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THE ENTERPRISE

In November, 1910, in response to an invitation tendered by several prominent members of the Cooper Ornithological Club, William Leon Dawson, the senior author of "The Birds of Washington," came south to look over the field, and, if favorably impressed, to propose plans for the preparation of a splendid and elaborate work upon "The Birds of California." His plans were submitted to both divisions of the Club and enthusiastically ratified; and the members of the Club pledged themselves to co-operate by every means in their power toward the success of the enterprise. A quiet personal canvass of support was at once begun, and the results obtained justified the organization of "The Birds of California Publishing Company" the following spring, viz., in April, 1911, with an authorized capitalization of \$75,000. The canvass has so far progressed that the value of book subscriptions in hand already exceeds the working capital required, viz., \$30,000; so that we are ready to make our plans public and to invite final action.

The scope of the proposed work is virtually that of the Washington book, save that it is to be rather fuller in textual treatment and very much more elaborately illustrated. Each species of bird found in California will be portrayed in an extended popular vein, and each *subspecies* will receive separate technical treatment. The text itself will be entirely the work of Mr. Dawson, but it will incorporate not only his own experience of five or six years in California, but the essentials of all available knowledge as published in "THE CONDOR" and elsewhere, and as embodied in abundant notes contributed by members of the Cooper Club. The work is thus seriously undertaken, as advertised, "under the auspices of the Cooper Ornithological Club," and Mr. Joseph Grinnell has promised to vise the manuscript.

Especial pains is to be taken with the illustration of "The Birds of California"; in fact, it is to be for its size the most elaborately-illustrated work on birds ever undertaken, as well as the most sumptuous ever produced in America. As a basis of this expectation, we have the uninterrupted work of the author and his assistants with the cameras for five seasons in California (Photographs of twenty-five *species* of the *Limicolae* have already been secured). Messrs. Bohlman and Finley of Portland have promised to supply needed material from their matchless collections, and a host of amateurs are already at work to the same end. Finally, and best of all, Mr. Allan Brooks, who is now in California, is devoting practically his entire time for five years to the production of the colored plates for "The Birds of California." In this as in other regards our realization is exceeding our original promises. We began by promising only 48 plates, whereas we already have over 100, and hope to have 200 or even 300—all without additional cost to our original subscribers.

THE EDITIONS

Patrons' Edition, De Grand Luxe, complete in four sumptuous volumes and limited to one hundred copies. A hand-made edition of extreme luxury, illustrated throughout with original photographs, half-tone proofs pasted in, bromide enlargements, etc., and containing six original water-color studies by Allan Brooks. This edition will employ a large format, 11½ by 15 inches, facilitating the use of hand-set type and the display of over 1000 illustrations. The binding will be of the best known to the art, and will be done (tariff conditions permitting) in London under personal direction of Mr. Dawson. The set will weigh fifty pounds. The price is \$1000. Seventeen sets already subscribed, as follows:

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Charles Templeton Crocker
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Stockholders' Edition, De Luxe, complete in three volumes, 9½ by 12½ inches in size, and limited to 250 copies. This edition will represent the supreme of mechanical processes in book-making and illustration, and will be bound in full French Levant leather inlaid by hand with special bird designs in color. The three volumes will comprise over 1500 pages of text with 750 half-tones, besides 24 full-page photogravures, at least 100 process reproductions of water-color paintings by Mr. Allan Brooks, and 63 full-page photographs. Net weight about 36 pounds. Price \$150 (but see special offer beyond). This edition is especially recommended to members of the C. O. C. One hundred and twelve copies are

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sold, and the following members of the Cooper Ornithological Club are among the present subscribers:

A. B. Howell
John W. Mailliard
Annie M. Alexander
F. E. Newbury
W. Lee Chomers
Virgil W. Owen
Frank C. Willard
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Sunset Edition De Luxe, limited to 250 copies. Exactly like the preceding except that it is in three-quarter binding, and has only 30 full-page photographs. This is a worthy and durable form and will become our leader as soon as the subscription list to the Stockholders' Edition is completed. The price is \$110. Subscription list is now open. Only four sold.

Large Paper Edition De Luxe, limited to 250 copies. Of the same general proportions as the two foregoing, and conserving their essential art values at a minimum of cost. Paper and press-work exactly as before, but binding of the simplest sort, gray boards and paper label, and the full-page photographs sacrificed. Will contain the entire series of color-plates, however extended. Purchasers who regard this valuable feature should not fail to secure at least this edition. Net weight about 32 pounds. Price \$67.50. Among the early subscribers are the following Cooper Club members.

H. W. Carriger
R. H. Bennett
J. R. Pendleton

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Students' Edition, in three volumes. A proposed popular edition of ordinary quality wherein only the value of the text is to be regarded. Prices will run from \$20 in cloth to \$30 in full leather. Subscription list not yet opened. Fuller announcement later.

CHARACTER AND CLAIMS

For those not already acquainted with Mr. Dawson's work we submit a few extracts from reviews and letters which appear to justify our high expectations of this final effort. Of "*The Birds of Ohio*" (1903).

"The most attractive and valuable work on the birds of a single State which has yet appeared".

—Frank M. Chapman

Of "*The Birds of Washington*" (Two volumes, 1909).

"The work as a whole and in detail is a model of its kind".

—Robert Ridgway

"A handsome work creditable alike to the author and his various collaborators, to the publishers, and to the State whose birds are here so effectively depicted".

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"The book is wonderful".

—Col. John E. Thayer

"The work is an ideal of artistic taste and elegant bookmaking".

—Joseph Grinnell in *The Condor*

"I am delighted with them".

—Theodore Roosevelt

CALIF

California has unique claims upon the interest of the world. From Point Barrow to Cape Horn there is no name better known nor mightier to conjure with than that of this golden-haired mistress of the Argonauts who has become the accomplished hostess of the nations. We who live here know best how our shores are thronged continually by seekers of health, sunshine, fortune, romance, and all earthly delights, and how unerring is the return of such as think to shake off the spell once fastened. We sit at the focus of desire, and yet so bountiful and varied are the marvelous resources of our State, that not half has yet been claimed, and the bloom of nature is still unsullied. Nature's story is not trite with us, and we long to share with the widest circle of friends the freshness of our youthful joys. A book on "The Birds of California" is not simply "another bird-book," but *the* book which, outside of one treating of your own State, you will enjoy most of all. And you are coming to California anyway. Of course you are. Everybody worth while is, to visit, or rest, or dream, to retrieve broken fortunes, or recuperate, or luxuriate, or-or *study birds*. *BIRDS!* Why, we have 531 kinds of them—more by over a hundred than any other state in the Union can show. Do you wonder that we are a little self-conscious? or very insistent that we have got a good thing and need help to enjoy it?

Well, anyhow, we believe that a work on "The Birds of California" ought to be supremely beautiful and very satisfying. We are going to do our best, and we want your interest, *your help, YOUR ENTHUSIASM, NOW.*

Success, a success is already assured. We purposely delayed this announcement until that point should be reached, but now that it is reached, we want to act quickly, so as to ensure the very largest success possible. We want to build a larger, brighter, better book than we first promised, and we know that this will be possible if we receive promptly the endorsement we are asking for. Don't wait till the hard work is all done and the other fellows have received all the glory. Help yourself to one of the best editions now and enjoy both the satisfaction of the books themselves and the consciousness of having participated in a public-spirited service. On the next page we are going to tell you how you can do this; but first, we want to remind you:

That the largest success of the proposed work depends upon *cooperation*.

That the realization of our present plans will justify present sacrifice on the part of any subscriber.

That we have conscientiously graduated the expenses of our undertaking so as to allow the financially strong to bear the burdens of the less able. The Patrons are frankly expected to bear a disproportionately heavy share of the "undertaking cost" of the enterprise. If the Patron does not get quite all he is paying for in sheer physical values, the Stockholder and Large Paper subscribers are thereby getting a great deal more than they are asked to pay for.

That there is a place in our endeavor for every sincere bird and book-lover, however humble.

That we are going to achieve, throughout, the best that skill and experience can elaborate from the best materials that money and taste can produce.

That we shall take a far greater pride in delivering to our customers a set of books which fulfil their fondest expectation than we shall in paying cash dividends to our stockholders (who, of course, are in this case the subscribers themselves). And, lastly,

That we will not hurry unduly nor scamp our work at any point. We confidently expect to go to press September 1st, 1915, and to make deliveries in May, 1916; but if for any reason we require more time, we definitely reserve the right to employ another year without reproach or liability.

A SPECIAL OFFER TO MEMBERS OF THE COOPER ORNITHOLOGICAL CLUB

Our enterprise being a purely cooperative one, we have for the sake of convenience in administration organized a stock company under the laws of this State. Our authorized capital is \$75,000, and of this we require \$30,000 to bring our work to press. (The press expenses themselves will stand from \$35,000 to \$75,000 more, according to the number and quality of the books ordered; but this item will be self-insuring). We are offering therefore to subscribers only, 300 shares of our stock of the (original) par value of \$100 each (now \$110), on the basis of one share to each Stockholder subscriber, and five to each Patron subscriber. Of this amount 190, yielding an income of \$19,000, has already been sold, and the current price to the public has risen to \$110 per share. But we offer hereby the remainder of 110 shares to members of the Cooper Ornithological Club only, for a limited time or until sold out, *at par*, payable in four annual instalments of \$25 each.

The stock so subscribed for yields dividends payable in books. That is to say, if you subscribe for one share of stock, paying \$25 down, and \$25 the first day of each January thereafter until the sum of \$100 has been paid, you will receive as a *guaranteed dividend* a set of the Stockholders' Edition of "The Birds of California"—a set which, if paid for on

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delivery, would cost you \$150. (Many sets are in fact so contracted for). Besides this, you will retain your interest in the Company, and participate in future cash dividends, if such dividends there be.

In like manner, a set of the Sunset Edition De Luxe (regular pay-on-delivery price \$110), may be engaged upon advance payment of \$80, of which \$20 down and \$20 January 1st each year till paid in full. You will receive a certificate for a three-quarter share of stock in The Birds of California Publishing Company, and a guarantee of the set of books as a dividend.

A set of the Large Paper Edition De Luxe goes for an advance payment of \$50 (\$12.50 down and \$12.50 per annum till paid) and carries a half share of stock, with guarantee.

Finally, a set of the Booklovers' Edition may be secured by advance payment of \$35 of which \$8.75 down and like payment for three succeeding Januaries, with issue of a one-third share of stock.

These plans all represent a substantial saving of money, and their previous use has already guaranteed the success of the undertaking. Moreover, the life of our author is *fully insured* in favor of our stockholders to a point above the actual paid-in risk, and will be so insured until such time as his manuscript and photos are completed, ready for press. There is thus no known possibility of loss.

Thirty-nine of the Cooper Club members whose names appear above have so subscribed, and are paying for their stock on the instalment plan. Our present offer to the remaining members is still more liberal in view of the now assured results. The days of uncertainty have passed.

We do not say much about cash dividends. There ought to be a good chance of such returns, for we mean to put the popular edition on a permanent basis. But we are not asking for your money in order that we may return it in cash dividends. We are asking you to invest in *books*, and we are undertaking, guaranteeing, to give you books from 30 to 50 per cent better than you pay for, because you pay for them *now*.

Or if you are "afraid of a stock proposition," you may engage the books upon precisely the same terms of payment, and the secretary of our company will carry the stock as a personal risk; that is, you will be asked to accept his personal receipt and guarantees for moneys received instead of ours. He will own the stock and you will get the books. Our Patrons, following the lead of Mr. Crocker, preferred to do this, and are now required so to do. You are welcome to either arrangement, but we think you are missing a good thing if you "pass up" our stock.

To recapitulate: Any member of the Cooper Ornithological Club may obtain a copy of the Stockholders' Edition for \$100 (payable in four payments of \$25 each), or a Sunset Edition for \$80 (four payments of \$20 each), or a Large Paper for \$50 (four payments of \$12.50 each), or a Booklovers' for \$35 (four payments of \$8.75 each), with or without issue of stock.

Subscriptions will be filed promptly in the order received. This offer is good till June 1st, 1913 only, and will automatically expire before that date whenever the remainder of the 110 shares is exhausted. No more copies of any edition will be sold thereafter at less than full price.

Non-members are welcome to subscribe at the current rate (\$110 for Stockholders; \$85 for Sunset—no reduction on Large Paper and Booklovers), paying for the same in four instalments, as above, *with or without issue of stock*, as desired—till June 1st, at which time the prices will advance to \$120, and \$90, respectively.

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Order blanks and further information will be cheerfully furnished. We request that inquirers specify the particular edition in which they are interested.

Very truly yours,

THE BIRDS OF CALIFORNIA PUBLISHING COMPANY,

San Francisco, Los Angeles, and Santa Barbara.

Address all correspondence to the *Santa Barbara* office.

Directors: A. B. Howell, M. C. O. C., Covina; H. S. Swarth, M. C. O. C., Los Angeles; Wm. E. Colby, Berkeley, President; F. E. Newbury, M. C. O. C., San Francisco; H. W. Carriger, M. C. O. C., Oakland, Vice President; W. Lee Chambers, M. C. O. C., Los Angeles; W. Leon Dawson, M. C. O. C., Santa Barbara, Secretary, Treasurer and General Manager.

For Sale, Exchange and Want Column.—In this space members of the Cooper Club are allowed one notice in each issue free of charge.

Notices of over ten lines will be charged for at the rate of ten cents per line. Books and magazines can be offered for sale or exchange; bird skins and eggs can be offered in exchange, but *not for sale*. For this department address W. LEE CHAMBERS, *Eagle Rock, Los Angeles County, California*.

FOR SALE.—Ridgway's "Birds of North and Middle America"; 6 vols., wrappers, good condition; for \$20.00 net.—B. F. CASE, *Tolland, Connecticut*.

WANTED.—Good photos of any and all birds found in California, their nests, eggs, and nesting sites. Will pay cash or give good exchange in bird skins.—EDWARD WALL, *San Bernardino, California*.

WANTED.—Bird skins from the Western U. S. in exchange for Eastern skins. Kindly send list of duplicates and you will receive my list by return mail.—J. A. WEBER, *Box 327, Palisades Park, New Jersey*.

WANTED.—American Museum Journal, of New York: vol. V, nos. 2 and 3; vol. VI, no. 1; vol. VII, no. 3; vol. VIII, nos. 8 and index; vol. X, nos. 6 and 7; vol. XI, no. 2; vol. XII, no. 1. Guide Leaflets to same: nos. 9, 17, 18, 21, 23, 25, 27, 30. Zoological Soc. Bulletins, New York: nos. 1, 6, 8, 35, 43, 46.—CHAS. O. TROWBRIDGE, *Framingham Center, Massachusetts*.

WANTED.—Copies of any of the following publications. Nidologist, vol. 1, no. 2,

Oct., 1893; Osprey, N. S., 1902, March, April and July; Oologist, May and December, 1897, April and September, 1899; Wilson Bull., no. 4, 1894.—B. H. SWALES, *Grosse Isle, Mich.*

WANTED.—Nidologist, vol. I, nos. 1, 2, 5, 8; vol. II, 11; Osprey, vol. III, 7.—O. WIDMANN, *5105 Von Versen Ave., St. Louis, Mo.*

WANTED.—Loomis' "California Water Birds" number V; "The Blue Bird," vol. 6, nos. 1 and 2, published at Cincinnati, Ohio, by Dr. Eugene Swope; Bulletin of the Cooper Ornithological Club, vol. I, any odd nos.—W. LEE CHAMBERS, *Eagle Rock, Los Angeles County, California*.

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1916 Dues and Subscriptions ARE NOW PAYABLE

Remember that both the business managers are closely occupied with their regular affairs and that there is no salary connected with ANY office of "THE CONDOR."

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BIRD-LORE

For October

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