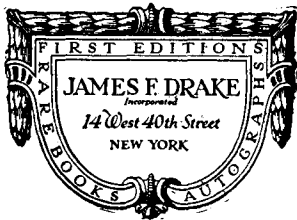


James F. Drake

INCORPORATED

issue Catalogues of First Editions, Rare Books and Autographs which every collector will find of interest.

The shop at 14 West 40th Street is an ideal place for the booklover to browse.



AMERICAN SPEECH

A Journal Devoted to New-World English

EDITED BY

LOUISE POUND, *University of Nebraska*
KEMP MALONE, *Johns Hopkins University*
ARTHUR KENNEDY, *Stanford University*

SUCH noteworthy contributors as H. L. MENCKEN, HENRY SEIDEL CANBY, A. M. ESPINOSA, OLIVER F. EMERSON, MARGARET LYNN, and others.

Typical of the material to be published are:

COMMENTS ON CURRENT USAGE
PHENOMENA OF VOCABULARY
SHIFTING PRONUNCIATIONS
SPEECH IN SCHOOLS
STUDIES OF LOCAL DIALECT
DISCUSSION OF SLANG AND SLANG USAGES
BOOK REVIEWS — CORRESPONDENCE
COLUMN — NOTES and QUERIES

To be issued monthly Subscription
price after publication, \$4.00 a year

FIRST ISSUE SEPTEMBER 1925

Special pre-publication subscription price
\$3.00

WRITE FOR FURTHER PARTICULARS

The Williams & Wilkins Company
Baltimore, Maryland



Check List of NEW BOOKS

Continued from page xxx

UMAR KHAYYAM AND HIS AGE.

By Otto Rothfeld. D. B. Taraporevala Sons & Company
R. 7/8 8¼ x 5¼; 89 pp. Bombay

An attempt to reconstruct the background of the great Persian poet. There is appended a critical essay on the Rubaiyat.

HENRY THOREAU, BACHELOR OF NATURE.

By Léon Bazalgette. Harcourt, Brace & Company
\$3 8¾ x 5½; 357 pp. New York

A somewhat lyrical work, not valuable as history, but shrewd as criticism and very readable. The translation from the French is by Van Wyck Brooks.

HORACE AND HIS ART OF ENJOYMENT.

By Elizabeth Hazelton Haight. E. P. Dutton & Co.
\$3 8¼ x 5¾; 276 pp. New York

A very careful and interestingly written account of the life and works of this famous Roman poet, containing a colorful picture of the Rome of his time.

PUBLIC AFFAIRS

POLITICS AND WELFARE. *A Business Study of Applied American Politics.*

By John Calvin Brown. Brentano's
\$2 7½ x 5; 299 pp. New York

A tract in favor of the Republican tariff and the other great boons nourished by that party.

THE SUBURBAN TREND.

By H. Paul Douglas. The Century Company
\$2 7¾ x 4¾; 340 pp. New York

A statistical study of the movement out of the congested areas of American cities, with an inquiry into the psychology of the suburbanite.

PUBLICITY. *Some of the Things It is and Is Not.*

By Ivy L. Lee. The Industries Publishing Company
\$1 7¼ x 5; 64 pp. New York

Mr. Lee is the press agent to John D. Rockefeller and other millionaires. He contends that the new science of "public relations" is to be differentiated from press-agency, and that it has a code of ethics and much public usefulness.

THE HISTORICAL FOUNDATIONS OF THE LAW RELATING TO TRADE-MARKS.

By Frank I. Schechter. The Columbia University Press
\$6 9 x 5¾; 211 pp. New York

The law relating to trade-marks in America is still somewhat tangled and uncertain. This is an attempt to unravel it by examining the growth of the doctrine that a trade-mark is property. The dissertation is the first of a projected series of Columbia Legal Studies,

Continued on page xxxiv



An Outsider's Plea for a Great Novel

I ASKED ALFRED KNOPF for the privilege of writing this announcement because he, despite his enthusiasm for the book, expressed a doubt as to whether "Day of Atonement" by Louis Golding would sell. I believe it will, for the following reasons:

To write such a story of passion with such superb detachment is in itself a triumph. Add to this a theme which is its own supreme justification and a style that is the dress of literary royalty, and you have the essential elements of a masterpiece.

"Day of Atonement" has a touch of allegory in it. It is not merely coincidence that Eli, pale Russian student of the Talmud, should have confounded his teachers; or that he should have become a carpenter in English Doomington; or that he should have faced with such heart-breaking courage the inevitable results of his apostasy from the faith of Israel; or that he should have met death at last by the hand of his own race.

But the allegory is only the distillate from reality.

Eli and Leah are living, breathing children of a race made sick by twenty centuries of persecution. Their love for their own people and for each other has in it all the pride and passion of Jewish idealism, heightened and controlled by Jewish ritual, by the horrors of Russian pogrom, by the humiliating condescension of British respectability.

Are there in all literature two more sublime victories of conviction over love than Eli's clear-eyed adoption of Christian doctrine, and Leah's act of murder? And where can one find irony so bitter as in that last picture of Reuben, their son, hating both God and Christ, hearing in the sound of the rabbi's ram's horn only the pipe of Pan in the Sicilian hills?

Such a book will be read.

M. H. W.

Publisher's Note:

Since the above was written, the early reviews of "Day of Atonement" have come in. Their verdict, thus far, unanimously supports M. H. W.'s opinion. The *New York Times* says: "So fundamental an idea has the savor of the universal which lifts this book, excellent in texture, design and technique, above the docile, well-groomed herd of novels which go down each year to feed insatiable oblivion." And "Day of Atonement" is selling! A. A. K.

Alfred A. Knopf
Publisher
730 Fifth Avenue
New York

DAY of ATONEMENT

By LOUIS GOLDING

At all bookstores

\$2.50 net

The American Mercury Authors

An architect, a perfumer, a United States Senator, a chemist and pharmacologist, a negro poet, a dentist, a naval officer, a tramp, a lawyer, a lumber-jack, a radio-engineer, a consular attaché, a Porto Rican, a photographer, a composer, a secretary to a Congressman, a meteorologist, a poet and critic who knows jewelry, a printer, a Chilean journalist, a ship's engineer, a librettist, newspaper men and women, physicians, surgeons, professors and instructors from all over the country, a musician and a Chatauqua lecturer!

These are a few of the writers who have contributed to The American Mercury. Every number is a symposium on American life.

Canadian Postage, 50c extra; Foreign Postage, \$1.00.

THE AMERICAN MERCURY
730 Fifth Avenue, New York:

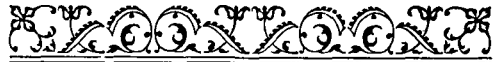
Please send me The American Mercury for 1 year. I enclose check or money order for \$5.00.

Name

Address

8-25

xxxiv



Check List of NEW BOOKS

Continued from page xxxiii

and was submitted to the Faculty of Law by a candidate for the new degree of *Juris Doctor* (J.D.). There is an exhaustive bibliography.

THE SCIENCES

CONCERNING THE NATURE OF THINGS.

By William Bragg. Harper & Brothers
\$3 7½ x 5; 232 pp. New York

Six lectures delivered at the Royal Institution. One of the clearest explanations of the fundamental nature of matter ever put into English. An admirable book for the intelligent layman.

RATIONAL DIET. *An Advanced Treatise on the Food Question.*

By Otto Carqué. The Times-Mirror Press
\$5 9¼ x 6; 540 pp. Los Angeles

This book deals with the chemistry of foods and their nutritive values. It is clearly written and has many explanatory tables and drawings. It contains much useful stuff, but it is also packed with pseudoscience. The author argues against the germ theory of disease and the practice of vivisection.

SOCIAL PSYCHOLOGY.

By Floyd Henry Allport. The Houghton Mifflin Company
\$2.50 8 x 5¼; 453 pp. Boston

A college text in sociology, based upon the sound thesis that "there is no psychology of groups which is not essentially and entirely a psychology of individuals." In part it is original and in part platitudinous. There are extensive bibliographies. The author is professor of psychology at Syracuse University.

POETRY

THE HOME BOOK OF MODERN VERSE.

Edited by Burton E. Stevenson. Henry Holt & Company
\$7.50 8¼ x 5¼; 1121 pp. New York

This is an extension of the Home Book of Verse, to which it is supplementary, and includes only poetry written in English since 1900. There are more than 1400 poems, judiciously selected and well-printed. No other existing anthology is so comprehensive; nevertheless, there are some conspicuous absentees, among them, Amy Lowell and Edgar Lee Masters.

HILL FRAGMENTS.

By Madeline Mason-Manheim. Cecil Palmer
\$2.50 8¾ x 5¾; 59 pp. London

These poems are written in free verse. There is a Whitman flavor in some of them. There are an introduction by Arthur Symonds and drawings by Kahlil Gibran.

Continued on page xxxvi

THE AMERICAN MERCURY

THE LONDON MERCURY

Edited by
J. C. SQUIRE



Published:
Monthly

Price:
75 cents

The Leading Review of English Literature

THE PURPOSE of THE LONDON MERCURY, since its appearance in November, 1919, has been to publish the best original work by living writers and to formulate and to apply sound critical standards. It is an indispensable medium for all, whether in America or the British Empire, who wish to keep informed of the progress of literature in our own day.

EACH NUMBER contains poetry, short stories, essays, and critical studies in modern and classic literature, as well as reviews of current books and chronicles relating to painting, architecture, music, bibliography, and typography. The contributors to its pages include practically every English writer of renown, among them:

Thomas Hardy
George Saintsbury
Robert Graves
Shane Leslie
W. H. Davies
Alfred Noyes
Vachel Lindsay
Augustine Birrell
J. B. Priestley
Robert Frost
Virginia Woolf

Robert Bridges
Joseph Hergesheimer
Sir Edmund Gosse
E. M. Forster
Sherwood Anderson
Robert Lynd
Maurice Baring
Osbert Burdett
John Courtnos
Arnold Bennett
Robert Nichols

Max Beerbohm
Martin Armstrong
Joseph Conrad
Hilaire Belloc
Edmund Blunden
W. B. Yeats
Laurence Binyon
Philip Guedalla
Lord Dunsany
A. P. Herbert
Maurice Hewlett

G. K. Chesterton
Aldous Huxley
George Moore
George Santayana
Walter de la Mare
E. V. Lucas
Siegfried Sassoon
Conrad Aiken
G. Bernard Shaw
Alice Meynell
Rose Macaulay

THE LONDON MERCURY is recognised, not only as the first literary review in England, but as its most beautifully printed magazine. Text and advertisement pages are in accord with the highest standards of book production. A list of the best recent books published in England is to be found in each month's advertisements, and the announcements of the leading antiquarian booksellers.

We shall be pleased to send a Specimen Copy on application. The Annual Subscription is
Nine dollars, post free, from any Newsagent, or, The Manager,
THE LONDON MERCURY, Castle Court, Fleet Street,
LONDON, E.C.4



AMERICAN AGENTS: The International News Co., 83-85 Duane Street, NEW YORK

XXXV

THE AMERICAN MERCURY

"The Private Library for the Discriminating Few"

READ WITHOUT BUYING

Rare, Scarcely, Out-of-Print Books; Limited, Privately Printed, and Subscription Editions; Reprints and Translations of Famous Classics; and Contemporary, Esoteric Items.

Members in thirty States have access to an interesting collection of unique books, largely selected by themselves, which is growing rapidly. We invite the interest of readers of discriminating tastes, who wish to avoid the heavy investment necessitated by personal ownership of such a library.

*When writing for information and lists of books,
kindly state occupation or profession.*

Esoterika Biblion Society, Inc.

45 West 45th Street, New York City

Your boy's crucial years

are from 8 to 14. Longmeadow, a country day and boarding school, uses art, music and directed play in intensive, individualized work with this difficult age group. Small classes. *Address*

I. MANSUR BEARD

Longmeadow School, Box A, Longmeadow, Mass.



MODERN FIRST EDITIONS

*(Catalogues
upon request)*

**The CENTAUR
BOOK SHOP**

1224 Chancellor Street :: Philadelphia

Current ENGLISH BOOKS

A carefully selected stock of modern and contemporary fiction, poetry, drama, essays and criticism

May we mail you our new list of current books? Our lists are made up from our own reading, and from a detailed study of the best in English and American criticism.

THE HOLLIDAY BOOKSHOP

10 WEST 47TH STREET, NEW YORK CITY

Telephone, Bryant 1527

xxxvi



Check List of NEW BOOKS

Continued from page xxxiv

FANTASY AND OTHER POEMS.

By Royden Burke.

\$2.50

8 1/4 x 5; 43 pp.

Perry Walton

Boston

Many of the poems of this first book of verse are the usual slush of the bards of Greenwich Village, but some of them have originality and are real poetry.

THE DRUMS OF YLE.

By J. U. Nicolson.

\$2

8 1/2 x 5 3/4; 117 pp.

Pascal Covici

Chicago

A richly colorful romance of medieval England. The story of the hopeless love of a baron for a peasant girl with royal blood. There are illustrations by Earl H. Reed.

QUACKERY

THE POWER OF A SYMBOL.

By Lee Alexander Stone.

\$10

9 1/4 x 6 1/4; 301 pp.

Pascal Covici

Chicago

A treatise on phallic worship, almost wholly devoid of scientific authority or dignity.

THE GREATER REVELATION: *Messages from the Unseen World.*

By Katharine E. von Klenner.

\$2.50

8 x 5 1/4; 259 pp.

Siebel Publishing Corporation

New York

Spiritualistic balderdash. The author claims to have received spookish messages from Nietzsche, Rosa Bonheur, Ella Wheeler Wilcox and Buffalo Bill. Curiously enough, the message from Nietzsche was signed, not "Fritz," but "August."

THE MORE ABUNDANT LIFE, OR, BIO-PSYCHO-GENETICS.

By William Marcus Taylor.

\$2

8 x 5; 195 pp.

Privately printed

Nashville, Tenn.

A curious mixture of ill-digested physics and biology, and pious transcendentalism. The author's conclusion is that "the very justice and moral worth of God forbid that He shall give birth to . . . human longings and develop them to the highest degree of intensity just to disappoint them."

THE REVELATION OF MAN.

By Jutta Bell-Ranske.

\$3

9 x 6; 196 pp.

Wm. S. Rhode Company

Reading, Pa.

Moony wanderings in the field between spiritualism and the New Thought.

Continued on page xxxviii

THE AMERICAN MERCURY

It is certainly ~~amazing~~ ^{wonderful} that so outspoken a journal as *The Nation* should have survived for 60 years in a country where Truth is tarred and feathered, lynched, imprisoned, dubbed, and effeminated as undesirable three times a week or so. The only encouragement I can offer you is that sixty has a better chance of reaching seventy than fifty of reaching sixty. I have been through both myself; and I know

G. Bernard Shaw. 12/5/25.

Wouldn't you like to read the paper that is the object of such sympathy from G. B. S.? Why not subscribe for *The Nation* today?

THE NATION for a year	\$5.00
Canadian	5.50
Foreign	6.00
With the AMERICAN MERCURY . .	\$7.60

THE NATION

20 Vesey Street, New York

Let me see the journal which has survived so curiously. Send *The Nation* to

Name

Address

AM8

xxxvii

THE AMERICAN MERCURY

WHITAKER & CO., Inc.
Sporting and General Tailors
 681 Fifth Avenue
 Between 53rd and 54th Sts.
 NEW YORK
 43 Conduit Street
 LONDON, W

New Catalogue of Rare and Early Printed Books, Books from Private Presses including some First editions. Sent on request.

HARRY STONE
 137 4th Ave. New York City

**WE DELIVER ANYWHERE
 ANY BOOK REVIEWED**



advertised or mentioned in this issue or any other book in print at bookstore prices. We pay postage everywhere on all orders. Promptest service assured. For your convenience, will send orders C.O.D. Our monthly magazine-catalogue "BOOKS OF THE MONTH" sent free on request.

AMERICAN LIBRARY SERVICE
 500 5th Avenue Dept. A NEW YORK



**EVERY PERSON SHOULD HAVE A
 BOOK PLATE**
 SEND FOR SAMPLES AND SUGGESTIONS
COATS-OF-ARMS
 PAINTED IN TRUE COLORS FOR FRAMING
PENN DE BARTHE
 DESIGNER AND ILLUSTRATOR
 929 CHESTNUT ST. PHILADELPHIA, PA.

OUT-OF-PRINT BOOKS

of every description thoroughly searched for and found expeditiously. We specialize in English editions. Imperfect sets completed. First editions supplied. Genealogies, family and town histories furnished. Sexological literature. Back numbers of all magazines supplied. No charge for this service. Inquiries solicited. Free literature on request.

AMERICAN LIBRARY SERVICE
 500 Fifth Ave. Dept. A New York City
 N. B.—We can supply all back issues of American Mercury and Golden Book. We also buy all back numbers of this magazine.

Books for the Collector

Foyles hold an immense stock of books (second-hand and new) on every conceivable subject, including Collecting, Art and Archaeology. Also Rare Books and Sets of Authors. Send list of requirements, or mention interests. Twenty Departmental Catalogues issued: any Catalogue sent gratis and post free.

FOYLE'S BOOKLOVERS' PARADISE
 121-125, Charing Cross Road, London, England.

For Safety's Sake-demand
CARBONA
 UNBURNABLE
Cleaning Fluid
 REMOVES GREASE SPOTS
 Without Injury to Fabric or Color
 20c 30c 60c & \$1 Size Bottles at all Drug Stores



**FIRST EDITION
 RARE BOOKS**

THE BOOK PEDDLER
 OMAHA NATIONAL BANK BLDG.
 OMAHA, NEBR.



xxxviii



Check List of NEW BOOKS

Continued from page xxxvi

IN OUR TIME.

By Ernest Hemingway. *The Three Mountains Press*
 ? 19 x 6 1/4; 30 pp. Paris

The sort of brave, bold stuff that all atheistic young newspaper reporters write. Jesus Christ in lower case. A hanging, a carnal love, and two disembowelings. Here it is set forth solemnly on Rives hand-made paper, in an edition limited to 170 copies, and with the imprimatur of Ezra Pound.

THE MYSTERY OF SLEEP.

By John Bigelow. *The New Church Press*
 \$1.50 7 3/4 x 5 1/4; 201 pp. New York

The author, a thorough Christian, brands all purely physiological and psychological explanations of sleep as heresy and offers as the only "rational notion" of this phenomenon the theory that during sleep, which was specially created for this purpose, God sends down to the virtuous divine energy which re-enforces the soul in its struggle with evil. There are an historical note by Henry Van Dyke and a preface by Horatio W. Dresser.

REPRINTS

CUSHING'S MANUAL OF PARLIAMENTARY PRACTICE. *Rules of Proceedings and Debate in Deliberative Assemblies.*

By Luther S. Cushing. *The David McKay Company*
 \$1 6 x 3 3/4; 318 pp. Philadelphia

This brief but valuable manual, first published in 1845, has remained the standard work upon the subject ever since. The present revision is by Paul E. Lowe.

THE COLLECTED ESSAYS AND PAPERS OF GEORGE SAINTSBURY, 1875-1920.

Three volumes. *E. P. Dutton & Company*
 \$12.50 8 1/4 x 5 3/4; 433+358+383 pp. New York

The best of Saintsbury, gathered from books out of print and long-forgotten magazines, and selected and edited by himself. The range is from the essays on the great Victorians and the studies of style to papers on cookery. The three volumes are beautifully printed.

THE BEST TALES OF EDGAR ALLAN POE.

Edited by Sherwin Cody. *Boni & Liveright*
 95 cents 6 1/2 x 4 1/4; 476 pp. New York

Vol. 82 of the excellent Modern Library. Practically all of the more popular tales of Poe are included. The text in every case is the last approved by the author himself, and shows his own punctuation.

THE GROWTH OF THE AMERICAN MERCURY

AS A READER of The American Mercury and because you have helped in its development you are, no doubt, interested in the progress that it has made since its beginning. When the magazine was first established in January 1924, the policy of the Editor and Publisher was clearly established. Mr. Mencken, the Editor, in his initial editorial said:

"The Editors are committed to nothing save this: to keep to common sense as best as they can, to belabor sham as agreeably as possible, to give sensible entertainment."

And Mr. Knopf, the Publisher, said:

"The magazine is to be built on a sane and conservative basis. It is to be as fine as possible both typographically and in format. It is to be sold on its merits alone, with none of the forced circulation methods that are sometimes used."

How successful that policy has been is shown in the circulation figures. In the first year of its existence, The American Mercury grew from 10,000 to 40,000. In the first five months of the second year it has grown to a figure over 50,000. With each month that figure is increasing. There is but one thing that has given the magazine so large a circulation in so short a time. That one thing is a genuine and spontaneous interest in what the magazine has had to say, and in the way it has been said.

You have indicated your approval of that policy. It has not changed. Nor will it change. With it goes the guarantee that the magazine will continue to be interesting. Each issue of The American Mercury is gaining more readers who recognize that it is the smart review of the day, much quoted—favorably and otherwise.

THE AMERICAN MERCURY

A Special Offer

For a limited period of time The American Mercury can be had with any of the magazines listed below, at a saving to the subscriber of approximately 25%.

Please note: Subscriptions at these rates can be entered only through the offices of the magazines desired.

	<i>Price Separately</i>	<i>Together</i>
THE AMERICAN MERCURY	5.00	
The Nation	5.00	\$7.60
	<u>10.00</u>	
THE AMERICAN MERCURY	5.00	
The Dial	5.00	\$7.60
	<u>10.00</u>	
THE AMERICAN MERCURY	5.00	
The Century	5.00	\$7.60
	<u>10.00</u>	
THE AMERICAN MERCURY	5.00	
The New Republic	5.00	\$7.60
	<u>10.00</u>	
THE AMERICAN MERCURY	5.00	
Current History	3.00	\$6.00
	<u>8.00</u>	
THE AMERICAN MERCURY	5.00	
Asia	4.00	\$6.80
	<u>9.00</u>	
THE AMERICAN MERCURY	5.00	
Arts & Decorations	6.00	\$7.00
	<u>11.00</u>	

THE AMERICAN MERCURY, 730 Fifth Avenue, New York:

Please enter my subscription to THE AMERICAN MERCURY and

{	The Nation	The New Republic	} (Cross out all but magazine desired)
	The Dial	Current History	
	The Century	Asia	
	Arts & Decorations		

Name.....

Address.....

If the magazine is to be sent to a foreign address, add \$1.00 for magazine; if to Canada \$.50

8-25

In the September number of

The American Mercury

(Ready August Twenty-fifth)

will be the following:

THE FOREST FIRE

by Winifred Sanford

A powerful and impressive short story by the author of "Allie," in the July issue.

THE SHADOW MAKER

by George Sterling

A chapter of delightful memories of Ambrose Bierce, by one of his best-loved disciples.

JASBO BROWN

by DuBose Heyward

A brilliant long poem by one of the South Carolina group of new poets.

AMERICAN MARRIAGE

by Mary Austin

Three charming sketches of Indian life by the author of "The Arrow Maker."

WHY I LIVE IN AMERICA

by Paul Tanaquil

A vigorous counterblast to Mr. Thomson's article, "Why I Live Abroad," in the May issue.

PICTURES IN THE PAPER

by Walt McDougall

The final chapter of the memories of the dean of American cartoonists.

"The SWEETMEATS of KINGS"



By
Appointment
to

H. M. King George V



H. M. The King
of the Belgians



H. M. The Queen
Mother of Holland



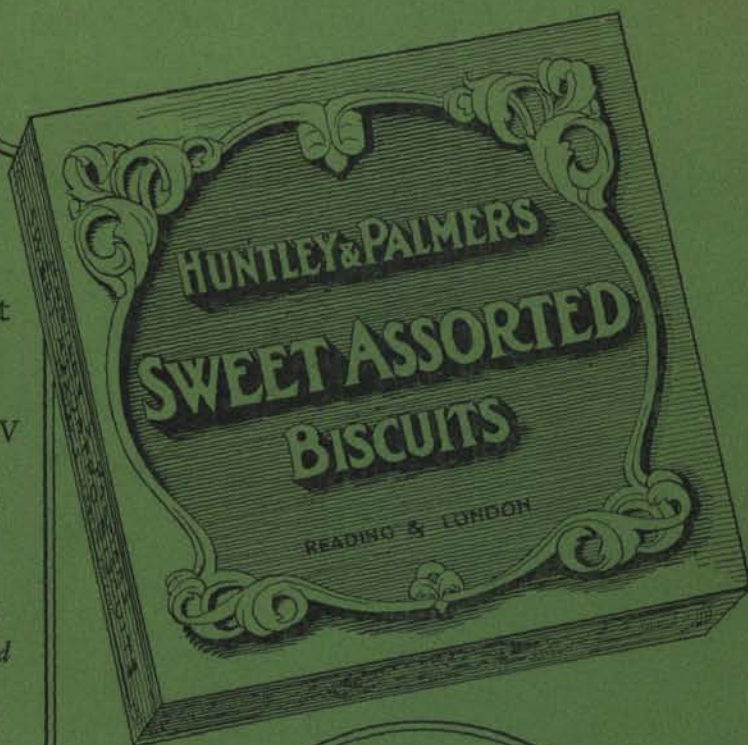
H. M. The King
of Sweden



The Imperial House
of Japan



H. M. The King
of Italy



Special Introductory Package

THIS is an assortment of twelve kinds of biscuits—every morsel a product of the master baker's art and so worthy of that expression, "The Sweetmeats of Kings."

If your dealer cannot supply you, we will be glad to send you a package of HUNTLEY & PALMERS Regal Assorted Biscuits for \$1.35 and include, with our compliments, a liberal sample of Her Majesty's Blend Tea.

Ridgways Tea Company
Dept. A, 60 Warren Street
New York

SPECIAL INTRODUCTORY OFFER