

## BOOKSALES ARE REACHING AN UNHEARD OF MAGNITUDE AUTHORS GET BIG MONEY

By Frederic J. Haskin in BOSTON TRAVELER  
Washington—Thanks to the American spirit of business and to the rise of literacy in this country the art of writing has come into its own from the commercial standpoint. Today a writer is more certain of getting his work published than ever before, and what is chiefly remarkable, he can get paid in advance for his short story, book, play or movie scenario provided he can point out to any previous work. And there are even some exceptions to that rule. If the man occupies some unique position, whether he has any reputation as a writer or not, he can get a publisher to advance royalties. An outstanding example of this latter type would be Col. Lindbergh. In fact he already proved it by the publication of his book "We."

**Big Sales**  
The book purchases of the American people are reaching astounding proportions. Even though the country is well supplied with public libraries and with private circulating libraries, actual sales continue to gain. Nor are sales confined to the cheaper publications. Good books have been made available in all manner of forms. Classics can be purchased for as low as five cents a volume, but the \$2.50 books are selling as never before and the sales of books ranging up to \$10 are very substantial.  
So, with business so good, publishers feel justified in making advances to writers. Such a writer as H. G. Wells, for example, would have no difficulty in getting as much as \$10,000 for an unwritten book. All he would have to do would be submit his idea to a publisher and enter into an agreement to deliver the book at an approximate date. To be sure, the publisher might take out insurance as a protection against the possible death of the writer, but otherwise he would feel perfectly safe because the records show that Mr. Wells's books sell to the number of 60,000 to 75,000.

Then there is another field where it is safe for publishers to make advance payments. That is the field of specialized but popular subjects. Just as Col. Lindbergh's own book was an assured success before it was written, so a book about Col. Lindbergh, provided it had anything to say, would be an assured success even though written by an inferior craftsman. So many hundreds of thousands of people are so interested in the subject that they would buy the book out of curiosity. In like manner any book about Woodrow Wilson would have an assured audience purely on the basis of what might be called the Woodrow Wilson fans who are numerous enough to support such a publication.

**Contrast with Early Days**  
The new system affords a striking contrast to earlier times. It is said that Milton received only \$300 for his "Paradise Lost." Dr. Johnson wrote "Fasselas" in three days in order to raise enough money to bury his mother. Not only could he not get paid for the work until he had finished it, but the dead had to await internment, as he lacked funds at the time.  
Joseph Conrad writes in his own personal record that he wrote for 19 years before his writing began to pay him. Today he would have no difficulty at all in getting \$10,000 in advance merely on the strength of an idea for a book.

The prize novel is creating a fresh opportunity for writers. Institutions and publications are offering really substantial sums as prizes and the winner has much more to win than a prize because a great deal of publicity is bound to be attendant upon the winning of the prize and this means sales for the book and mounting royalties.

A case in point is the Atlantic Monthly prize novel, "Jalna," written by a young Canadian woman, Mazo de la Roche. Relatively unknown before, she captured the \$10,000 award which the Boston publication offered and, because of the publicity she and her book got, sales of the book have exceeded 100,000 copies and are still going strong. The girl's fortune is made and she would have no trouble today in obtaining an advance from a publisher on a promise to turn over to him the next book she writes.

An interesting part in this new business system in the world of writing is that the bankers subscribe to the idea. The publishers finance their business through the banks, as practically all business houses do. A few years ago the idea of a hard-headed banker putting up thousands of dollars for an idea for an unwritten work would have seemed preposterous, but it is now being done constantly under the new regime.

**Some Slow on Catching On**  
Unless there is some special reason, such as the fame and popularity of the author, the subject or the novelty of the book, there is always an element of chance in the publication. This the publisher must assume. There seems to be no way to determine whether a novel will be successful and if so when. The works of Conrad are especially interesting in this connection. Novels of his which did not sell at all when they were new, years later became best sellers. One of the most popular novels of recent years was Beau Geste. Yet this book was published and on the market for approximately a year before it enjoyed much of a sale. After having been neglected for months it achieved popularity overnight and for no very apparent reason. People just discovered it.

In contrast to that there is Thornton Wilder's book, the Birdge of San Luis Rey. Although very much out of the ordinary, more of an essay than a tale, but in the form of a novel, this book gained instant attention despite the fact that the author was practically unknown. He had written one book before and now, of course the great popularity of the new book, people are going back to read the first one. Thornton Wilder can get advance royalties now.

Royalties are paid on a sliding scale. The standard novel is priced at \$2.50. The usual author's royalty is 10 per cent. on the first 10,000. On the next 5,000 he will probably get 12½ per cent and 15 per cent on all copies over 15,000. The scale may be altered by special agreement. Publishers are in keen competition and where a popular author has written a book for which the public is waiting, he can, if he desires, shop around at a make almost his own terms.

Trader Horn was an experiment but there is no doubt that, the experiment having proved highly successful, almost any publishing house would give excellent terms on more of the same story.  
It seems that the writer is at last getting out of the mendicant class and finding a place for himself in the business world with ideas recognized as a stock in trade having tangible commercial value.

**THE PROOF.**  
Gentle Spring must be at hand  
Flowers soon will dot each nooklet;  
On my desk did land  
This year's first Spring Fishing Book-let.

Tim—Do you love me dear.  
Mazie—Yes Bill better than any one.  
Tim—But I'm not Bill.  
Mazie—Oh I thought today was Wednesday.

### WAS VERY WEAK NERVOUS AND MELANCHOLY

Mrs. Geo. McKenzie, Campbellford, Ont., writes:—"A short time ago I was troubled very badly with my heart and nerves, the cause of it, I think, was my going through the change of life."

"I was very weak and melancholy, and so nervous I could hardly bear to hear a clock ticking, and I did not sleep well."

"I was advised to try so I sent at once for a box; took them and got another, and before they were all gone I felt good, my nerves are fine, I do not mind any noise, and I can sleep well. I can not recommend them too highly to those suffering as I did."

Price 50c. a box at all druggists and dealers, or mailed direct on receipt of price by The T. Milburn Co., Limited, Toronto, Ont.



## IF THE IRISH WEAR IT, IT'S A SHAMROCK

(New York World)  
Oh, what is that upon your hat?  
"A shamrock," quoth the farmer.  
A passing botanist sneered knowingly. "You may be under the impression, Mr. O'Grady," he said stroking his white Dundreary whiskers, "that what you are wearing is a shamrock. But you are wrong. That small green sprig on your hat, to be a sure a member of the genus Trifolium, and of the family Leguminosae, but it is not a shamrock. It is what is known among the vulgar, as the white clover, or Dutch clover, and among scientific as—"

"Did you say Dutch clover?" cried Mr. O'Grady in consternation.  
"I did, indeed," replied the learned man. He repeated his statement for emphasis, "the Dutch clover."  
"Well," said Mr. O'Grady, "it may be the truth that you're telling me, but as for me, the green thing in my hat is no mere Dutch than I am. It is a shamrock, always was a shamrock, and always will be a shamrock." And with that he went marching down the road with his head in the air.

Kenneth R. Boynton, head gardener of the New York Botanical Garden, goes even further than the erudite botanist. According to him, the question of what is the true shamrock with which St. Patrick explained the Holy Trinity remains an unsettled one, and gray-haired scientists have been to known to fly at one another's throats about it.

The Dutch clover is one candidate for the honor of being the Irish national plant. That it is a strong candidate with much favor is illustrated by the fact that the Encyclopaedia Britannica comes out flat-footed and says that it is the true shamrock. But the wooded sorrel and the black medic or hop clover are not far behind, and such careful students as David Moore and Stewart and Corry admit that the question is by no means settled.

As for the country, the wily florist can sell almost any number of the clover family to credulous Hibernians. If it is green and has three leaves, he can label it "shamrock" and be sure that it will not remain on his shelves after March 17.

But probably Mr. O'Grady was right. Any small clover worn on the hat of an Irishman on St. Patrick's Day, whatever the botanists say, is, and always will be a shamrock.

## IF HE DOES NOT SWANK, HE'S A KING

Paris March 29—How Kings throw off all pomp and ceremony and become simpler even than ordinary folk on the Riviera was shown to a surprised newspaper reporter the other day at Cannes.

It was 7 o'clock in the morning. A solitary cyclist, wearing a loose lounge suit and yachting cap, was pedaling along the deserted promenade of Croisette. He was the King of Denmark. His chamberlain, secretaries, and aide de camps were certainly still in bed. The King stopped, sat on a bench, lit a cigaret and looked musingly out to sea. Not for two hours would his solitude be disturbed by hundreds of millionaires' motor cars driven by chauffeurs in gorgeous liveries such as once were worn by the attendants of Kings.

The same reported entered a tobacco shop at Nice. The stranger buying postcards was the King of Sweden. A few minutes later, with the most democratic manner in the world, he sat down at a table of an open air cafe and drank a glass of beer among a score of other thirsty folk. A souvenir vender approached, offering his wares with the engaging familiarity of his kind:  
"They're not dear, Prince." He did not dream that he was really addressing a royal personage.

At the Monte Carlo Casino, a tall, timid-looking young man with fair hair, throws a ten-franc chip on the roulette table from time to time and eagerly follows the wheel to see if he has won. He is prince Carol of Roumania. All around him are international gamblers risking thousands to his modest 40 cents.

## THE DENTAL BILL FAILS TO GET PAST THE LEGISLATIVE COMMITTEE ON CORPORATIONS

On account of many of the members being engaged in important Committee work, it was after five o'clock when the House met yesterday afternoon. A large number of Bills were given a third reading and reports of standing committees were read. The Corporations Committee recommended that the dental bill be sent back to the N. B. Dental Society and that the fee be returned. This means that the bill will not be heard from again this session.  
Following is the official report:

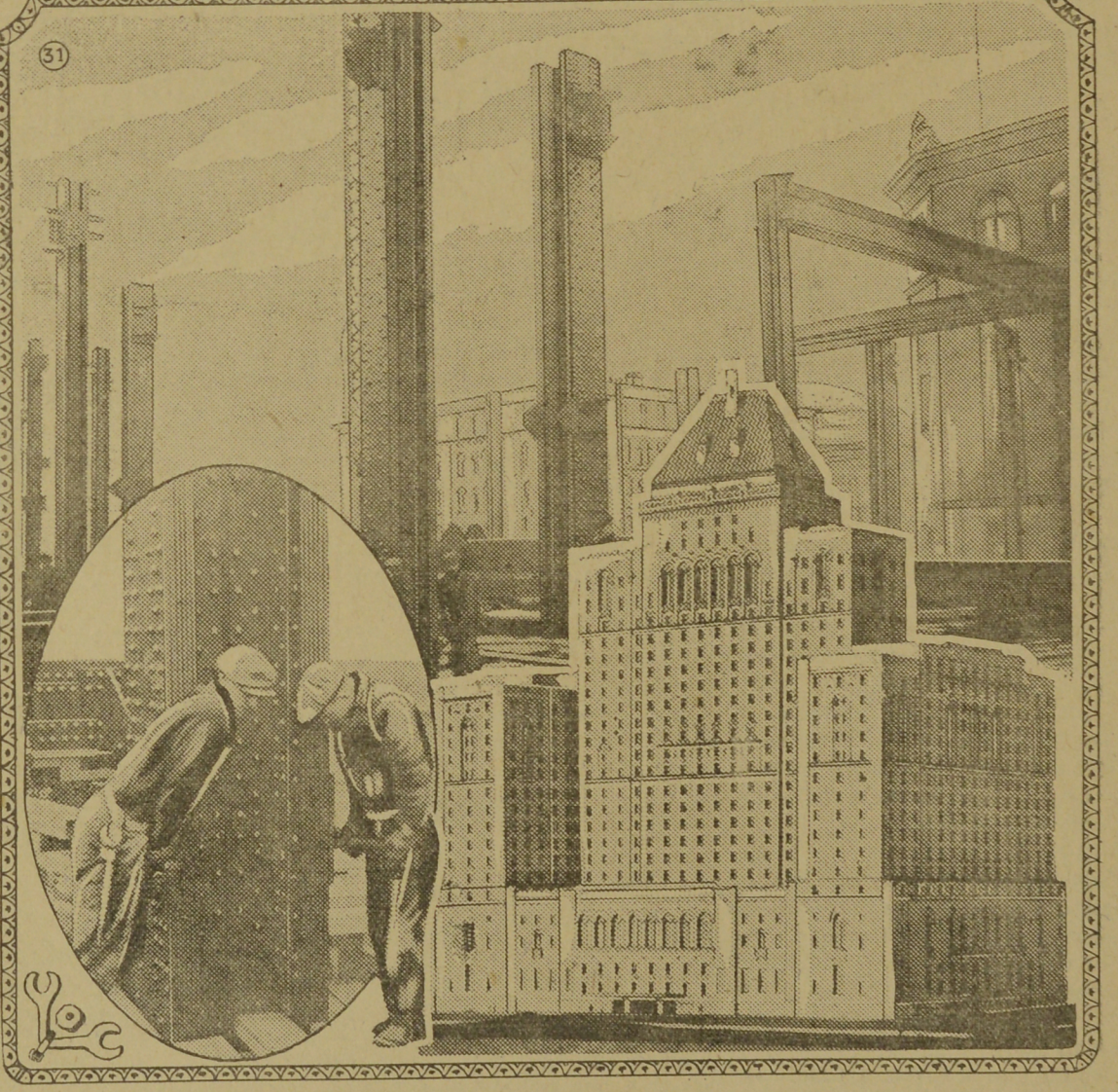
Assembly Chamber,  
March 28th, 1928.  
The House met at 5:15 p. m.  
The following bills were read a third time:  
An Act to Incorporate the Grand Manan Light and Power Company; an Act respecting La Societe L'Assomption. Acts, to amend an Act incorporating the Young Men's Christian Association, of Moncton; to amend the Schools Act; regarding the Live Stock Products Act of New Brunswick; to amend an Act incorporating the Bath, Bristol, Florenceville Hydro Electric District; to amend an Act incorporating the Nepisiguit Power Company, Limited; to authorize certain bonds issued by the Roman Catholic Bishop of Saint John, as investments for Trustees; to authorize the Town of Sackville to issue debentures; to authorize the City Council of Fredericton to issue debentures; to provide for the issue of debentures by the Board of School Trustees of Weststock; to amend the Saint John Assessment Liquor Act, 1918; to amend The Licensing Act, 1927; to amend the Motor Vehicle Act; respecting the training and employment of the adult blind; to amend the Factories Act.  
The following Bills were read a second time:  
An Act to amend an act respecting Municipal Homes; to amend the Villages Incorporation Act; to amend an Act respecting Landlord and Tenant; to amend the Crown Land Act; to authorize the issuing of grants of lands in Queen's County; to amend an Act confirming the purchase of certain real estate in Saint John.  
HON. MR. REILLY presented the report of the Standing Rules Committee.  
MR. ATKINSON presented the report of the Municipalities Committee.  
HON. MR. SMITH introduced a bill respecting sewers and marsh lands. On the ground of urgency this bill was read a second time.  
HON. MR. LEGER moved that the bill referring to the Moncton Assessment Act be referred to the Municipalities Committee.  
HON. MR. TILLEY introduced a bill respecting Park Place in the Parish of Lancaster. On the ground of urgency this bill was read a second time.  
The Shippegan Ferry  
MR. LEGER (Gloucester) said the correspondence which he had asked for regarding the Shippegan Ferry had been submitted apparently only in part, and he asked if he might not have the complete file.  
HON. MR. STEWART said he had requested his officials to furnish the correspondence in connection with the ferry, and had submitted what had been handed to him. He would, however, look into the matter, and if any further correspondence could be found it would be given to his hon. friend.  
MR. MICHAUD said he was not in as good a position as his hon. friend from Gloucester in that two requests which he had made had not brought him even a partial reply. He referred to his request for a copy of the Order-in-Council regarding the proposed International Bridge at Campbellton, and to his request for a copy of the contract regarding immigration.  
HON. MR. STEWART said he had supposed the proper official would furnish the copy of the Order-in-Council as requested, but he would now personally see that the Order-in-Council was handed to his hon. friend.  
HON. MR. SMITH said that the contract regarding immigration had been laid on the table of the House several days ago and could be obtained from the Clerk of the House.  
McAdam Bill  
The House went into Committee to consider Bills relating to:  
The incorporation of McAdam for water and sewerage purposes; and the valuation for assessment purposes of the property of Murray & Gregory, Limited, and of the Blue Ribbon Beverage Company. These Bills were agreed to with slight amendments and reported.  
HON. MR. TILLEY presented the report of the Corporations Committee which stated that the bill regarding

the registration and qualifications for dentists had been handed back to the New Brunswick Dental Society for reconsideration.  
HON. MR. LEGER moved that the fee for the Dental Bill be remitted.  
HON. MR. LEGER, on the Order of the Day being called, moved that the motion to go into Supply be made the Order of the Day for tomorrow.  
Adjourned at 6:15 p. m.

## CHILDREN'S COLDS, CROUP WHOOPING COUGH, BRONCHITIS An Effective Remedy Described.

Take a saucepan or pitcher of water, place it on a spirit stove or lamp. Add half a teaspoonful of Catarrhazone to a pint of water, which is brought to a boil. Let the steam from the kettle fill the room so that the medicated air is breathed in by the child. The distressing cough is relieved. The inflammation is reduced. Good results are quickly noticeable from using Catarrhazone in this manner. Even for small infants, this treatment is ideal. Every good druggist sells Catarrhazone in 50c. bottles.

## Royal York Fast Reaching Skyward



Upper—Rapidly towering skyward to obtain the title of the tallest building in the British Empire. Lower Right—How the Royal York Hotel will look when completed. Photographed from a scale model. Lower Left—Showing the thickness of the huge iron girders, said to be the heaviest used in Canada.

Work on the Royal York, the new Canadian Pacific Hotel being erected at Toronto is at least ten days ahead of its schedule. It was only in September that the razing of the old Queen's Hotel and the other buildings on the property began, and a battery of steam shovels were turned in on the task of taking out the excavation. The latter was no small job. The area of the hole required was about 340 yards by about 194 and its depth averaged somewhere between 23 and 24 feet while the soil excavated amounted to over 50,000 cubic yards. There is now every hope that the building will be completed by May 1st, 1929. It will rise 395 feet above the sidewalk, thus being the tallest building in the British Empire, that title now being held by the Royal Bank of Montreal which towers 392 feet above the street. The furnishing and equipment of the hotel will set a new standard, and a small army of designers are busy preparing plans for the decorations and furnishings.  
The tunnel entrance to the hotel from the Union Station will open on the floor immediately under the concourse and will be opposite the passage-way through which arriving travellers leave the trains.

It will pass under Front Street to the south-east corner of the hotel entering the building on what might be termed the ground floor, although its floor level is slightly below that of the street. The main feature of this floor will be a large exhibition arcade which will be one of the outstanding features of the hotel. Here will also be a coffee room, grill and barber-shop, and around the sides will be a number of shops each with a display window on the street. In the south-east corner will be a bank, and the remainder of the space will be taken up with store-rooms and service equipment.  
The main, or lobby floor will have the main entrance of the hotel on Front Street, and another entrance on the east side. In the centre of this floor will be a large lobby containing the hotel offices and ten passenger elevators. To the right will be writing rooms, cafe and news stand, and to the left a large lounge opening on to the main dining room which will extend pretty well the entire length of the hotel's frontage on York Street. This room, like the lounge and lobby will be two storeys in height with the galleries of the mezzanine floor above.

## It Pays to Advertise in the Mail