silently regarding his ments Canada owed her beginning. collection of cover-designs. There was Perhaps the most outstanding of so stamp-sheets for thirty-five cents. a look in his eye that told me his many romantic adventures as reheart was not in sausages. He heav- lated by Mr. Long, are those of Radpressively tapped the second button We got so interested in seieng it and turned to me. So, know and under- "Knights Errant of the Wilderness" ed a sigh and shook his head as he isson and Grosseillers, told in the of my blouse and swore by the blood "Donkey" work that it took all we stand. Perhaps some day—he may should commend itself to teacher of Horace Greeley that some day he could make out of stamps to pay for start another magazine—when he and pupils alike. There is a profuswould be editor of a Canadian maga- the printing we ordered done. The has enough money. The darn fool: ion of maps and pictures, and the whole is written in the way best cal-Yet he is a born editor-born too culated to arouse enthusiasm in the

> THE VICTORIOUS BANNER. By Rev. A. R. Gordon. McClelland & Stewart, Toronto.

A second volume of Professor Gordon's series of stories from the Bible retold for young folk. These Hebrew romances begin with the finding of Moses in the rushes and are carried forward to the conquest of Palestine. Nearly every story is concluded with a snatch of verse or whole poem from an English author.

THE JACK IN THE BOX BOOKS. By Marion Ames Taggart. McClelland & Stewart, Toronto.

Here are the adventures of four happy children at the age when clubs and pass-words, and country adventuring the mysteries of the dark attic and the delight of a playhouse in the trees, are the golden legends of life.

GREAT HOURS IN SPORT. By John Buchan. T. Nelson & Sons. Mr. Buchan's annual this year is

Mr. Buchan's annual this year is entitled "Great Hours in | Sport." This book is a record of great hours in sport, compiled from the narratives of men who were eitherthemselves responsible for the exploits or had the good fortune to witness them. One or two chapters are included of the classic narratives of earlier days, but most are the work of contemporary sportsmen. Major Ah, Billy boy, if only we could His first book "Hand Book for a salmon of seventy-four pounds. The story of his twelve hours' fight with

> Taggart. McClelland & Stewart Toronto.

Two boys, Bruce Barcley and Ar- jolly narrative. it a high privilege to sponsor the thur Rowe, sons of Shanghai mervery able translation by W. H. Blake chants, go to Scotland to get their AROUND THE CAMP FIRE. By writers, including the president of Oxenham, Frederick William Wal-It is not too much to say that they are summoned home, and decide

moods and manners and moments of the voyage across the Atlantic they G. D. Roberts is the best hand at de- By Clifford Mills. the dwellers in French Canada is in- meet a wealthy Montrealer, who scribing the habits of animals and deed an immortelle flowering in the takes a fancy to the husky youths life in the wild wood. He has writ- A sumptuous fairy book in a new somewhat straggling garden of Can- and invites them to visit him. He ten this story specially for boys of and revised edition with ten color THE HEART OF THE RANGE. By adian literature. It may well be that also uses influences to secure them from ten to eighteen years of age, plates and number of line drawings "Maria Chapdelaine" will take its stop-over privileges on their railway and it is intensely interesting. The by Arlo Bates. The story of how place in the undulating landscape of tickets. This enables them to drop scene is laid in New Brunswick in Rosamound and Crispian Carey, with said "a splendid isolation." Hundreds the literature of all time beside such off the train at numerous points on the region of Lake Temiscanta and their two little friends, journeyed splitting yarn. classic stories as "The Vicar of the trip across Canada. They are the Squatooks. It chronicles the ad- on the Magic Carpet, and under the Wakefield" and "Paul et Virginie." fond of walking, one of their hikes ventures of six canoeists, out for a protection of St. George of England Such a place is its by right of the being from Montreal to Ottawa. holiday. They are all old Scouts himself, to find their parents in the and the traffic cops at the corners sheer genius of its author. We Can- Nearly every day they meet with and hunters and each night tell stor- land of Where the Rainbow Ends, is there isn't much pleasure in driving adians do well proudly to acknow- some adventure, and are particular- les of past exploits as they sit smok- well known to most of us. Sea a car for father. in this country—some of them of ledge the debt which in the name of ly lucky in their thrilling experiing round the camp fire. The author witches, flying dragons, hyenas, Roses were formerly the symbol of great promise; some doomed to fail- the little that is yet permanent in ences in the Rockies. There is some- jotes down these yarns, and writes blinky toads, enchanted trees, and silence, hence the Latin phrase "subure from the first. The history of our literature, we owe to French- long journey and her rose" and steeles, magazine publishing in Canada has Canadian workmanship, and to no follow them with under a so "in confidence."

> THE WILDERNESS CAMPERS. sea. By James C. Hodgins. The Musson Book Co., Toronto.

What sort of adventures would two boys and a girl from Kingston. Jamaica, have in a summer camptheir sister Millie not only had thrilling interviews with wild animals and experienced upsets from canoes during that summer's outing. but picked up a great deal of woodlore from their half-breed guide Louis and their Scotch cook, Billy. Incidentally they found buried treasure ad cleaned up a fortune. This story will delight every Canadian boy or girl reader.

THE GIRLS OF MISS CLEVE-LAND'S. By Beatrice Embree. The Musson Book Co., Toronto. There are thousands of pupils who go to various Canadian boarding schools every year, and this book will appeal not only to them, but to their folks at home, for it gives a faithful picture of the studies, frolics and practical jokes enjoyed by the girls in such institutions. Mabel Robertson, of Calgary, goes to Miss

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"A story of

Canadian peo-

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Gables .- \$2.00.

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bright

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INGLESIDE

Marian Keith

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into the hearts of all readers .-

H. A. Cody

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Alan Sullivan

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The story is a faithful one. free from false notes and expire.

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always, un -

the situation.

fallingly saves

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McCLELLAND & STEWART, Limited Publishers, Toronto

THE LIVEST BOOK LIST IN CANADA A happy tale of exciting adven- Cleveland's school in Toronto. There to regions strange to them where instruction and national sports fcture for young readers by the auth- she meets Letty. Babs, Con, Glad they have to learn the habits of the boys, with contributions from some

or of the famous story, "The Little and other irrepressibles who manage animals and the science of pursuit. of the foremost Canadian and Brivery wide-awake. Midnight feasts, THE BOY SCOUTS' YEAR BOOK. men, animal lovers and sportsmen. THE BOY TRAMPS, OR ACROSS expeditions down the fire escape and Edited by Franklin K. Matthaws. Among the contributors are the folley. The Musson Book Co., To- sions. This story is full of humorous

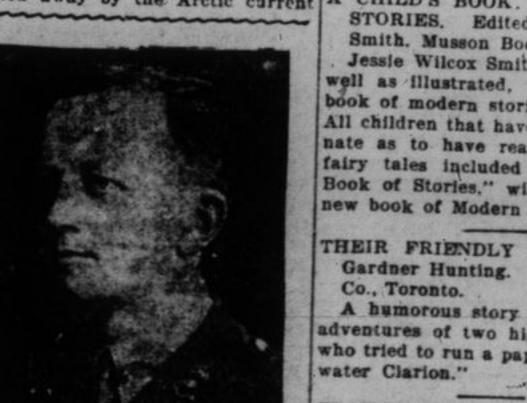
thrilling adventures by land and imagine their relief upon hearing

Toronto. ing trip in that bundless region of among the Eskimos by one of four lakes and rivers, bears, porcupines most skilful Canadian writers. An and maskillonge, north and east of igloo with two brothers on it is dethe Georgian Bay? This is the theme tached from the ice-floe on which of Mr. Hodgins' out-of-doors story, an Eskimo village is built, and is Harold and Tom Beauchamp and carried away by the Arctic current



BROTHER ESKIMO. By Alan Sul- Right." livan. McClelland & Stewart,

A splendid story of adventure



A. S. M. HUTCHINSON
Author of "If Winter Comes," "Once

F. D. Goodchild, Toronto.

follow them with unflagging inter- bous, gray wolves, Indian devils, when at last they fell into the hands and hounds of the sea, 349 pages of of the Dragon King himself, you can

> again the clarion cry of their Knight -"God for George, England and the MAVIS OF GREEN HILL. By Faith

Baldwin. F. D. Goodchild, To-A wholesome romance, specially written for girl readers.

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A humorous story recounting the belching or undigested food mixed adventures of two high school girls with acid, no gas or heartburn, no who tried to run a paper, "The Pent- fullness or heavy feeling in the stom-

TRAILMAKERS' BOYS'. ANNUAL

Canada's illustrated year-book of want without fear of discomfort or inadventure, inspiration, out-of-foor digestion,

lowing: Agnes Laut, Arthur Hem-A handsomely illustrated big boy's ing, Marshall Saunders, Frank incidents and is an exceedingly book containing numerous short Yeigh, Rev. R. G. Macbeth, Laddie stories of adventure, articles and Cassels, Lieut.-Col. W. G. Barker, Louis Hemon's intimate view of the to go back by way of Canada. On Of all Canadian writers, Charles WHERE THE RAINBOW ENDS. Roberts, Hopkins Moorhouse and Hodder & Douglas Durkin.

William Patterson White. S. B. Gundy, Toronto. A rip-roaring wild west, gun-

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