

THE MAKING OF BOOKS.

Houghton Mifflin Company publishes the following books to-day: "In the Shadow of Islam," a novel of present day Turkey, by Demetra Vaka, the author of "Haromlik"; a new holiday edition of Longfellow's "Hiawatha," illustrated by Maxfield Parrish, N. C. Wyeth and Frederic Remington; "The Dutch Twins," a book for children by Lucy Fitch Perkins, with 100 illustrations by the author; "The Footed Fairy and Other Stories," by Alice Brown; "The Day," in which C. Hanford Henderson appeals for a readjustment of the relations of men; "Letters of Sarah Orne Jewett," edited by Mrs. James T. Fields; a life of Ebenezer Rockwood Hoar, by Moorfield Storey; and Edward W. Emerson, a new edition of the short biography of Walter Pater, by Ferris Greenleaf; a limited Riverside Press edition of "Ecclesiastes, or the Preacher," and limp leather editions of Longfellow's "The Hanging of the Crane," Lowell's "The Vision of Sir Launfal," and Whittier's "Snow-Bound."

Scribner's publication list for this month includes two studies in critical biography: "The Early Literary Career of Robert Browning," by G. G. Coulson; "The Life of Yale," and "Franz Liszt," by James Huneker; Mrs. Burton Harrison's reminiscences of the South before and during the war and of New York after it; "Recollections, Grave and Gay," Ernest Thompson Seton's account of his canoe journey into Northwest British America; "The Arctic Prairies," Prof. Frank F. Abbott's "The Common People of Ancient Rome"; a sociological study by the late Ray M. McConnell, Ph. D., "Criminal Responsibility and Social Restraints"; two volumes of short stories, "Interventions," by Georgia W. Pangborn, and "Ship's Company," by W. W. Jacobs; Edith Wharton's novel, "Ethan Frome"; Maurice Hewlett's "Song of Renny"; Arthur Train's "The Confessions of Artemus Quibble of the New York Bar," and the little book by his wife, "Son."

Harper & Bros. announce five new books for immediate publication: "The Mansion," by Henry Van Dyke; "Serving the Republic," by Gen. Nelson A. Miles; "The Power of Tolerance," by George Harvey; "Tom Brown's School-Days," with an introduction by W. D. Howells and thirty-six full page illustrations by Louis Rhead; "Tommy's Money," by John Corryell.

The same house is also bringing out immediately in a new form "Beasley's Christmas Party," by Booth Tarkington. The Harpers are also reprinting two of their books—"The Gilded Age," by Mark Twain, and Abbott's biographical history "Josephine."

The first printing of "The Fruitful Vine," Robert Hichens's new novel, was as large as all the printings of "The Garden of Allah" for the first seven months of its existence and the publishers report that so great has been the demand before and just after the novel's appearance that a second large printing was immediately necessary. "The Garden of Allah" has gone through eight printings in the original edition and in addition there have been a cheaper edition, an elaborate edition de luxe and this fall the illustrated "Biskra Edition" for libraries.

Houghton Mifflin Company reports that the demand for Henry Sidor Harrison's novel "Queed" continues, and that the editions have now reached a total of 83,000 copies.

Copies of "Little Gardens for Boys and Girls," by Myrtle M. Higgins, were given as prizes last week at Norfolk, Conn., to the school children who had the best gardens during the summer.

Prof. Walter Dill Scott's "The Theory of Advertising" has just been adopted as a text book for a course on advertising in the department of journalism at the University of Kansas. This course is designed to deal with the following subjects: "A study of the principles of effective newspaper and magazine advertising and of problems and methods in selling through publicity. Advertising regarded as science based on psychology. The creative power of publicity. Good and bad advertising copy. Pictorial advertising. Magazine and newspaper publicity. Mail order advertising and 'follow up' statements. 'Line' advertisements and mathematics of returns. Billboard, street car and novelty advertising. Planning advertising campaigns. The agency."

The Short Ballot Organizations of which Woodrow Wilson is president, has just issued through Houghton Mifflin Company a little book by its secretary, Richard S. Childs, entitled "Short-Ballot Principles."

The Harpers announce a new edition of "Tom Brown's School-Days," with an introduction by William Dean Howells. "It has been my interesting experience," says Mr. Howells, "to find 'Tom Brown's School-Days' even better than I once thought it—say fifty years ago."

The drawings were made at Rugby by Louis Rhead, who spent an entire summer studying the buildings and the boys and hunting back through contemporary documents and prints for models of the old costumes.

A book made timely by the situation in Morocco is Bradley Bliman's book for boys, "The Sultan's Rival," published by Small, Maynard & Co. Mr. Gilman, who is a Boston minister, and a member of the Harvard class of 1880, has spent a great deal of time in northern Africa.

Early October publications of the Macmillan Company include: "Zona Gale's 'Mothers to Men,' the story of awakening mother love in a lot of spinners and childless women; 'The Record of an Adventurous Life,' by Henry Meyers Hyndman, the socialist politician and traveller; 'The Children's Book of Christmas,' edited by J. C. Dier, telling the ways of keeping the holiday in all times and countries; 'Forty Years of Friendship,' Ellis Yarnall's correspondence with Lord Coleridge; 'Problems in Railway Regulation,' by Henry S. Haines; 'Principles of Economics,' in two volumes, by Prof. Taussig; 'Truth and Health,' intended to serve as an introduction to the theory of knowledge, by John E. Hoodin, professor of philosophy in the University of Kansas; 'Studies, Military and Diplomatic,' by Charles Francis Adams, who in his study of the civil war has used certain papers of his father, Charles Francis Adams, who was American Minister in England during the civil war time.

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Wagner Stories," told in a popular manner; Joseph MacCabe's "The Emperress of Rome," with twenty-four illustrations; Alfred Bishop Mason's "Tom Strong, Washington Scout," a historical book for the young.

Among the new fall publications of Paul Elder & Co., San Francisco, are: "Tony's White Room," a story of college settlement work, by Winifred Rich; "Square Beasts and Curved," a whimsical exposition of the line of beauty as shown in the animal world, written and illustrated by Dr. George A. Harker; "Recipe for a Happy Life," Margaret of Navarre's famous recipe for happiness, amplified by selections from other writers, by Marie West King; "Good Things," ethical recipes for feast days and other days and with graces for all the days, by Isabel Goodhue, illustrations and decorations by Walter Francis; the first volumes in "The Berkeley Series"—popular priced editions of standard works: Mrs. Browning's "Sonnets from the Portuguese," "The Rubaiyat of Omar Khayyam," "Abelard and Heloise," a political rendering of the love letters of Lilla Costello Bennett.

Henry Bergson's "Laughter," whose subtitle is "An Essay on the Meaning of the Comic," is to be published early this fall by the Macmillan Company. The English translation was made with the author's permission by Cloudesty Brereton and Fred Rothwell.

Writers about sports. A branch of literature developed in the last two decades. It is within the last two decades that the writer about sports has come into a position of literary distinction, according to the Bookman, which relates that it was only twenty years ago that Caspar Whitney blazed the first trail by starting his little paper, The Week's Sport, and showed how a college education could be turned to advantage in this direction. Later he contributed a page "Amateur Sport" to Harper's Weekly, then became editor of Outing, and he is now the "Out-door America" editor of Collier's Weekly.

Among the first followers in his footsteps was Richard Harding Davis, who in the early '90s wrote much for American publications about the athletics of Oxford and Cambridge in England. At the present time among the trained writers in the field of athletics are such men as Rex Beach and Jack London, who are in highest demand for prizefight reporting; Jesse Lynch Williams, who can use his literary accomplishments to excellent advantage in giving account of a Glidden tour; Hugh S. Fullerton, whose baseball articles are known and read the way as to enter upon the possession of Tripoli without the firing of a gun.

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