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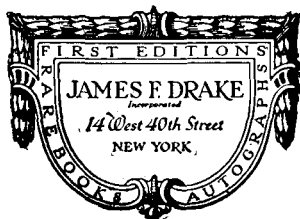
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xxviii



## Check List of NEW BOOKS

*Continued from page xxvi*

PROTEUS or *The Future of Intelligence.*

By Vernon Lee.

E. P. Dutton & Company

\$1

6¼ x 4½; 63 pp.

New York

The author here makes the age-old plea for open-mindedness, intellectual curiosity, spiritual adventurousness, etc.

MANY FURROWS.

By "Alpha of the Plough."

E. P. Dutton & Company

\$2.50

7½ x 4½; 275 pp.

New York

A collection of fugitive essays on the tremendous trivialities of life. Sense and good writing are in them.

## TEXT-BOOKS

SIMILES AND THEIR USE.

By Grenville Kleiser.

The Funk & Wagnalls Company

\$2

7¾ x 5; 381 pp.

New York

This collection of similes is less extensive than the familiar one of Frank J. Wiltach, and less useful. It is divided into three sections: prose similes, those in verse, and those from the Bible. The preliminary essay by the editor is in the manner of a high-school teacher of English.

DRINKS LONG AND SHORT.

By Nina Toye and A. H. Adair.

William Heinemann

2 s., 6 d.

7½ x 4¾; 67 pp.

London

The cocktail, exiled to England by the Volstead Act, here shows some new and startling forms. There are formulæ for cocktails made of raspberries, sloe gin, bitter almonds, grape jelly, and even marmalade. No less than thirteen varieties of whisky cocktail are listed. There are also sections devoted to punches, cups, fizzes, sours, etc.

ADVERTISING: *Elements and Principles.*

By George H. Sheldon.

Harcourt, Brace & Company

\$5

8½ x 5½; 443 pp.

New York

In this large volume there is little that is new. It is apparently intended for readers who propose to set up as writers of advertisements, and contains chapters on typographical processes, the correction of proofs, etc. The author is manager of an advertisement service in New York, and lectures at Columbia.

BUSINESS POWER THROUGH PSYCHOLOGY.

By Edgar James Swift.

Charles Scribner's Sons

\$3

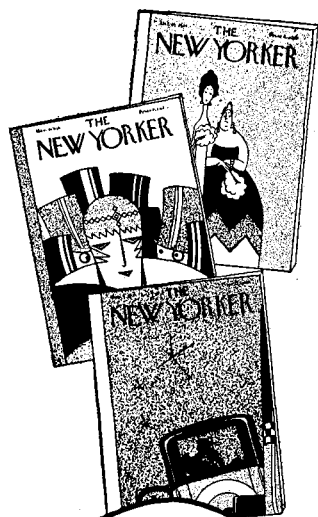
8 x 5¼; 397 pp.

New York

A handbook for go-getters. The chapters bear such titles as Creative Salesmanship, The Psychology of Leadership, and Thinking as an Asset in Business. The

*Continued on page xxx*

# 40 Week-ends of *The* Brilliant NEW YORKER for \$2<sup>00</sup>



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