

likenesses of little pigs were strung up around piles of the books. Over all hung the sign "Graham & Co., Pork Packers." The result brought not only large sales but some complications. One old German woman came in and insisted upon knowing the price of the hams, and actually ordered one sent to her home. After the display had been closed people came in for several days asking



Alma Frances McCollum,  
Author of "Flower Legends," etc.

whether this store were not the new packing house which they had heard was established on Cleveland's main street.

A New York publisher, William Ritchie, has brought out a book called "The Overlord," by Allan Melvor, in which the author describes the startling events of a mighty war which wrenched Canada free from British rule and gave her independence.

A book which ought to be very popular this Christmas is a new work of S. R. Crockett's, entitled "Raidersland," being stories of Grey Galloway. This book is essentially a gift book, and contains 105 illustrations by the well-known artist, Joseph Pennell. This work should appeal specially to those of Scottish descent. William Briggs has the market for Canada.

The ladies will be pleased to hear that William Briggs is placing on the market an "Ideal Cookery Book," which will be sold at the small price of 15c.

The Fleming H. Revell Co., 27 Richmond street west, Toronto, have two exceptionally strong books this fall in "Doctor Luke of The Labrador," by Norman Duncan, and "Demizens of the Deep," by Frank T. Bullen. Both are superior books and deserving of prominent positions in the best libraries. This company have also published Egerton R. Young's "Children of the Forest," and Isabel McDougall's children's book, "Little Royalties."

The literary magazines are keen on hunting down originals. Under a portrait of Philip Armour in the November Bookman, we find "The Original of Old Gorgon Graham," while in the November Critic the Lounger contends that Norman Duncan, "the author of 'Doctor Luke of the Labrador,' is concerned lest the public should identify any actual person with the hero of his romance." Says the Lounger, "the apprehension is a natural one, as there is in reality a physician (Dr. Wilfred T. Grenfell) who is doing the same splendidly human service in that remote corner of the world that the fictitious Doctor Luke is described as doing. Mr. Duncan knows Dr. Grenfell intimately, and spent several weeks with him last Summer, and it is a fair presumption that many of the incidents in his novel are based on the actual experiences of the Labrador doctor, but the plot of the story bears no relation whatever to the life of the author's friend. And yet, however insistently this fact may be asserted, I shall be greatly surprised," the Lounger adds, "if the public does not immediately identify the actual Dr. Grenfell with the wholly fictitious hero of the romance, and persist in calling him 'the real Doctor Luke of the Labrador,' in spite of his protestations, for like men of his character he is exceptionally modest."—Revell

It is a general rule among men of affairs that personal feeling must not be allowed to influence business judgment. In Elliott Flower's new book just issued by L. C. Page & Co., Boston, under the title of "Delightful Dodd," the character whose original humor and quaint optimism makes him the centre of attraction, tells what it means



New Portrait of Hall Caine whose "Prodigal Son" will be published on November 15, by Morang & Co., Limited.

to be commercially sorry for a man. "When you're commercially sorry for a man, you're just sorry enough so as not to let it interfere with business. You say, 'Too bad about poor old Jones' and then you reach out for anything he happens to have that you want, and tell your lawyer to jump in ahead of the other creditors." There may be creditors who are more than "commercially sorry" for their debtors, and who make the Golden Rule