

tion that Mr. Moorhouse did walk a nine-mile section after midnight through the spruce woods for the purpose of absorbing impressions.

"The incident of the stones is actual fact," he writes. "I'd run across bear tracks in the vicinity that day; but it didn't occur to me to pack a gun for this jaunt and I'd left it back in camp. With animals of all sorts following me through the brush on both sides of the track I carried those rocks for miles, darned glad of their company! Also, if anybody objects to the introduction of 'drizzling rain' as too hackneyed I can assure you that the rain was there and it drizzled—clean through to the skin."

What is the biggest sale of any one title you made last year? "Every Man For Himself" by Hopkins Moorhouse, will duplicate it or better.

Get that order in before the rush for this popular Canadian novel starts in your neighborhood. **MAIL IT TO-DAY—NOW.**

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What makes a remarkable occurrence?

They tell a story about Johnny Jones, who fell out of a second-story window once, without being hurt. "It's remarkable!" explained his father. Afterwards Johnny fell out a second time, and wasn't hurt. Again Mr. Jones exclaimed: "It's remarkable!" Then Johnny fell out again and wasn't hurt. This time Mr. Jones said: "It's a habit!"

Roy Adams' sales don't seem remarkable any more, because they are a habit. Seasoned old-timers in the book trade were not taken by surprise when "OUT OF THE WEST" passed the 15,000 mark before publication. They are not surprised now that it is well on the way to 20,000—and they will not have to say: 'Out of stock.' when the last few dozen come in for "OUT OF THE WEST."

Roy Adams' readers are a double audience—those who read for a rattling good Western romance, and those who read for high literary quality. Don't forget