

Tales for Children from Many Lands

“Sixteen Volumes of Literary and Artistic Delight”

From the publishing house of J. M. Dent & Sons, Ltd.,—designers of more than one famous library—comes another Series of Classics just in time for the Christmas season. “Tales for Children From Many Lands” is the title of the new series which, by its pleasing appearance, is intended to captivate the fancy of more than the “Kiddies,” for to see, to touch and handle these exquisite books is to enter once more into the alluring regions of mediaeval legend, of fairy tale, fable, and of rich romance. But first and last the series is for the children. And happy the child who first becomes acquainted through these tasteful volumes with King Arthur and the Knights of the Round Table, with the redoubtable Gulliver, with the Romance of Bayard and the fables of Æsop and LaFontaine, with Robin Hood and his merry men, with the fairies of Britain, Spain and the Continent, and with the incomparable tales of “The Ugly Duckling” and “The Stork” and others with which the genius of Hans Andersen has enriched the English tongue. For mere form, nothing has been left undone to make the child’s introduction to imaginative literature what it ought to be—a ministry of pure delight.

The Format

From the accompanying illustrations some idea may be gathered of the exquisite and convincing format which the publishers with their unerring taste have chosen. With the same judgment which formulated the famous Everyman’s Library for the general reader they have made the “Children’s Tales” in appearance the inevitable “last word.” The form chosen is what is called Square Crown Octavo, which is 5 x 7 inches. The paper is of heavy texture, with faint India tint and the dull surface so restful to the eyes. The binding is in two styles, full Cloth with luxurious gold design and coloured vignette, and an even richer library style of One-quarter Morocco, which also has a design in gold. In order that the reading of the volumes should create and convey the critical pleasure which clings around character and design, a specially clear font of type has been cast for the text. It is most artistic and beautiful in character and imposes the least possible strain upon the eyes.

The Illustrations

Each book of the sixteen comprising this Children’s Library has been supplied with numerous decorative head and tail

pieces as well as cleverly executed line drawings illustrative of the text. All these emphasize the humorous and grotesque note to the rich and mellow text of these child’s classics, and add a distinction that is sufficient to the ordinary booklover. But with the thought of Children (and who is not a child when it comes to colour), the publishers have gone a step farther, and each volume of the set is supplied with eight full-page drawings in colour, similar to that which appears in this advertisement. The artists who have accomplished this are the well-known English artists Arthur Rackham, R. Anning Bell, Herbert Cole, Dora Curtis and the Brothers Robinson. The list of titles also appears herewith. The editor of the series is F. C. Tilney.



Specimen Illustration.

THE TITLES

1. King Arthur and His Round Table.
2. Robin Hood.
3. Fables of La Fontaine.
4. Æsop’s Fables.
5. English Fairy Tales.
6. Andersen’s Fairy Tales.
7. Perrault’s Fairy Tales.
8. Gulliver’s Travels.
9. Fairy Stories from Spain.
10. The Story of Bayard.
11. Robinson Crusoe.
12. Pinocchio.
13. Arabian Nights.
14. Water Babies.
15. Feats on the Fjord.
16. The Mermaid and Other Tales (Andersen).

A Remarkable Offer

Remember, that we offer no untried literary stuff, but a complete set of the masterpieces of imaginative literature garnered from many lands. Therefore the literary quality is assured. In addition careful editing has eliminated undesirable or cumbering features, reducing each author to the “handy” size. If PRICE is a feature of this war year we feature Price. You can buy the books either singly or by the set, but remember, the supply of the most popular titles may run short and we advise your early selection. Order now what you want, our Guarantee protects you. The price is for cloth 45c per volume, per set (16 Vols.) \$7.20; for Quarter Morocco 75c per volume, per set \$12.00.

No discounts: price net—none better will follow. Postage or Express prepaid in either instance. Order by Number. Will you heed the call of fancy from many lands?

Guarantee

We guarantee this price to be the lowest at which these books can be purchased in Canada by mail or through stores. If you are not satisfied your money will be refunded on return of books.

UNIVERSITY BOOK COMPANY, - - 8 University Avenue, Toronto

COUPON

University Book Co., Toronto:

Please send me the books specified herein by number.... Cloth at 45c. per vol., Quarter Morocco at 75c. per vol., and find inclosed in payment of same.

Name

Address

