

COL. A. K. McCLEURE SAYS:

I am very much pleased with the work, and would say that upon a careful examination I find three controlling thoughts suggested themselves to me: The first three volumes and the tenth are the most interesting volumes that I have ever seen; the lectures are the most educational productions ever offered to the higher type of American citizenship; the occasional addresses are, from a historical standpoint alone, beyond compare.

Interesting, educational and historical, are the three great elements that combine to make "Modern Eloquence" one of the choicest sets of books that I possess.

Thanking you, I remain, yours very truly,
A. K. McCLEURE.

A Royal Christmas Gift

It seems a little early for people to have commenced buying their Christmas presents, but nevertheless it is true that many presents have already been purchased. A large number of sets of "Modern Eloquence" have been claimed by readers of The Oregonian who desire to present this invaluable work to friends.

"TRULY WITHOUT A PRECEDENT."

The Oregonian Publishing Co.:
Dear Sirs—The set of books entitled "Modern Eloquence," edited by Hon. Thos. B. Reed, was duly received. I have carefully and critically examined it, and must give my unqualified indorsement of the work as being a most valuable addition to the many excellent works of literature. This work is truly without a precedent, it supplies a long felt need. It covers a vast territory in its scope. For public speakers, teachers, debaters and students, it is invaluable. I would not like to be deprived of the privilege of consulting its pages. The mechanical skill displayed in its preparation is excellent, as well as the plan and grouping of the contents.

I freely give the work my heartiest indorsement.
CHAS. C. POLING,
Pres. of Dallas College.

"MODERN ELOQUENCE"

Famous After-dinner Speeches. Classic and Popular Lectures. Best Occasional Addresses. Reminiscence, Anecdote, Repartee and Story.

The plan and scope of "Modern Eloquence," and the long roster of brilliant men connected with its inception and preparation, make it a work of extraordinary interest and immeasurable utility to every one. "Modern Eloquence" is an assemblage of gems of expressed thought that have stirred the hearts of the greatest of centuries; Lectures that have thrilled vast intellectual assemblies in the centers of thought; After-dinner Speeches that have broadened the human heart and mind; Eulogies that have melted prejudice, banished ill feeling, made memories sacred; Addresses stimulant of thought, desire and ambition; brilliant bits of humor, wit and repartee; Stories fixing local color and human pathos and interest as if on canvas. It is the essence of all noteworthy speech of a hundred years—itsself the expression of all noteworthy action.

"MODERN ELOQUENCE"



President Theodore Roosevelt.



"Mark Twain."



Joseph H. Choate.

PRESENTS.

Rings and other jewels are not gifts, but apologies for gifts.—Emerson.

Books are now, and always have been, among the most popular Christmas presents. There is good reason why they should be. In presenting a book you not only give your friend a token of good-will, but you pay him, at the same time, a most delicate compliment in assuming that what will please him most is something that appeals at once to his intellectual, esthetic and practical nature. Books do this—that is, good books, for there are books and books. In looking over the field of books you will find one work that stands supreme in its ability to satisfy all these requirements; that one work is "Modern Eloquence."

ELOQUENCE HAS BUT ONE SOURCE, INSPIRED GENIUS

Like the word "AMEN"—the same in every known tongue under heaven—eloquence compels instant recognition wherever found. It cannot be counterfeited. The listener or the reader is the arbiter. It is "logic on fire." The heart-strings are touched, the senses swayed, and the whole soul ennobled. It is the same ever, in speech or type.

Upon voluntarily retiring from the speakership of the House of Representatives, Hon. Thomas Brackett Reed began the greatest library of eloquent thought and speech the world has ever seen—all of it Anglo-Saxon. Gathering about him, for the immense editorial labor involved, associates from among his co-workers in other fields of activity, he began the preparation of the library—"Modern Eloquence."



Edward Everett Hale



Henry Ward Beecher.



Geo. W. Curtis.



Chauncey Depew.

HON. THOS. B. REED,
Editor-in-Chief.

Newell Dwight Hillis.



Hamilton W. Mabie.



J. P. Dolliver.



Ian Maclaren

THERE ARE TWO POINTS

to be considered when buying a set of books. They are (1st) literary merit and consequent value and utility; (2d), mechanical excellence, involving appearance when the books are on the shelves, durability, legibility and illustration.

In the several previous advertisements of this work published in The Oregonian, a tithe of its literary treasures has been suggested. It would require many more pages to tell them all. Almost every mail brings a letter of praise from some new viewpoint of a subscriber.

It is of the extraordinary book-making (from the mechanical standpoint) that we wish to tell at this time.

"Modern Eloquence" is complete in ten volumes which, in the five cardinal mechanical points of a book, are really marvelous. A few years ago such books would have cost several times the present price, which is so small that it will not strain the most modest purse-strings.

THE TYPE is French Old Style of clear letter, cast especially for this work. The type page is about 6½ by 3½ inches; the paper page, 9½ by 6½ inches, allowing a handsome and convenient margin, making continuous and evening reading a pleasure.

THE PAPER is made by contract especially for this work. It is soft and smooth, medium weight, high quality, and ultra-durable. It will never crack or fade.

THE PRINTING is done with scrupulous care. In order to insure the perfect register essential where uncut deckle-edge paper is used, the presses are run at half speed in printing, and only half the usual number of pages are printed in each "form." The illustrations are printed by hand from the engravers' original plates on Imperial Japanese vellum.

Great attention has been paid to the selection and reproduction of THE ILLUSTRATIONS. They are executed in photogravure full-page size. There are seventy-five of them. They are direct "positive" reproductions from original sources in each case, without the usual intermediate steps of one to three "negatives," in each of which some detail is lost.

THE BINDINGS are in three styles, priced according to elegance and expensive finish; each style, however, has its individual charm irrespective of price.



Henry M. Stanley.



Joseph Chamberlain.

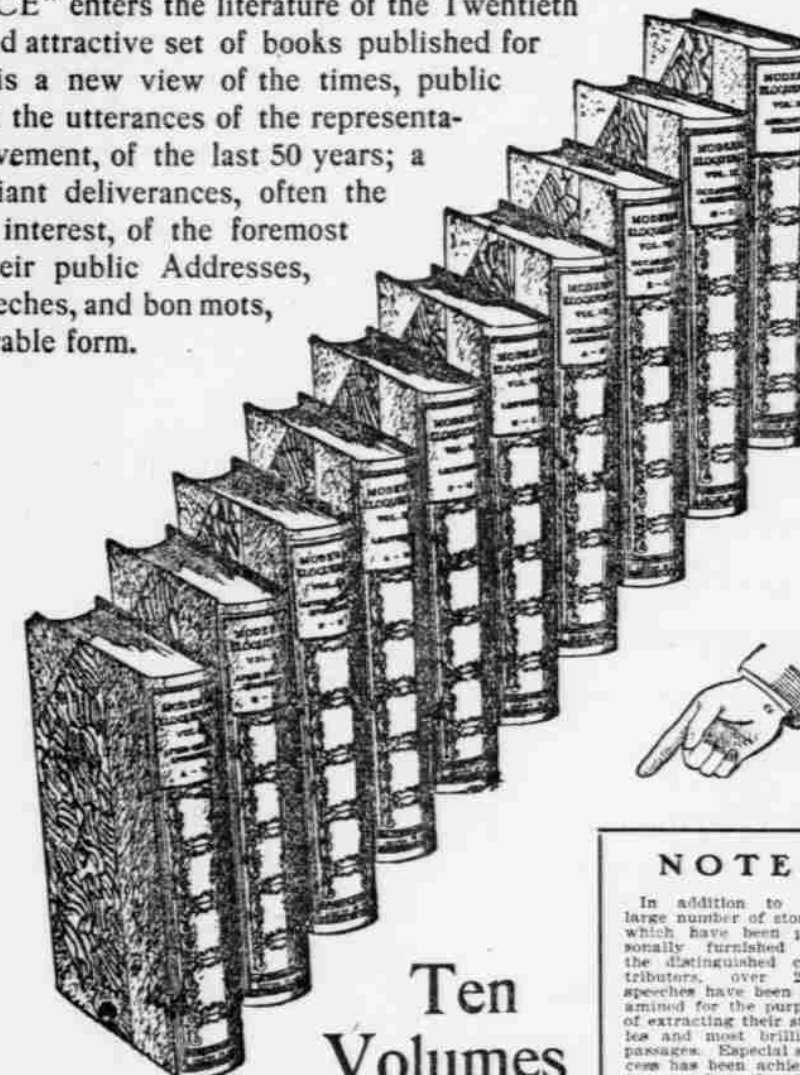


General Lew Wallace.

"MODERN ELOQUENCE" enters the literature of the Twentieth Century the most unique and attractive set of books published for a quarter of a century. It is a new view of the times, public men and questions, through the utterances of the representative men of brain and achievement, of the last 50 years; a Library containing the brilliant deliverances, often the occasions of international interest, of the foremost men of modern times—their public Addresses, Lectures, After-Dinner Speeches, and bon mots, presented in artistic and durable form.

Herein Vital Questions

Historical personages and events, literatures, religions, financial problems, political theories, statescraft, discoveries and inventions, individual rights and class and social relations, are ably and eloquently discussed. Leaders of thought and creators of great enterprises, men of gigantic affairs, and men whose victories of peace are no less renowned than those of war, men skilled in statescraft and great in invention, have discussed the themes that have filled their souls; each subject being presented with the concentration of training and experience, with the vigor of intellectual masterfulness, and with the charm and fascination of wit and genius. To enumerate the contributors would be to name the foremost modern statesmen, divines, jurists, orators, diplomats, writers, and leaders in many walks of life.



Ten
Volumes
FOUR GREAT
DEPARTMENTS

NOTE

In addition to the large number of stories which have been personally furnished by the distinguished contributors, over 2000 speeches have been examined for the purpose of extracting their stories and most brilliant passages. Special success has been achieved in securing the best stories told in the Senate and House of Representatives by the most famous speakers of those two bodies.

THERE IS NOT A SINGLE SET OF BOOKS

In the world today—no matter how costly—that compares with these volumes as an entertainer and instructor. They afford the opportunity for evening after evening of pleasure and profit. These books have given satisfaction to thousands—we believe they would to you; therefore we will, upon request, send the entire set for your inspection and consideration. We prepay all delivery charges. If you like the books, keep them; if not, return to us at our expense.

NOT LIKE OTHERS

When one stops to consider that about seventy-five thousand books are published annually in the whole world, and that only once or twice in a generation a really good book is produced, the striking difference between the great and the commonplace becomes fully apparent. Undoubtedly the greatest book our own generation has brought forth is "MODERN ELOQUENCE."

Useful and Ornamental. The remarkable practical value of the work is thoroughly appreciated by Oregonian readers. It has been especially noticeable that a very large proportion of the sets that have been allotted lately through the paper have been bought for Christmas presents. "Modern Eloquence," on account of its great adaptability for use by persons of all ages—adults and school children—is especially well suited for this purpose. Its beautiful binding is in keeping with its subject matter—it is both useful and ornamental—a rare combination.

The Oregonian Publishing Company
PORTLAND, OREGON

THE VALUE OF THE WORK, the unusually small price, the easy monthly payments combined, make the present opportunity an exceptional one; and all who enjoy good books, of the most interesting nature, should not neglect to request us to forward the work for their inspection. Do not send any money until the books have been delivered and you are satisfied with them.

THE OREGONIAN

INQUIRY COUPON

THE OREGONIAN, PORTLAND: Gentlemen: Referring to your advertisement of Hon. Thos. B. Reed's library of Modern Eloquence, I will be pleased to receive (without charge) portfolio of sample pages, photographs and chromatic plates, also full particulars regarding bindings, prices, etc. (12-8.)

Name

Occupation

Street

City and State