

## BOOK CLUB'S ACTIVITIES DISCUSSED BY OBSERVER

### Does Not See the Advantages and Believes They Might Be Developed Into a Racket

(Note: The Daily Mail while interested in "Observer's" articles, does not necessarily agree with what that writer publishes. Sometimes the views expressed are entirely at variance with our own opinions.)

Some time ago I had occasion to write concerning several well-known activities which might conveniently be classed as rackets. I referred to the tag-day racket, the church supper racket, and various other well-known institutions, which, like the poor, are always with us. Since writing that article it has occurred to me that I unintentionally slighted certain other flourishing activities which should be put in the same class. One of these is the Book Club.

Now book clubs operate under various titles. There is the Book-of-the-Month Club, probably the best-known. There is also the Literary Guild of America, the Doubleday Doran Dollar Book Club, as well as several highly specialized book clubs devoted to special hobbies and interests. These organizations operate under rules which may differ in detail from each other, but the same principle actuates them all. This is roughly as follows.

The book club, whatever its name may be, sends out to its subscribers a monthly bulletin, featuring some particular book which its judges have selected as that particular book of the month. Besides this book, the bulletin will enumerate and describe several other books of various categories which have recently been published, and which the subscriber may have in place of the feature book. Unless the member notifies the company before the end of the current month to the contrary, the book of the month will be sent him accompanied by a bill. It is not necessary to buy a book every month, but most book clubs require a minimum of books to be purchased by a member during a year. To stimulate buying, some book clubs offer premiums in the form of free books for every so many books purchased.

Now, you may say, "What's the matter with that?" Well, I'll try to tell just what is the matter with it in the first place the reviews you

read in those bulletins are biased and one-sided. The reason for that is that most of these book clubs make arrangements with the publishers of a forthcoming book, by which the book club undertakes to boost the book in return for the right to sell it at a slightly reduced price to its members. It matters not whether the book is of any exceptional worth rather, the contrary is most apt to be true. The publishers are sometimes dubious about the chances of a book to sell on its own merits, so they get some book club to sponsor it.

Secondly, the book clubs have a habit of offering the book for sale at what they claim is a reduced price to members when this is not true at all. Recently, a book of biography was advertised by one book club at a reduction of two dollars from the list price. It was subsequently discovered by the members who bought the book that it was a special abridged edition published especially for the book club. This was my experience before I resigned from the club in disgust.

Thirdly their date of shipment is usually so long after the book has been ordered, that you could buy it or borrow it half a dozen times from a local centre, before your copy arrives. If it does happen to be a worthwhile book, and that does happen sometimes, you are deprived of the enjoyment of the book for perhaps a month after you have ordered it, while other people, who don't belong to a book club, are reading and discussing the book.

Again, as has been indicated, you can buy that book just as cheaply at your own bookseller's, and buy it a lot sooner. And in addition you don't run the risk of getting a garbled edition. Or, if you don't want to buy it you can usually get it from a good lending library just as soon as you could buy it.

Some people will claim, however, that the club's monthly bulletin service keeps them posted on what books are being published. But, as I have already pointed out, it only keeps one posted on a relatively small number of books, and those such as the publishers want them to boost. Consequently, the reviews of such books are far from impartial. The best way to keep up on the latest books, and to be sure of getting an impartial survey, is to subscribe to some periodical which runs a special book-reviewing department.

There are many of these, reputable publications all, such as the Atlantic Monthly, Hammers, Scribners, Forum and others, which will serve your purpose. The New York Times puts out a weekly literary supplement which is excellent. There are some good English literary reviews also, although they are necessarily not right up to the minute by the time we get them. It is a regrettable fact that this kind of thing is not well done at all in Canada, although there is the Toronto Saturday Night.

So, I think I am justified in assigning the book club a place fairly high up in the racket list. Besides the criticisms already made, there is the added fact that money paid to these clubs might just as well have been paid to your own local bookseller. He is here to serve us, and believe me, he can do it a lot better than the book clubs.

OBSERVER.

## SOCIAL HAPPENINGS

### U. B. at Marysville

The Young Ladies Class of the United Baptist Sunday School at Marysville, was entertained at the parsonage last evening by the class teacher, Mrs. Steadman Smith. Sunday School and Gospel Team Evangelism was the theme of the program which was conducted by Miss Dolly Barter, guest visitor. The guitar accompaniment was played by Miss Ida Nash. Miss Ada Pond was the winner of the Bible game contest. The popping of corn and the roasting of marshmallows was in charge of Miss Phyllis Tait. During the evening the hostess presented a woollen blanket to the most recent bride of the class, who was Mrs. J. Fallon. At the close of the evening refreshments were served.

### Governor Carleton Supper

The supper bridge sponsored by the Governor Carleton Chapter of the I.O.D.E. last evening in the Corporation and Committee Room of the Parliament Building was a pronounced success. A delicious supper was served to over one hundred and twenty-five guests and the service was efficient in every way. The guests played bridge at thirty tables which were each centred with the emblem of the order. The young ladies serving included Mrs. Jack Bebbington, Mrs. C. F. Parker, Mrs. A. A. Rowan, Mrs. J. P. Conkery, Mrs. J. L. Neville, Mrs. Stanley Scott, Miss Areta Garrow, Miss Jean Hodge, Miss Mary Barker, Miss Mary Neville, Miss Pat Clark, Miss Birt Bebbington and Miss Margaret Smith. The members of the chapter assisted in various ways Mrs. J. B. Crocker, Regent, was Convener of the function. Prizes were won by Mrs. Edward Perkins, Miss Louise Sterling and Hoarce Hanson.

### Supper Party at Eureka Grill

Mrs. John Copp was honored last evening by the members of the Junior Gymnasium class. A delightful supper was served at Eureka Grill following which she was presented with a steamer trunk, accompanied with best wishes from the members of the class.

### Arrived Home Today

Miss Magdalene Scott, daughter of Major and Mrs. J. S. Scott arrived home today from Montreal where she recently underwent a throat operation in the Montreal General Hospital. Miss Scott was met at the Junction by her father, and will be confined to her bed for the next two weeks.

### Basket Social

Following the devotional exercises an unusual entertainment was held by the St. Anne's Young People's Society last evening at their weekly meeting with the president, Robert Dann in charge. This was in the form of a basket social, all young ladies and gentlemen participating. Bids for the baskets ran high with S. Locke as auctioneer, and coffee was later served to the purchaser and his lady. Following an entertaining recreational period was enjoyed, led by the president. The meeting was brought to a close with the singing of Auld Lang Syne and God Save the King.

### Motored to Atlantic City

Miss Hester Shute who has been visiting friends in Montreal for the past month is expected to arrive home this week. Miss Shute traveled by way of Atlantic City making the trip by motor with friends.

### Election Today at U.N.E.

At a meeting of the Junior Class at U.N.E. which was held today Alfred A. Dugan was reelected President for the coming year. For next year's Senior Class, J. Arthur Legere was also reelected Secretary Treasurer.

Mrs. C. C. Wright in City  
Mrs. Cordner C. Wright from Grand Marais, Minn., is arriving today at noon to visit her parents, Hon. Mr. Justice and Mrs. C. D. Richards.

Chester Campbell was recently the guest of honor at a birthday party at a local restaurant. Supper was served, ten guests being present and the guest of honor being presented with several guests.

### Odd Personalities In Great Demand

Time was when one had to be a singer, instrumentalist, or commentator to get on the networks. A radio career meant years of difficult rehearsal hours and constant study and practice in preparation.

But of late the public has taken a fresh interest in odd people and peculiar personalities. In the vanguard of catering to this fan fancy is Robert L. Ripley, the Believe-It-Or-Not man.

On his Sunday broadcasts recently, Ripley presented in rapid succession John Zemla, who has had 20 accidents including six locomotive collisions and suffers no injury; Dr. Milton Reiffel, N. Y. dentist who yanks teeth out of lions and tigers; Henry Druckman, a Brooklyn postman who caught a falling baby in his mail pouch; Hector Carteret of Massachusetts who sur-

vived an accident in which a two-inch pipe was driven through his body; Mrs. Casey Jones, wife of the famous engineer; the Carlson Sisters, who, together, weigh nearly a ton. Add to this list a man who talks and sings backwards; a man who eats glass; and a bartender who knits and sews. This new listener tendency in network entertainment probably presages an era when a singer applying for a network sustaining will have to audition singing on her head or singing backwards in order to pass her audition successfully.

**Throat Soothing**  
Medicated with throat soothing ingredients of Vicks VapoRub.  
**VICKS COUGH DROP**

**Here's that Fast  
"Phillips" Way**  
To Alkalize Stomach Quickly



On all sides, people are learning that the way to gain almost incredibly quick relief from stomach condition arising from overacidity, is to alkalize the stomach quickly with Phillips' Milk of Magnesia.

You take either two teaspoons of the liquid Phillips' after meals; or two Phillips' Milk of Magnesia Tablets. Almost instantly "acid indigestion" goes, gas from hyperacidity, "acid" headaches—from over-indulgence in food or smoking—and nausea are relieved.

Try this Phillips' way if you have any acid stomach upsets. You will be surprised at results. Get either the liquid "Phillips" or the remarkable, new Phillips' Milk of Magnesia Tablets. Only 25¢ for a big box of tablets at drug stores.

**ALSO IN TABLET FORM:**  
Each tiny tablet is the equivalent of a teaspoonful of genuine Phillips' Milk of Magnesia.

**PHILLIPS' MILK OF MAGNESIA**

### Celestial Players Score Another Hit

The Celestial Players of St. Anne's Parish Church successfully repeated their comedy-hit, "Her Step-Husband," last evening at the Cathedral Parish Hall to a large audience. The play was under the direction of Frank VanStone and the following cast performed—Douglas Locke, Donald Cuming, George Gamble, Howard Richards, Miss Phyllis Toner, Miss Mae Locke, Miss Daisy Turvey, Miss Marjorie Drillon, Miss Helen Morgan. All performers successfully showed their capable stage ability.

Specialties included the music of the Valley Vagabonds, and the dancing of Miss Betty McKnight, accompanied by Miss Clara McFarlane at the piano.

### Delicatessen Store and Bakery For Fredericton

Fredericton housewives will be much interested in the Delicatessen Department of the Sunrise Bakery, which opened a few days ago in the premises formerly occupied by Fred's Barber Shop on York Street next door to the York Meat Market. In addition to all the regular bakery lines, this establishment will specialize in many tasty dishes cooked to order. Unexpected guests may now be viewed with pleasure for the Sunrise Bakery is as near as your phone.

A specialty which is already in great demand is their Saturday Night Special of Baked Beans and Brown Bread. The proprietors of this bakery are Mazera and Williams. These two local men have already had a large experience in catering to the Fredericton public and solicit a continuance of the public favor in their new venture.

### TRAVESTY

I think that I shall never see  
A man who's made for constancy:  
A man who hopes the whole long day  
To hear the phone bell's roundelay;  
Who stands and waits without a frown  
For me to don my smartest gown;  
Whose smile is mine, and mine alone;  
Whose heart for others is a stone.  
Such men are dreamed by fools like  
me,  
And only the gods know where they  
be! —E. A. C.

### BEBBINGTON'S GARDENS Florists

Phone 254 834 Charlotte St.

### Fredericton Community Concert

ASSOCIATION  
Frederick Jagel, tenor  
Helen Olheim, mezzo-soprano  
of Metropolitan Opera

### Provincial Normal School Auditorium

8.15 p.m.

Monday, April 26th

### YOUR

## Handwriting

As Told By

PROF. JAMES STRANGE



Do not be disappointed if Mr. Strange cannot answer you immediately, as many inquiries are coming in which must be answered in turn.

If you wish a character analysis from Handwriting be sure to send in \$1.00 for a 3 months' subscription to The Daily Mail if a resident of Fredericton or 75c if living in the rural districts, as our Free Reading offer applies only to new subscribers and requests for readings unaccompanied by a cash remittance will not be answered.

## For an Early Morning Headache—DO THIS

IN 2 SECONDS BY STOP WATCH  
An "ASPIRIN" Tablet Starts  
to Disintegrate  
and Go to Work

Drop an "Aspirin" tablet into a glass of water. By the time it hits the bottom of the glass it is disintegrating. "Aspirin" tablets start "taking hold" of pain a few minutes after taking.



What happens in this glass happens in your stomach

### Enjoy Relief Before You've Finished Dressing

If you wake up with a headache, just do this: Try two quick-acting, quick-dissolving "ASPIRIN" tablets with a little water. Take them the moment you get up—before you start dressing.

By the time you've finished dressing, nine chances in ten, you'll feel relief coming. You'll meet the day with a clear head instead of suffering for hours.

"Aspirin" provides this quick relief because it is rated among the quickest methods for relief science has yet discovered. And—because

"ASPIRIN" tablets are ready to start working almost the instant you take them. (Note illustration.) So, next early morning headache you have, try this way.

"Aspirin" tablets are made in Canada. "Aspirin" is the registered trade-mark of the Bayer Company, Limited, of Windsor, Ontario. Look for the name Bayer in the form of a cross on every tablet.



Demand and Get—

**ASPIRIN**  
BAYER  
TRADE-MARK REG.

## IDEAS

Like fools are born every minute—but an idea is no longer foolish when it makes somebody money!

Other merchants will tell you that it has proved a GOOD IDEA for them to advertise in

### THE DAILY MAIL

These alert merchants will tell you that their idea of advertising in Fredericton's most progressive paper has paid them rich dividends—there's no theory in that!

**THE FREDERICTON DAILY MAIL  
GOES HOME AND IS READ**

### WE INVITE YOU ...

TO COME IN OR WRITE IN  
and get acquainted with the

### DAILY MAIL JOB PRINTING DEPARTMENT

YOU WILL LIKE THE TYPE OF  
SERVICE WE GIVE YOU

... and we will like your business well enough to give you the kind of job that will ensure repeat business.

## THE DAILY MAIL

## Classified Ads

RATE: 25 words 25 cents per insertion. Each additional word 1/2 cent.

FOR SALE—Dry mill hardwood, dry spool wood, dry mill wood. All sawed any length. Richard Dunn, Phone 623 or 885-11.

COMPACT GRAND PIANO just obtained in trade. Will sacrifice to move during next few days to make room for Willis Handel on order. S. Locke & Company, 313 Queen St., Phone 276-21.

### Dr. B.R. Ross DENTIST

HOURS:—  
9-6 or by APPOINTMENT.  
404 Queen Street

**MATHIEU'S  
SYRUP  
COLD  
BRONCHITIS  
GRIPPE  
STOPS COUGHS**

Listen on Sunday  
to "Canada 1937"  
Imperial  
Tobacco's  
Broadcast  
6.45 p.m. AST.  
CFNB



"Sure—good tobacco is its own best smoke-filter."  
"Right! That's why I stick to Sweet Caps!"

**SWEET CAPORAL CIGARETTES**

"The purest form in which tobacco can be smoked."—Lancet