

HOW to show books to the best advantage in the window frequently puzzles the bookseller. Here again there is an erroneous idea that to have a book-window the window must be filled with books. A few books well disposed on a clean bright background look quite as well as a confused

Advertising Books.

mass of literature piled in every corner and spread all over the middle. By way of background, pictures may be used and, if the pictures selected relate to the books shown, so much the better. Nowadays, it is not a difficult matter to secure artistic posters of the new books, which may be used most advantageously in the window. If books have good illustrations, it is an excellent plan to arrange a set of the books open at these pictures. They can be held back by rubber bands and, if not left too many days in the bent condition, will receive no harm. The use of window cards, describ-

ing books in a few lines, is also most useful. If the cards are properly executed, not too large and not too numerous, they will not spoil the general effect of the window. They will, instead, stimulate interest in the books.

AS usual, the September number of BOOKSELLER AND STATIONER is to be the Special Autumn Number. Already preparations are on foot to make it a worthy successor to last year's excellent production. All the special features that have from time to time appeared in this periodical will be found elaborated in the Special Number. An effort is being made to have *Our Fall Special*, the portion of the paper devoted to books made as national in tone as possible. There will be a competent review of Canadian authors and their books, which should prove of value to the student of Canadian literature.

THE AUTHOR OF TO-DAY.

THOMAS NELSON PAGE.

"GORDON KEITH," the latest novel from the pen of Thomas Nelson Page, possesses the dual characteristic of being both popular and permanent. Popular novels, as they are known to-day, are rarely, if ever, permanent. Indeed, permanency in a novel seems to be a hindrance rather than a help towards popularity. "Gordon Keith," however, unites both characteristics.

Its sales in Canada have not been of sufficient magnitude to give it a priority over the other popular books of the day; neither have they been so small as to exclude it from the category of a popular book. It has taken a good hold on the market, and it is being bought by those readers who ask for a little more than a merely ephemeral piece of fiction. Indeed, in "Gordon Keith" the right proportions have been exactly struck. There is sufficient excitement of incident in the story to render the book absorbing, and sufficient literary workmanship lavished on its pages to make it appeal to more than the merely romance-loving reader.

Thomas Nelson Page, who has so ably united the romantic and the literary in "Gordon Keith," is well known to the world of letters as the author of "Red Rock." That strong novel of southern life at the period of the Civil War merited and received great praise from the critics as an excellent interpretation of the conditions that prevailed in the south during those stirring times. It was a work on which Mr. Page had

expended much time and care, and, in comparison with the great majority of contemporary novels, it was perfection itself. The sole fault which could be found with it, and a fault which is also to be found in "Gordon Keith," is a tendency to lag, which appears here and there, and which somewhat mars the general effect.

Mr. Page is in every respect a typical southerner, with all the fine quality of nature that this implies. He was trained

for the bar, and ultimately entered upon the legal profession; but his fondness for literature and literary effort finally prevailed, and about fifteen years ago he relinquished the law and began to devote himself entirely to literature. He has come to be identified in the realm of fiction with the interpretation of southern life and conditions "after the war," that inter-period of result which could only be vitally grasped by a participant of those times. He has also devoted some attention to juvenile productions, for which he is justly famous.

Whether or not "Gordon Keith" is an advance on "Red

Rock" is a problem for the reader to solve. Some may find a more lively interest in the bright dialogue and exciting incidents which the pages of the former disclose, while the older book may be preferred by others for its more intimate connection with the great war. The two books, however, would seem in many respects to be complementary to one another.



Thomas Nelson Page.