

# Magazines That Sell

A list of the leading magazine publications of the day with trade particulars about price, return privileges, etc. Readers are requested to give these periodicals a good show.

**The American Magazine** was *Leslie's Popular Monthly*. It belongs now to John S. Phillips, Ida M. Tarbell, Lincoln Steffens, William Allen White, F. P. Dunne ("Mr. Dooley"), Ray Stannard Baker and other live wires. Seven and a half cents to the trade; ten cents to the public. Fully returnable.

**The World To-Day** is the only monthly world review that has a large sale through dealers. This sale has been gained by merit alone. Its contributors are the very best. Retail price but 15 cents (all others retail at 25 cents). Price to the trade 11 cents; profit 4 cents. Fully returnable. Posters free. THE WORLD TO-DAY, CHICAGO.

**Ainslee's Magazine** has always been on the side of the new-trade. It was the first magazine to successfully establish a fifteen cent retail price, for which newsdealers everywhere should be truly grateful. For stories that vibrate with life and vigor, AINSLEE'S has no equal. It is certainly the biggest fifteen cents' worth of entertaining fiction ever offered to the reading public. Trade price 11c. Fully returnable. Advertising matter sent free upon request. AINSLEE MAGAZINE COMPANY, 70 Seventh Ave., New York City.

**The Busy Man's Magazine** should be on every newsstand. It is the most popular Canadian publication on the market to-day. Price to the trade 14 cents. Retail price 20 cents. Fully returnable. It contains a complete classified index of what appears in all the other magazines of the month. Selling Busy Man's means an increase in the sale of other magazines as well.

## MAGAZINE NOTES.

The extra Christmas number of Chambers' Journal has a supplement containing five holiday stories of unusual interest. The regular issue contains among other articles, "A New Incandescent Light," "The Persian Soldier of To-day," "The Home Cultivation of Tobacco," "Parallels Between Scott and Dickens," etc.

Putnam's for January will contain "Japanese Statesmen of To-day," by W. G. Fitzgerald; "William Morris and the Kelmscott Press," by A. C. Benson; "An Impression of the Fifties," by Mary Moss; "The Supposed Designs of Germany on Holland," "King Lear," by Signor Salvini; "William Blake as a Painter," by Lawrence Binyon, and "The Footprints of Wordsworth," by James Grant Wilson.

Hall Caine, Robert W. Chambers and Elinor Macartney Lane, author of "Nancy Starr," will each contribute serials to Appleton's during the coming year.

The January Cosmopolitan will be called the Holiday Cosmopolitan. In it will appear the Bishop of London's impressions of America, an account of the infamous Black Hundred of Russia, by Robert C. Long, and

other article on election frauds by Charles Edward Russell, "The Traces of Emotion and the Criminal," by Prof. Hugo Munsterberg, and "The Turbine Engine Explained."

Everybody's for January will contain an article by Emerson Hough on the waste of forests; an explanation of "What Happened in New York," by Edwin Lefevre; new and more absorbing chapters of "Where did You Get it, Gentlemen?" and Casson's "Romance of the Reaper"; also many stories.

It is good news to all boys and girls, big and little, that Frances Hodgson Burnett has written another "Queen Silver-bell" fairy story, "A Spring Cleaning," which will appear in an early number of St. Nicholas. There are to be many other short stories, in every number of the year, from such well-known writers for children as Temple Bailey, Rebecca Harding Davis, Elaine Goodale Eastman, B. J. Daskam, and Captain Harold Hammond, the author of "Pinkey Perkins"; and there is to be another serial story by Agnes McClelland Daulton, author of "From Sioux to Susan" and "Fritzi," which will run through several numbers under the title of "The Gentle Independence of Bab."

During the coming year, the Atlantic will address itself particularly to those problems of contemporaneous American life which present themselves with increasing persistence to the minds of thinking men and women. What are the underlying tendencies of American literature to-day? What is science doing for the masses? What of American drama and music? Is the race question only an American problem? What does an American traveler see? Does education really educate?—these are some of the questions that the Atlantic will aim to answer by means of contributions from the pens of the most authoritative writers in these various fields.

During 1908 McClure's will publish a serial for the first time in several years. The author of this novel is Mary Stewart Cutting; its title is, "The Wayfarers." It is a story of American life, concerning itself with men and women typical of our day and civilization.

The International Studio for December is, as usual, a superb production. Among the important contents are "Victor Westerholm; a Finnish Landscape Painter," with eight illustrations of his work; "The Pictures of Ambrose McEvoy," with seven illustrations; "A Walloon Sculptor: Victor Rousseau"; "Some Recent Developments in the Pottery Ware of the Martin Brothers," with twenty-six illustrations; "The Paintings and Pastels of Isabelle Dods-Withers"; "Recent Designs in Domestic Architecture"; "The New Art Museum at Boston"; "Practical Bookbinding." Seven color inserts appear in the number.

## ITS SIXTY-FIRST ISSUE.

For the sixty-first time the Canadian Almanac makes its bow to the public this month. The publishers, the Copp, Clark Co., are certainly to be congratulated on the splendid growth of this annual, which year by year becomes more comprehensive and useful. An innovation in the 1908 edition is the binding, which instead of being wire-stitched, is sewn by thread. The complete tariff, specially arranged under alphabetical headings, appears in the new issue. Another important feature is an article on the lumber industry of Canada, with a complete directory of wholesale lumbermen, pulp manufacturers, etc. The whole edition was sold in advance of publication.