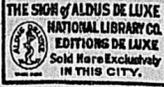
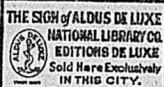


DESERET NEWS BOOK STORE The Leading Book Concern 6 Main St., SALT LAKE CITY, UTAH.

SPECIAL NOTICE

An Elaborate Book Catalogue now in preparation will be mailed free when ready to those who request it. This catalogue will contain interesting comments about books and authors and complete descriptions of National Library Editions. Send for Catalogue. MAIL ORDERS FILLED.



National Library Sale—A Revelation!

This Proclamation Will Amaze the Publishing World and Make Booklovers Rejoice

It Inaugurates a New, Supreme Standard of Quality and Beauty by the National Library Editions, creating a Beneficent Revolution in the Style of Artistic, Durable Book-making. Read the Facts that Prove these Statements.

Decisive Reasons for Undisputed Superiority of National Library Hand-Illuminated Books

National Library Co. Exquisite Water Color Illustrations New Style Art Bindings Large Type Features

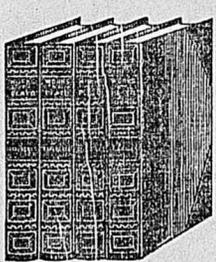
Capital Stock \$5,000,000; organized three years ago to publish the largest and finest line of De Luxe sets. After long and costly preparation its superb, new line is just ready, and though originally planned for subscription sale will now be sold at our store only in this city, at about one-third of list subscription prices.

Artistically painted by hand, obviously place the National Library Illuminated Editions De Luxe in a class by themselves. These pictures are not cheaply tinted, but actually painted by artists of talent and are of the quality sold in art stores for framing. No other line of books ever offered such beautiful illustrations.

An expert went abroad for the best binding ideas and designs. The result is a sensible reform in National Library bindings. On all leather bindings durable buckram or silk sides are used instead of the old-style, marbled paper sides. The gold-leaf tooling on backs and sides is in perfect taste. No paper or leather labels.

The National Library exclusive large type standard set plant is the most extensive in the world. Of this plant nearly 40,000 plate pages are absolutely new, large type, the present editions being first impressions. For large, clear type, fine paper and presswork, the National Library Editions are superior beyond comparison.

Superb Water Color Art Editions Never Before Sold in Bookstores Now Offered by Us Exclusively in this City at About Third Price



Jowett's Plato!

The writings of Plato, long the most popular as well as the greatest of the human mind. The great Oxford scholar, Benjamin Jowett, devoted his life to the study of Plato and his explanation of Plato's works and his edition is the recognized standard.

This new 4-volume edition contains Plato's masterpieces. The Republic, complete with Jowett's complete analysis, the complete Trial and Death of Socrates, and a comprehensive selection of the Dialogues as approved by Jowett. The best set of Plato ever issued for the student or general reader. The edition is handsomely illustrated with four hand-painted water-color frontispieces, and is limited to 1,000 numbered sets. Size of volumes, 6x8x1 1/2. Issued on Jowett's Trans.—The Best Plato.

The new large type of this set, is 12 point Scotch shown by these lines.

Buckram of a dignified dark green shade, with gold back stamping and gold tops, silk head and foot bands, uncut edges.

Published Price \$12. Our Price \$4.25.

Three-quarters leather, dark green with harmonizing buckram sides, wide leather corners, gold lines on sides and corners, gold backs, adapted from a design by Riviere, gold tops, silk head and foot bands, uncut edges, onyx Morris cover linings.

Published Price \$20. Our Price \$7.20.

Complete works, including her Life and Letters in ten volumes. Illuminated Edition De Luxe.

Illustrated with forty full-page illustrations, including ten hand-painted water-color frontispieces on plate paper, exquisite works of art. The type is new and extra large (size of Plato shown above) and the press work and paper superior. Edition limited to 1,000 sets. Size of volumes, 6x8x1 1/2.

Buckram, gray color, gold tops, silk head and foot bands, uncut edges.

Published Price \$30. Our Price \$10.70.

Three-quarters leather, wine color, wide leather corners, gold lines on sides and corners, with handsome contrasting straw-shade buckram sides, gold backs, from a design by Macdonald, gold tops, silk head and foot bands, onyx Morris paper linings, uncut edges.

Published Price \$40. Our Price \$14.85.

Famous translation by Henry Wadsworth Longfellow, with voluminous notes by the translator and additional notes by Charles Welsh. Printed in extra large type on opaque Biblo paper. New Illuminated Edition De Luxe, with four exquisite water-color frontispieces done by hand, and 16 full-page half-tone illustrations from celebrated originals. Complete in four volumes. Size, 5 1/2 x 8 1/2 x 1 1/2.

Three-quarters leather, dark green, with harmonizing green buckram sides, gold lines on sides and corners, gold tops and backs, adapted from a design by Riviere, Morris lining paper, silk head and foot bands, uncut edges.

Published Price \$20. Our Price \$7.20.

Buckram binding (dark green), students' edition, same contents as above only without the water-color frontispieces, but having 40 full-page half-tones.

Published Price \$9. Our Price \$3.30.

New Illuminated Edition De Luxe of his complete works, limited to 1,000 numbered sets. Printed from new type on opaque Biblo paper. Complete and authorized American edition, in ten octavo volumes. With hand-colored frontispieces and many hand-colored illustrations. Size, 6x8x1 1/2.

Buckram, burnished ink and gold back titles, gold tops, silk head and foot bands, uncut edges.

Published Price \$25. Our Price \$8.65.

Three-quarters leather, dark red, with tan buckram sides, gold lines on sides and corners, gold backs, from a design by Bedford, gold tops, silk head and foot bands, onyx Morris paper linings, uncut edges.

Published Price \$35. Our Price \$12.40.

The complete Walter Scott's Novels, with all introductions and notes. Printed in large, clear type on excellent paper. Complete in 12 volumes, 6x8x1 1/2.

Illuminated Edition De Luxe, limited to 1,000 numbered sets. Illustrated with 12 water-color frontispieces, painted by hand, and many full-page half-tones, printed in green, with burnished ink and gold titles, gold tops, silk head and foot bands, uncut edges.

Published Price \$36. Our Price \$12.85.

Three-quarters leather, green, with handsome buckram sides, gold lines on sides and corners, gold backs, with design by Macdonald, gold tops, onyx Morris marbled cover linings, silk head and foot bands, uncut edges.

Published Price \$50. Our Price \$17.80.

Complete Edition De Luxe, with ten hand-painted water-color frontispieces, and numerous full-page half-tone engravings. In ten volumes, octavo size.

Buckram, dark blue, with burnished ink and gold back titles, silk head and foot bands, gold tops, uncut edges.

Published Price \$27.50. Our Price \$9.90.

Three-quarters leather, red, with buckram sides, gold tops, gold backs, adapted from a design by Root, silk head and foot bands, onyx Morris lining paper, uncut edges.

Published Price \$40. Our Price \$14.00.

New Illuminated De Luxe Edition. Extra 3-4 Leather 5 vols.

Published Price \$18. Our Price \$6.60.

New Illuminated Edition De Luxe. Extra 3-4 Leather, 5 vols.

Published Price \$20. Our Price \$7.20.

New Illuminated Edition De Luxe. Extra 3-4 Leather, 5 vols.

Published Price \$18. Our Price \$6.60.

New Illuminated Edition De Luxe. Extra 3-4 Leather, 5 vols.

Published Price \$20. Our Price \$7.20.

New Illuminated Edition De Luxe. Extra 3-4 Leather, 5 vols.

Published Price \$20. Our Price \$7.20.

Jane Austen!

The delicate, the gently hinted, the feminine, decorous humor of Jane Austen make her, if not the greatest, surely the most fullness of all the female novelists. The set contains complete novels with prefaces and introductions: Sense and Sensibility, Pride and Prejudice, Mansfield Park, Emma, Persuasion, and Northanger Abbey.

New Illuminated Edition De Luxe in six volumes, limited to 1,000 numbered sets. First Impressions of new large-type plates, made expressly for the National Library Company.

The illustrations include thirty-two full-page reproductions in half-tone and six full-page dainty water-color frontispieces, painted by hand. Size of volumes, 6x8x1 1/2.

Full buckram, handsome brown shade, gold back title and gold tops, silk head and footbands, uncut edges.

Published Price \$18. Our Price \$6.60.

Three-quarters leather, fast red, with wide leather corners and rich tan buckram sides, gold lines on sides and corners, gold backs, adapted from a design by Root, gold tops, silk head and foot bands, onyx Morris paper cover linings, uncut edges.

Published Price \$24. Our Price \$8.65.

Complete Novels and Short Story Masterpieces, with the complete contents of the large-type 10-volume, privately printed edition, 4,000 pages printed in five volumes on opaque Biblo paper. Illuminated Aldus De Luxe, with five hand-painted water-color frontispieces, and 86 beautiful full-page half-tones and colored plates. One of the most valuable and beautiful sets of books ever published. Formerly sold by mail at high subscription prices.

Buckram, dark blue color, gold tops and gold back stamping.

Published Price \$22.50. Our Price \$7.40.

Three-quarters leather, wine color, handsome buckram sides, gold tops, gold backs, silk head and foot bands.

Published Price \$30. Our Price \$10.30.

World's Best Poetry!

Completely and successfully fills the long-felt need of a classified anthology of the best poetry of all ages and all nations. No library should be without it. Edited by Bliss Carman, assisted by other scholars. Printed from the well-known plates made by John D. Morris & Co., now controlled by the National Library Company, on extra opaque Biblo paper, complete in five volumes. Size, 4 3/4 x 7 1/2. New Illuminated Edition De Luxe, with five hand-painted water-color frontispieces, and 86 beautiful full-page half-tones and colored plates. One of the most valuable and beautiful sets of books ever published. Formerly sold by mail at high subscription prices.

Buckram, terra-cotta shade, with handsome ink and gold back title, gold tops, silk head and foot bands, uncut edges.

Published Price \$18. Our Price \$6.30.

Three-quarters leather, fast red, with dark green buckram sides, gold lines on sides and corners, gold backs and tops, silk head and foot bands, onyx Morris paper cover linings, uncut edges.

Published Price \$24. Our Price \$8.25.

Irish Literature! This new De Luxe Edition contains everything that is of value in the same as in the original ten-volume edition, sold by agents extensively at high prices. Size of volume, 10 1/2 x 13 1/2. Printed from plates made by John D. Morris & Co., now controlled by National Library Co. Buckram, dark green, with gold and ink back titles, gold tops, silk head and foot bands, uncut edges.

Published Price \$18. Our Price \$6.60.

Three-quarters leather, dark green, with handsome buckram sides, gold tops, full gold back tooling, silk head and foot bands, Morris paper linings, uncut edges.

Published Price \$25. Our Price \$8.65.

Lossing's U. S. History!

Latest up-to-date edition, from the Aboriginal Times to 1910, by Benson J. Lossing, LL. D. Four volumes, 10 1/2 x 13 1/2. Illustrated with over 1,000 engravings by F. O. C. Darley and other well-known artists. With reproductions of the celebrated Brady collection of photographs, taken by him, and many other interesting and instructive in American history in his experience. Oliver Wendell Holmes said of him that he had more than any other man to make history interesting and popular.

Full buckram, green, gold tops, silk head and foot bands, ink and gold back title, uncut edges.

Published Price \$16. Our Price \$5.75.

Three-quarters leather, blue with gray buckram sides, gold-veined marbled paper linings, gold tops and silk head bands, uncut edges.

Published Price \$21. Our Price \$7.40.

De Musset! Complete prose and poetical writings, the best unauthorized translations. New Illuminated Edition De Luxe, extra large type printed on superior paper. Superbly illustrated with 41 full-page photographs, of which five frontispieces are five volumes. Size, 6x8x1 1/2. Edition limited to 1,000 numbered sets.

Buckram, wine color, with burnished ink and gold titles, gold tops, silk head and foot bands, uncut edges.

Published Price \$18. Our Price \$6.60.

Three-quarters leather, wine color, with contrasting dark brown buckram sides, gold backs in design from a design by Orrock, silk head and foot bands, Morris lining paper, uncut edges.

Published Price \$24. Our Price \$8.65.

Fine New Complete Edition De Luxe, Extra Large Type, 10 vols. Ten superb water-color illustrations, painted by hand, and numerous full-page half-tones, from originals. Title in the best translation, printed in large clean type.

Published Price \$42.50. Our Price \$14.85

Same in Extra Buckram, gold backs and tops.

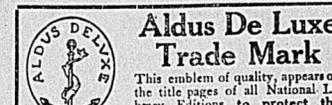
Published Price \$35. Our Price \$11.55

Illuminated De Luxe Edition. Extra 3-4 Leather, 18 vols.

Published Price \$60. Our Price \$22.80.

World's Great Literature. Extra 3-4 Leather, 10 volumes, 12,000 Pages. No water-colors.

Published Price \$35. Our Price \$12.40.



Aldus De Luxe Trade Mark. This emblem of quality, appears on the title pages of all National Library Editions to protect the public against inferior editions.

Children's Own Library!

For Boys and Girls, 6 to 12.

A library which a child may keep in his or her own room and call "my own library." "There is," says Sydney Smith, "no furniture like books," they furnish the room, and they furnish the mind, and every parent should see that the rooms of their children are properly furnished in this respect.

Complete in ten handsome volumes, containing all the best of the world's literature for young folks, nearly 5,000 pages, illustrated with numerous text engravings and about 100 full-page plates in color. Edited with introductory notes by J. Ellis Burdick and a general introduction by Charles Welsh, managing editor of The Young Folks Library. Size of volumes, 4 3/4 x 7 1/2. No water-colors.

Buckram, dark blue color, gold tops and gold back stamping.

Published Price \$22.50. Our Price \$7.40.

Three-quarters leather, wine color, handsome buckram sides, gold tops, gold backs, silk head and foot bands.

Published Price \$30. Our Price \$10.30.

World's Best Poetry!

Completely and successfully fills the long-felt need of a classified anthology of the best poetry of all ages and all nations. No library should be without it. Edited by Bliss Carman, assisted by other scholars. Printed from the well-known plates made by John D. Morris & Co., now controlled by the National Library Company, on extra opaque Biblo paper, complete in five volumes. Size, 4 3/4 x 7 1/2. New Illuminated Edition De Luxe, with five hand-painted water-color frontispieces, and 86 beautiful full-page half-tones and colored plates. One of the most valuable and beautiful sets of books ever published. Formerly sold by mail at high subscription prices.

Buckram, terra-cotta shade, with handsome ink and gold back title, gold tops, silk head and foot bands, uncut edges.

Published Price \$18. Our Price \$6.30.

Three-quarters leather, fast red, with dark green buckram sides, gold lines on sides and corners, gold backs and tops, silk head and foot bands, onyx Morris paper cover linings, uncut edges.

Published Price \$24. Our Price \$8.25.

Irish Literature! This new De Luxe Edition contains everything that is of value in the same as in the original ten-volume edition, sold by agents extensively at high prices. Size of volume, 10 1/2 x 13 1/2. Printed from plates made by John D. Morris & Co., now controlled by National Library Co. Buckram, dark green, with gold and ink back titles, gold tops, silk head and foot bands, uncut edges.

Published Price \$18. Our Price \$6.60.

Three-quarters leather, dark green, with handsome buckram sides, gold tops, full gold back tooling, silk head and foot bands, Morris paper linings, uncut edges.

Published Price \$25. Our Price \$8.65.

Lossing's U. S. History!

Latest up-to-date edition, from the Aboriginal Times to 1910, by Benson J. Lossing, LL. D. Four volumes, 10 1/2 x 13 1/2. Illustrated with over 1,000 engravings by F. O. C. Darley and other well-known artists. With reproductions of the celebrated Brady collection of photographs, taken by him, and many other interesting and instructive in American history in his experience. Oliver Wendell Holmes said of him that he had more than any other man to make history interesting and popular.

Full buckram, green, gold tops, silk head and foot bands, ink and gold back title, uncut edges.

Published Price \$16. Our Price \$5.75.

Three-quarters leather, blue with gray buckram sides, gold-veined marbled paper linings, gold tops and silk head bands, uncut edges.

Published Price \$21. Our Price \$7.40.

De Musset! Complete prose and poetical writings, the best unauthorized translations. New Illuminated Edition De Luxe, extra large type printed on superior paper. Superbly illustrated with 41 full-page photographs, of which five frontispieces are five volumes. Size, 6x8x1 1/2. Edition limited to 1,000 numbered sets.

Buckram, wine color, with burnished ink and gold titles, gold tops, silk head and foot bands, uncut edges.

Published Price \$18. Our Price \$6.60.

Three-quarters leather, wine color, with contrasting dark brown buckram sides, gold backs in design from a design by Orrock, silk head and foot bands, Morris lining paper, uncut edges.

Published Price \$24. Our Price \$8.65.

Fine New Complete Edition De Luxe, Extra Large Type, 10 vols. Ten superb water-color illustrations, painted by hand, and numerous full-page half-tones, from originals. Title in the best translation, printed in large clean type.

Published Price \$42.50. Our Price \$14.85

Same in Extra Buckram, gold backs and tops.

Published Price \$35. Our Price \$11.55

Illuminated De Luxe Edition. Extra 3-4 Leather, 18 vols.

Published Price \$60. Our Price \$22.80.

World's Great Literature. Extra 3-4 Leather, 10 volumes, 12,000 Pages. No water-colors.

Published Price \$35. Our Price \$12.40.

Ingersoll!

New Illuminated Edition De Luxe, including his chief Lectures, Addresses and Interviews, with Introductory and Explanatory Notes, and a Biographical Sketch by the editor, J. Ellis Burdick. First Impressions from new large-type plates, (type same as Jowett's Plato) with five water-color frontispieces painted by hand.

This Edition of Ingersoll, limited to one thousand numbered sets, is in five volumes, size 6x8x1 1/2.

Buckram, extra basket weave, dark red color, gold tops, silk head and foot bands, burnished gold back titles, uncut edges.

Published Price \$18. Our Price \$6.15.

Three-quarters leather, lustrous black with wide leather corners, gold line on sides and corners, rich tan buckram sides, onyx Morris inside cover linings, gold tops and backs, adapted from a design by Root, silk head and foot bands.

Published Price \$25. Our Price \$8.65.

Issued by The National Library Company in response to the widespread public demand for a worthy library edition of Ingersoll's famous works at a moderate price. Here will be found the celebrated orations and lectures which make his name known throughout the world, and which no attempt has been made to include all of his numerous speeches on various occasions, we believe this new classified collection of his works is the most satisfactory and comprehensive and decidedly the most satisfactory edition for the general reader.

Published Price \$25. Our Price \$9.05.

Gibbon's Rome! Greatest Historical work ever written.

New Illuminated Edition De Luxe, with six superb water-color frontispieces. Complete in six volumes.

Three-quarters leather, dark wine, with handsome contrasting buckram sides, gold tops and full gold backs, from a design by Cross, onyx Morris lining paper, silk head and foot bands, uncut edges.

Published Price \$25. Our Price \$9.05.

R. L. Stevenson! New Illuminated Edition De Luxe.

Elegantly illustrated with ten water-color frontispieces, painted by hand, and forty full-page half-tones from original drawings made expressly for this edition by John R. Bacon. Excellent work, with four superbly illustrated grade rag paper. Size of volumes, 6x8x1 1/2. This new edition of Stevenson in ten volumes is published in two styles of binding as follows:

Buckram, rich brown, with burnished ink and gold back stamping, gold tops, silk head and foot bands, uncut edges.

Published Price \$22.50. Our Price \$8.25.

Three-quarters leather, fast red with contrasting brown buckram sides, gold lines on sides and corners, gold tops and full gold back tooling, adapted from a design by Orrock, silk head and foot bands, onyx Morris paper linings, uncut edges.

Published Price \$30. Our Price \$10.70.

Same: Printed in 10 volumes, on opaque Biblo paper. Edition limited to 1,000 numbered sets. Size of volumes 6x7x3/4. Same illustrations as described above.

Buckram, deep red, with gold back stamping, gold tops, silk head and foot bands.

Published Price \$17.50. Our Price \$5.90.

Full flexible English leather, red color, with blank cover stamp, gold back title, silk ribbon marker, silk head and foot bands, gold tops.

Published Price \$30. Our Price \$10.20.

Shakespeare! 10 volumes

Most completely annotated Shakespeare in the world. See catalogue for full description of notes at bottom of pages.

New Illuminated Aldus De Luxe Edition De Luxe in 10 volumes, 8,000 pages. (Large size Plato) same size as Plato) from the well-known best plates of Bigelow, Smith & Co., now controlled by the National Library Company, printed on special opaque Biblo paper. Illustrated with 10 hand-painted water-colors and 160 mezzotintures. Size of volumes, 6 1/2 x 8 1/2.

Buckram, dark red, with ink and gold back titles, uncut edges, silk head and gold back titles, uncut edges.

Published Price \$27.50. Our Price \$9.10.

Three-quarters leather, red, with light brown buckram sides, gold lines on sides and corners, full gold backs from a design by Bedford, gold tops, silk head and foot bands, Morris onyx paper cover linings, uncut edges.