

## A PLUNGE IN LITERATURE.

### L. Freimuth Presents Great Opportunity in New Book Department.

That now hackneyed phrase, "Of the making of books there is no end," is well illustrated when one visits the new book department of L. Freimuth. This department, which was but recently started, is a notable one in more than one respect, but the man that selects the stock of books with which to begin the department should be congratulated for his fine taste. He has certainly selected a stock of books that makes a complete department, which, from such a beginning, will surely grow to large proportions. With as careful a selection of stock with which to replenish and increase the department, L. Freimuth's book department will almost surely become the Mecca of Duluth's book worms.

There are books of every worthy class, and the seeker in any branch of literature, science, or anything else—cannot fail to find what is wanted there.

The department has been established in that part of the beautiful new store on the first floor just beside the elevator—it is being made a feature of the business, and is meeting with success

from the start.

Prominent among the stock are several subscription publications that are noteworthy because of their especially strong qualities, and the ableness with which their subjects are treated. These books tell of the war with Spain and the British war in South Africa, and another is Rev. Dr. Witt Talmage's "Stories of Bibleland." The books are profusely illustrated, well edited and well bound, and are worthy of being put in any library.

Every new book published can be found on the tables in the book department and in different kinds of bindings. They are sold there 20 per cent cheaper than elsewhere. The stocks consist of popular novels, reference books of all kinds, juvenile books and all of the standard works. Fine gift books in padded covers are offered at a remarkably low figure.

One part of the stock is especially worthy of mention, and that is the "Famous Tales Library." For a mere stipend a week, for 25 weeks, this library, consisting of 17 volumes, can be obtained, and in it the cream of the world's literature can be secured; and in this way it can be read without indulging in a lot of superfluous reading.

The new department starts out under auspicious circumstances, and will no

doubt develop into one of the most important departments in Mr. Freimuth's store.