

CANADIAN PAPERBACK GUIDE

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WM. COLLINS SONS & CO. CANADA LTD. (White Circle Pocket Library) Miscellaneous

Section A: White Circle Pocket Library editions published between 1942 and 1952 outside the consecutively numbered series



S4 Dear Sir;

North Star Books | Publishers, Toronto |
Dear Sir; | Juliet Lowell

Copyright Canada, 1945 | by JULIET
LOWELL | *Published by arrangement with |
Duell, Sloane & Pierce [sic], Inc., New York
| Printed in Canada*

Note: First published New York: Duell, Sloan and Pearce, 1944. Described as a White Circle Pocket Edition on the front cover with five pages of "Other White Circles you will enjoy" at end of book and a back cover ad for *McSorley's Wonderful Saloon*. The book is published by the Collins's imprint North Star but Collins is not mentioned in the book. In contrast the two North Star books below are clearly marked as imprints of Collins. Collins also published as a hard cover with identical contents and front cover. Only the ad on the back cover has changed.

American paperback edition



F.D.C.1 Dear Sir;

Eagle Books | Publishers, New York | Dear Sir; | Juliet Lowell

COPYRIGHT, 1944 | BY JULIET LOWELL | PRINTED IN THE U.S.A.



Harvest Triumphant

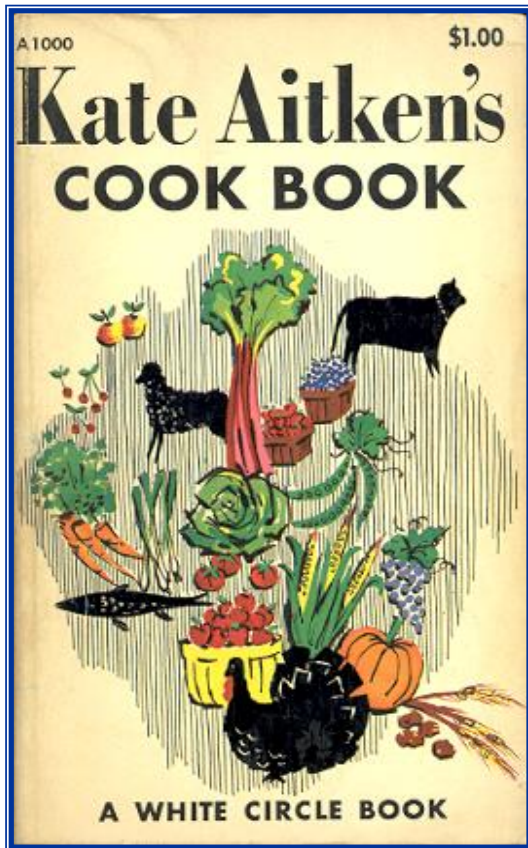
HARVEST | TRIUMPHANT | *The Story of Massey-Harris* | Merrill Denison | *A Footnote to Canadian History* | A WHITE CIRCLE | POCKET EDITION | COLLINS 53 AVENUE RD. TORONTO

COPYRIGHT CANADA 1949 BY | MASSEY-HARRIS COMPANY, LIMITED | WM. COLLINS SONS & CO. LTD. | LONDON, GLASGOW, NEW YORK, TORONTO, | SYDNEY, AUCKLAND, DURBAN

[1]-[4] 5-192

Note: Paperback original.

Section B: White Circles published after 1952



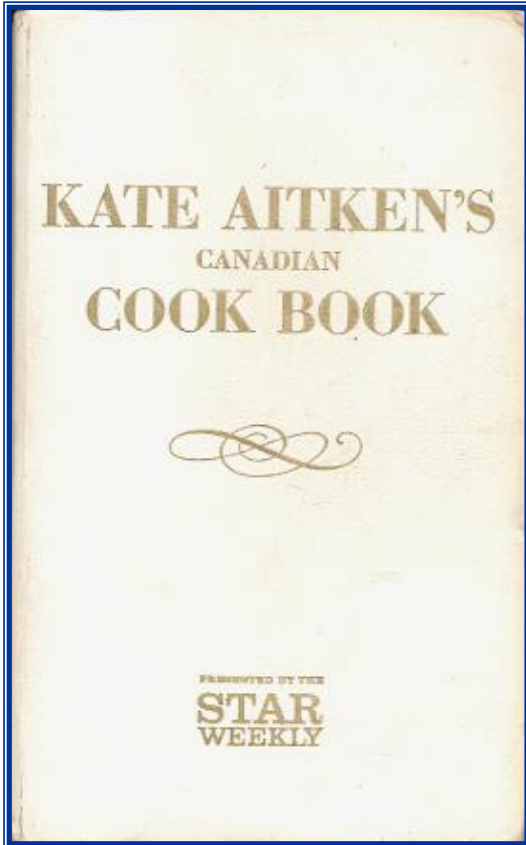
A1000 Kate Aitken's Cook Book

KATE AITKEN'S | COOK BOOK | COLLINS | A
White Circle Book | TORONTO - 1964

© KATE AITKEN | Printed in Canada for |
WM. COLLINS SONS & CO. LTD. | LONDON -
GLASGOW - TORONTO

[1]-[6] 7-320

Note: This is the third Collins White Circle edition. The first was *Kate Aitken's Canadian Cook Book* in 1950 (White Circle CD 445) and the second *The New Kate Aitken Cook Book* in 1953 (not a White Circle). *Kate Aitken's Cook Book* was published in 1971 By W. Collins Sons & Co. Canada Ltd. but not as a White Circle. It was reprinted under Collins's Totem imprint in 1982 and as a trade paperback in 1992 by HarperCollins Canada, the successor company to Wm. Collins Canada

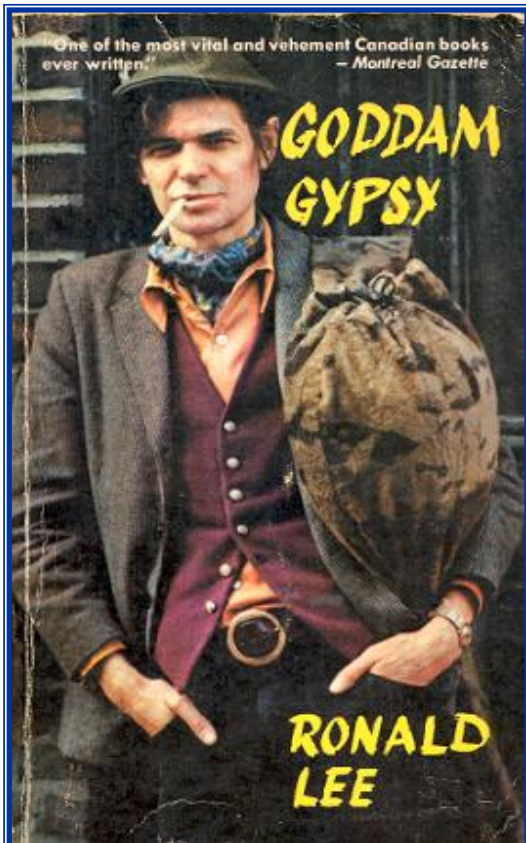


KATE AITKEN'S | CANADIAN | COOK BOOK | This Edition prepared by | R.M. DARRAGH & ASSOCIATES LIMITED | Suite 12, 150 King Street West | Toronto 1 | Special Projects Division for | Wm. Collins Sons & Co. Canada Ltd. | White Circle Books | COLLINS | A White Circle Book | TORONTO, 1965

© KATE AITKEN 1964 | Reprinted 1965 | Printed in Canada for | WM. COLLINS SONS & CO. LTD. | LONDON - GLASGOW - TORONTO

[1]-[6] 7-316

Note: The covers are card. The last four pages of the index from A1000 are missing in this edition. There is no evidence that they have been removed after binding.



Goddam Gypsy

Ronald Lee | Goddam Gypsy | An autobiographical novel | A White Circle Book | Collins | Toronto

Copyright © 1972 by Ronald Lee | All rights reserved | First published in Canada in 1971 by Tundra Books, Inc. | White Circle Edition 1973 | Printed in Canada by | Ronalds Federated Graphics | for Wm. Collins Sons & Co. Canada Ltd. | Toronto | The Gypsy tarot cards used on the jacket and throughout the | book are the original artwork of Louis Thomas, an uncle of | the author, and were a gift from him to the author's wife.

[1]-[16] 15-248 [249-254] = 256 pages

Note: First published: Montreal, Tundra Books, 1971.

Section C: North Star

The North Star imprint was advertised in the April 29, 1944 *Globe and Mail* and the subject of a June, 1944 Quill & Quire article. The article discusses the two books below and notes that "plans are under way for publication of the third title", *Pictures of Canada*, edited by Franklin Davey McDowell. There is no evidence that this book was published.



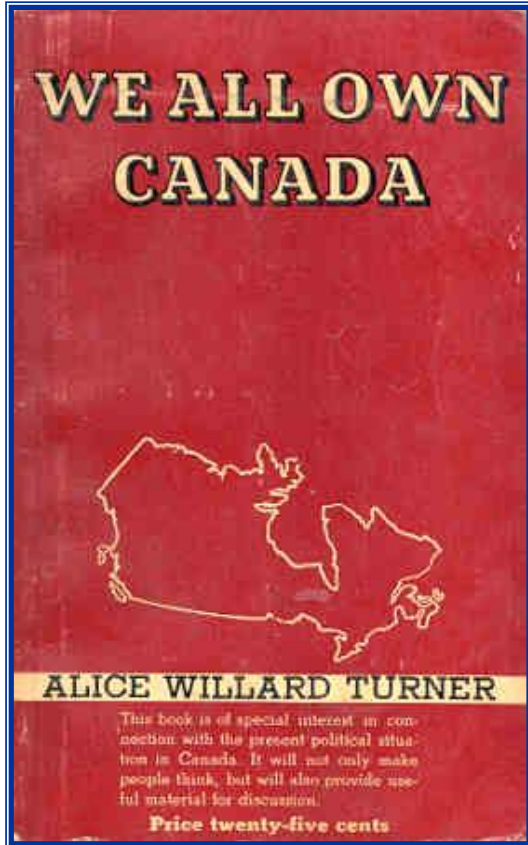
When the Boys Come Home

WHEN | THE BOYS | COME HOME | Their
Post-War Opportunities in Canada | by | C.N.
SENIOR | with a Forward by | WILFRED
BOVEY. O.B.E., LL.D., D. Litt., F.R.S.C.,
F.C.I.S. | ROYALTIES FROM THIS BOOK ARE
| PLEDGED TO THE DISABLEMENT FUND |
[ornament: fountain] | COLLINS | 70 BOND
STREET, TORONTO

COPYRIGHT CANADA 1944 BY | WM.
COLLINS SONS & CO. CANADA LTD. |
PRINTED IN CANADA | Cover Design by |
Lieut. L.W. Callan, R.C.A.

[1]-[8] 9-190 [191] [192]

Note: Paperback original.



We All Own Canada

WE ALL OWN | CANADA | by | ALICE WILLARD TURNER | M.A. (McGILL) Ph.D. (TORONTO)| A NORTH STAR BOOK | [ornament: fountain] | COLLINS | 70 BOND STREET TORONTO

COPYRIGHT CANADA 1944 BY | WM. COLLINS SONS & CO. CANADA LTD. | *Printed in Canada* | FIRST IMPRESSION APRIL 1944

[1]-[6] 7-63 [64]

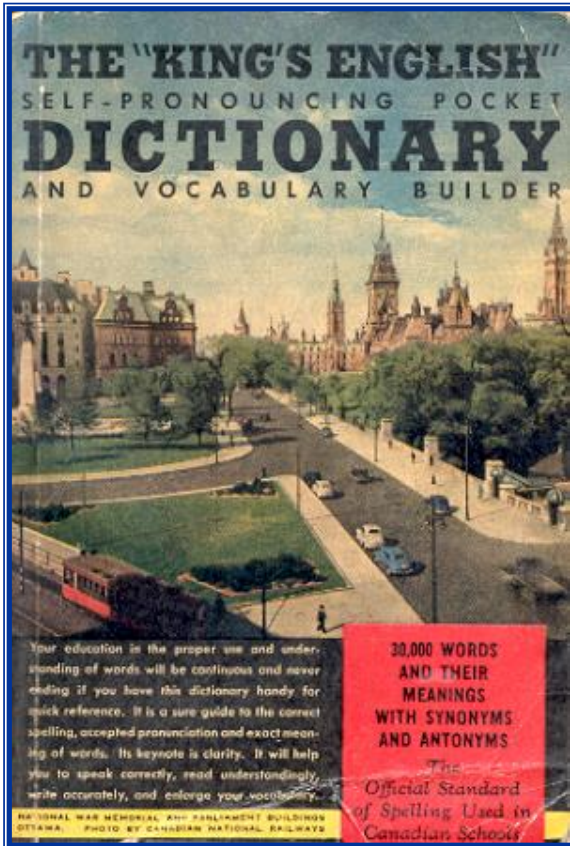
Note: First published Toronto: Wm. Collins Canada, 1944. Paperback edition likely published at same time as hardcover.

Second printing

[same title page]

COPYRIGHT CANADA 1944 BY | WM. COLLINS SONS & CO. CANADA LTD. | *Printed in Canada* | FIRST IMPRESSION APRIL 1944 | SECOND IMPRESSION JUNE 1944

Section D: Early Wm. Collins Canada paperbacks not part of the two imprints.



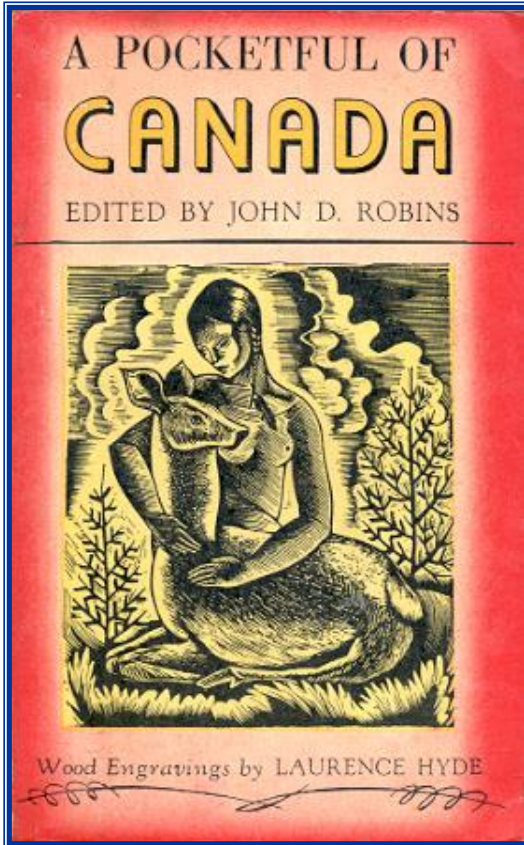
S3 The "King's English" Self-pronouncing Pocket Dictionary and Vocabulary Builder

THE | "KING'S ENGLISH" | SELF-PRONOUNCING POCKET | DICTIONARY | AND VOCABULARY BUILDER | *Edited by* | J. M. PARRISH, M. A. (Oxon.) | and JOHN R. CROSSLAND, F.R.G.S. | *A Completely New Dictionary of the | living language, designed on the most | modern lines - the spelling, pronuncia- | tion and meaning of nearly 30,000 | words with synonyms and antonyms | and classified supplements* | [ornament: fountain] | WM. COLLINS SONS & CO. CANADA LTD | 70 BOND STREET, TORONTO

CONTENTS [with six items listed] | COPYRIGHT CANADA 1942 BY | WM. COLLINS SONS & CO. CANADA LTD. | PRINTED IN CANADA

[iii] [iv] v-viii [1] 2-312 [313] [314] = 320 pages

Note: First published Toronto: Wm. Collins Canada, 1942 as *The Modern Standard English Dictionary*.

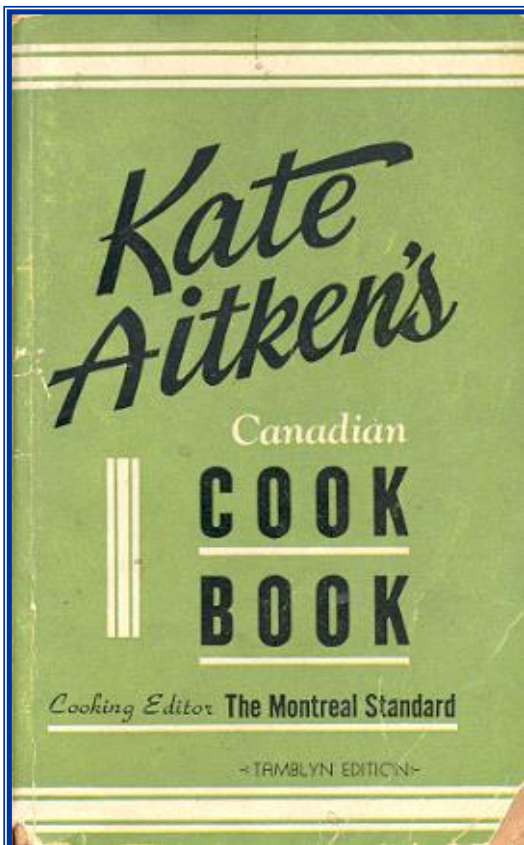


A POCKETFUL OF | CANADA | Edited by | JOHN D. ROBINS | for The Canadian Council of Education for Citizenship | Wood Engravings by | LAURENCE HYDE | [ornament: fountain] | COLLINS | 70 BOND STREET TORONTO

COPYRIGHT CANADA 1948 BY | WM. COLLINS SONS & CO. CANADA LTD. | WM. COLLINS SONS & CO. LTD. | LONDON GLASGOW NEW YORK TORONTO | SYDNEY AND AUCKLAND

[1]-[6] 3-347 [348]

Note: First published Toronto: Wm. Collins Canada, 1946. Also published as White Circle C.D. 531 in 1951 with 32 less pages and slightly different contents.



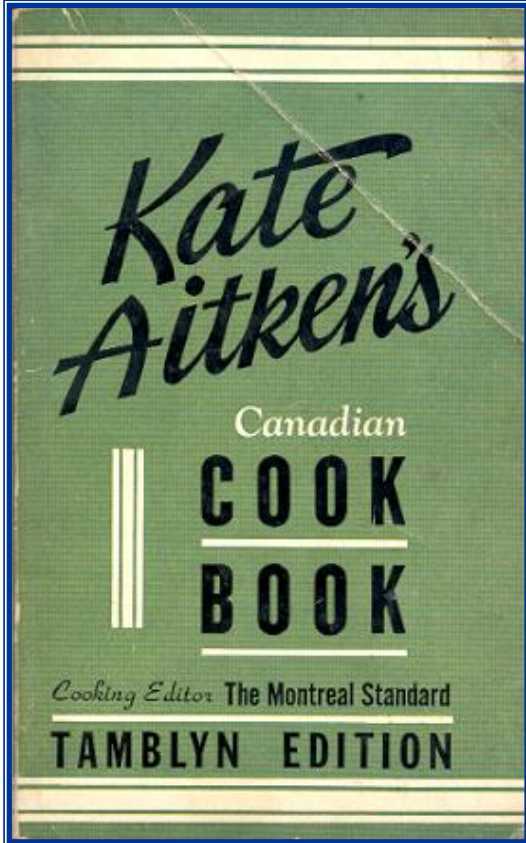
Kate Aitken's Canadian Cook Book

KATE AITKEN'S | CANADIAN | COOK BOOK | TAMBLYN EDITION

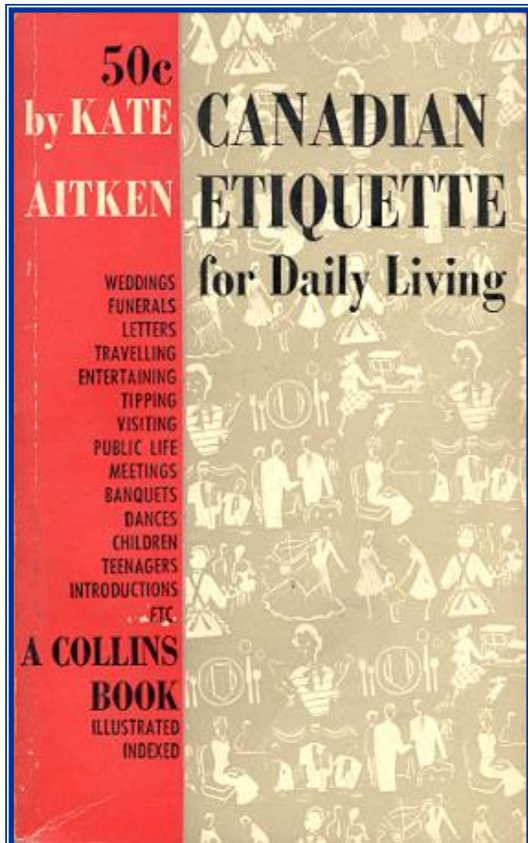
COPYRIGHT CANADA 1950 BY | KATE AITKEN | WM. COLLINS SONS & CO. LTD. | LONDON, GLASGOW, NEW YORK, TORONTO, | SYDNEY, AUCKLAND, DURBAN

[1]-[6] 7-318 [319] [320]

Note: First published Montreal: The Standard, 1945. Same as White Circle CD445.



Variant with different cover. Contents identical. No priority.



Canadian Etiquette for Daily Living

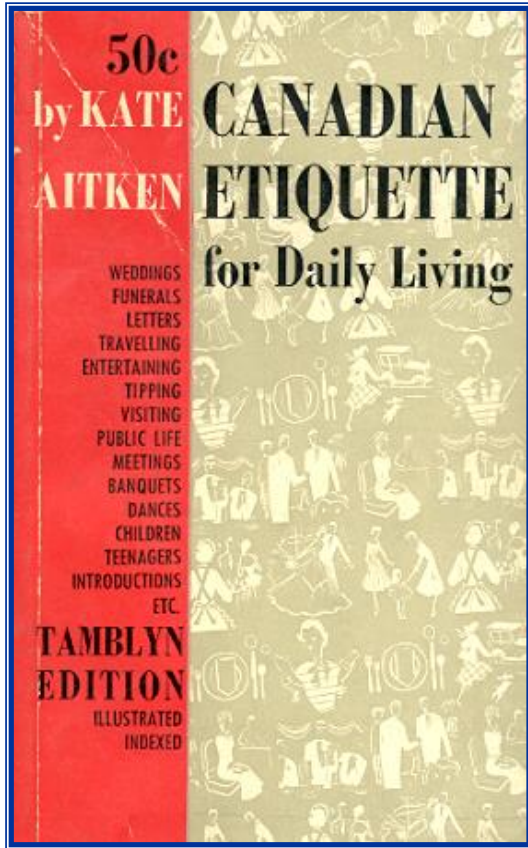
Canadian Etiquette | for | Daily Living | by | Kate Aitken | *Drawings by Barbara Hughes* | [ornament: fountain] | COLLINS 53 AVENUE RD. TORONTO

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[1]-[6] 7-222 [223-224]

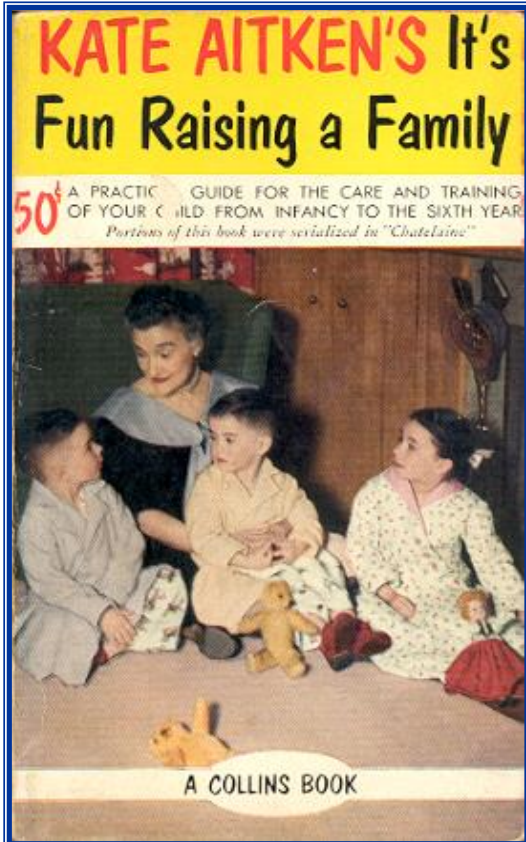
Note: Paperback original.

Tamblyn Edition



Canadian Etiquette | for | Daily Living | by |
Kate Aitken | *Drawings by Barbara Hughes* |
TAMBLYN EDITION

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AITKEN | WM. COLLINS SONS & CO. LTD. |
LONDON, GLASGOW, NEW YORK, TORONTO
| SYDNEY, AUCKLAND, JOHANNESBURG

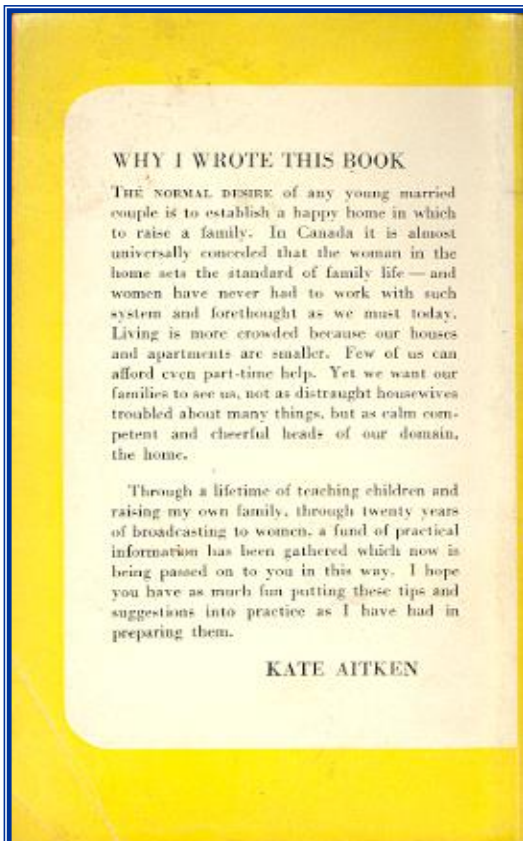


It's Fun | Raising a Family | by | Kate Aitken
| Songs: | *Music by Horace Lapp* | *Lyrics by Kate Aitken* | [ornament: fountain] |
COLLINS 53 AVENUE RD. TORONTO

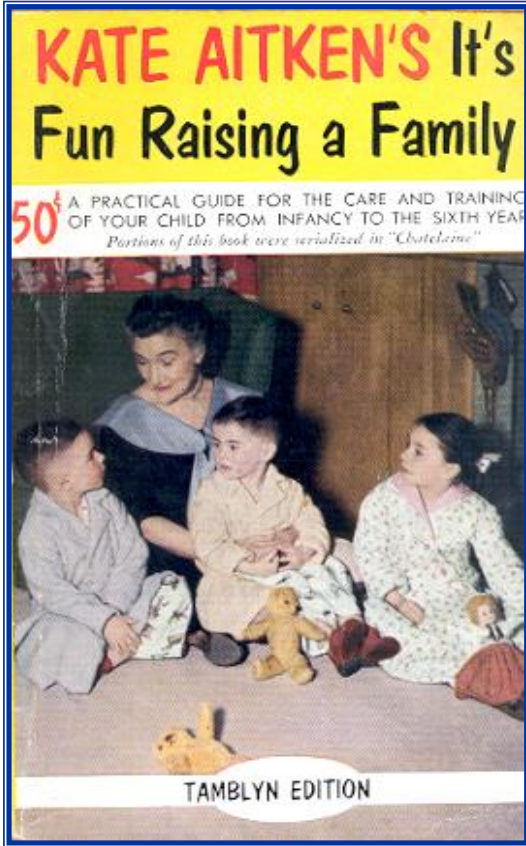
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[1]-[6] 7-224

Note: Paperback original.



Tamblyn Edition



LUCOZADE

THE SPARKLING GLUCOSE DRINK

*A wholesome energy drink
for children and mothers*

Ideal - for use while morning sickness is a problem to the prospective mother.

Ideal - for *Housewives and Mothers* who will find a break for LUCOZADE gives extra energy which so often is the secret of cheerfulness and freedom from "Nerves."

Ideal - for *Children* who are fretful and listless and have no appetite, particularly useful during and after an illness involving fever, upset stomach, and vomiting.

Ideal - for *Invalids and Convalescents*. As a highly effective energy drink, LUCOZADE promotes a feeling of new fitness, speeds the return to health.

PRICE - 16 oz. bottle (4 or 5 glasses) - 39c.

"LUCOZADE" IS AVAILABLE AT ALL TAMBLYN STORES

[same title page]

[same copyright page]

Note: Paperback original. Unlike other Tamblyn editions the title page states Collins. Only the cover refers to a Tamblyn edition.