

BOOKS AND PERIODICALS.

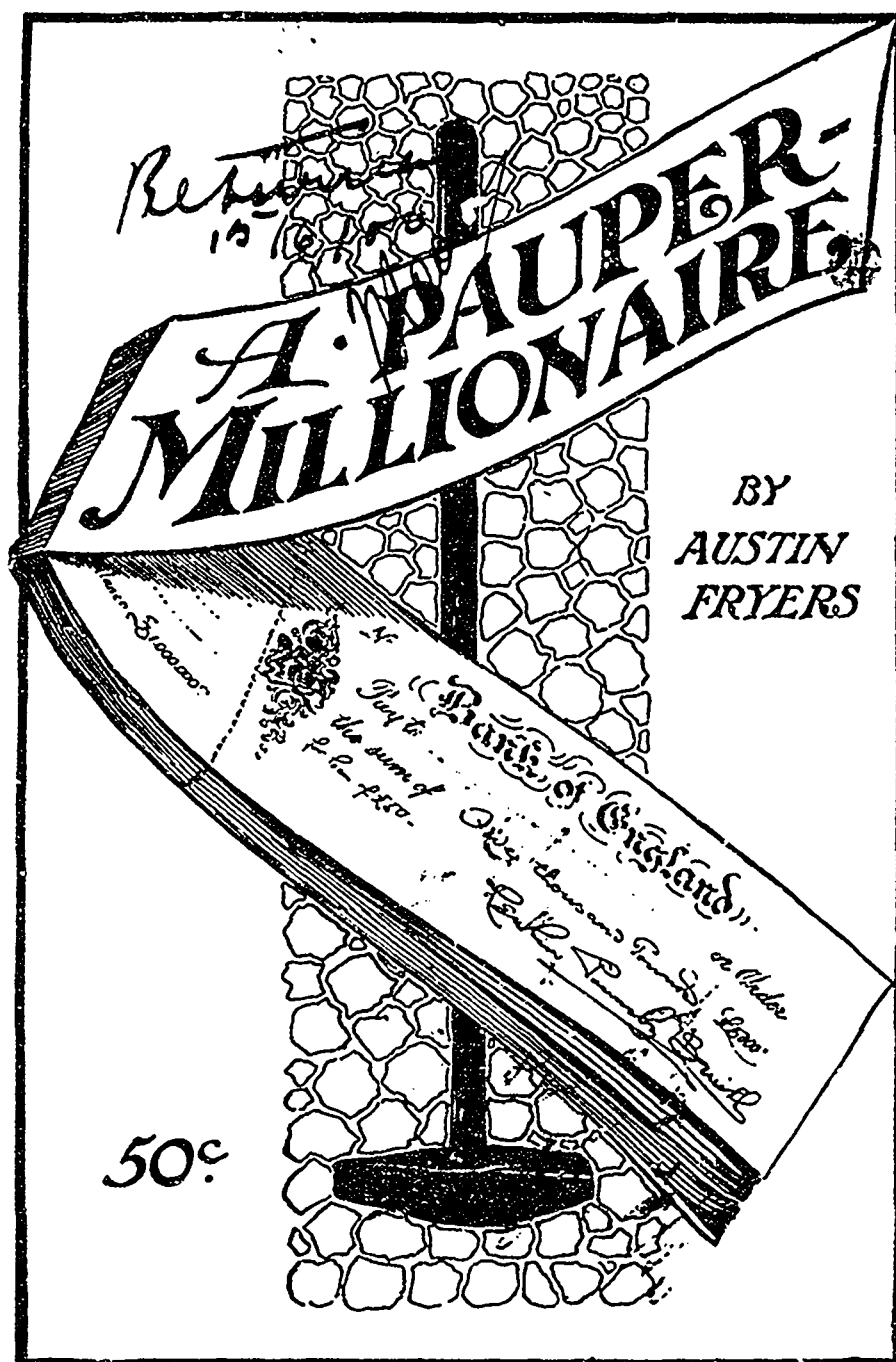
MORANG &
CO.'S NEW
BOOKS.

In the bookselling trade, as in every other, there is always a new stratum to be developed. The progressive bookseller may be compared to a gold miner who does not leave a claim till he has thoroughly explored it and made the best of the opportunity it offers. He drives his tunnels deep and wide and is generally rewarded, if his original prospecting has been reasonably shrewd, by finding a continuous development of the yellow metal. In like manner, the enterprising bookseller is not content to leave hold of a book because a certain class has absorbed its quantum of it. There are always new avenues that may be "worked." Especially has this been the case with Mary Johnston's novel "To Have and To Hold." There are some novels, of course, that appeal to limited circles of readers. Only the intellectual read George Meredith, and even Thackeray demands a somewhat mature intelligence for the enjoyment of him. But now and then a novel appears which takes all classes of readers by storm, and, like the incoming of the tide, fills up every little pool of the bookseller. It would, perhaps, be straining the simile too far to suggest that there are booksellers who would almost put up barriers against the tide, but there are others knowing enough to do the very reverse, and to make open converts for the flow of popularity. It is an undoubted fact that "To Have and To Hold" has been read by professors and pupils, by the fashionable and the take-life-easy people; by women, of course, and by men nearly as freely. "David Harum" had a great popularity, for one thing because it was a man's book. The record of "To Have and To Hold" should certainly be better, because it is not only a thoroughly good man's book, but also a woman's. The wonder with most people is how a woman could write it. How a retired, out-of-the-world person like Miss Johnston acquired such a supreme knowledge of various sides of human nature. Nothing succeeds like success, says the truism, and this is eminently so in the case of this novel. Miss Johnston's first book, "Prisoners of Hope," lived the way for "To Have and To Hold" being taken up by the proprietor of The Atlantic Monthly, and so deftly is the story constructed that it adapted itself better than any in our memory to the purposes of serial production, so that the casual reader, picking up an occasional number of the magazine, was at once attracted, and read

the particular section at command with all the interest usually awakened by a very good short story of the better class. This gave the book an immense impulse when it appeared entire, and it has now reached a position that makes it safe stock for the present year at least. It is, therefore, a good book for the bookseller to make some of those "new strata" experiments before alluded to. The attractive cover which

Morang & Co. put on the Canadian paper edition, and the good style in which they issue the cloth edition, have no doubt been factors in the success attained.

The Hon. David Mills' "The English in Africa" has been received with a chorus of praise by the Canadian newspapers of both sides of politics, the Conservative organs vieing with the Liberal in the generous appreciation they have given to its high qualities. The fact that it gives a birdseye view of the entire question of British colonization in Africa somewhat accounts for this unanimity. However well the newspaperman may be trained to strictly one-sided writing, no doubt one of



New Canadian Cover Design, by a Canadian Artist—Done in Two Colors.