THE AMERICAN MERCURY



<u>Skookkook</u>?

Check List of NEW BOOKS

Continued from page xxx

THE SCARLET LETTER.

By Nathaniel Hawthorne. The Modern Library 95 cents 632 x 434; 303 pp. New York

THE CREAM OF THE JEST.

By James Branch Cabell. The Modern Library 95 cents $6\frac{1}{2} \times 4\frac{1}{4}$; 250 pp. New York The Hudson reprint has an introduction by William McFee, the Hawthorne has an introduction by William Lyon Phelps, and the Cabell has one by Harold Ward.

DIALOGUES.

By Denis Diderot.

Brentano's

\$4 83/4 x 53/4; 196 pp. New York The dialogues reprinted here are "Conversation Between D'Alembert and Diderot," "D'Alembert's Dream," "Supplement to the Voyage of Bougainville," and "Conversation of a Philosopher with the Maréchale de—." The essay "On Women" and "Regrets of an Old Dressing-Gown" are also included. The translation from the French is by Francis Birrell, who is also the author of the introduction.

SURNAMES.

 By Ernest Weekley.
 E. P. Dutton & Company

 \$2.50
 73% x 5; 364 pp.
 New York

This erudite but immensely amusing work was first published in 1916. At that time Mr. Weekley announced that he was engaged upon a larger Dictionary of English Surnames, but so far it has not appeared. The present book discusses the origin and meaning of some 6000 surnames. Most of them are English, but there are also a number from other tongues.

FICTION

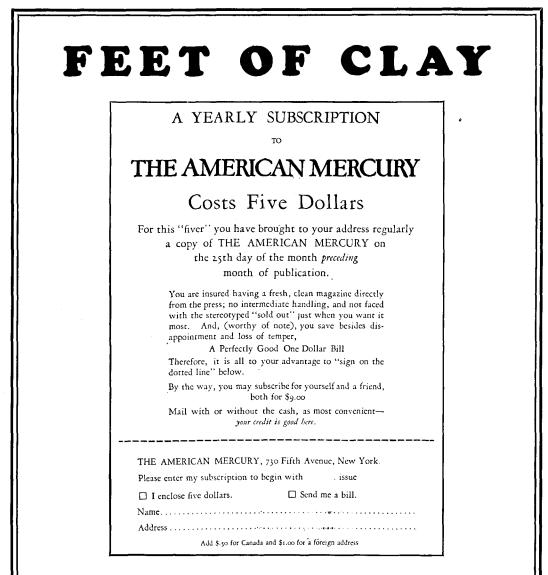
DOOMSDAY.Alfred A. KnopfBy Warwick Deeping.Alfred A. Knopf\$2.507½ x 5½; 367 pp.New York

Mary Viner, the Lulu Bett of the family, lives with her semi-invalid parents in a small English town. Though she loves Arnold Fruze, a neighboring gentleman farmer, she marries wealthy Percival Fream and lives a socially hectic but otherwise empty life until Fream commits suicide because of his financial ruin. Mary returns to the home that her parents left her and after serving a trial period as housekeeper for her former lover, becomes his wife.

HIGH WINDS.

By Arthur Train. \$2 Charles Scribner's Sons \$2 734 x 514; 365 pp. New York Though incidental to the story, the author's description of the Paris divorce procedure is an inter-Continued on page xxxiv

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It has been said that a family often is given away by some little thing on the mantelpiece. We are reproducing above an advertisement for the American Mercury. We doubt that a Babbitt of a small interior town could do better. It should give courage to Mr. Mencken's principal assets, the lowly Boobs, Yokels, etc., and they may suspect that even the Ones in High Places have feet of clay.

It is our job to sell Listerine, the safe antiseptic, by advertising. We cannot compete with the intellectual brilliance of the Mercury ad, and shall therefore content ourselves with a request that you buy our product. Lambert Pharmacal Co., St. Louis, U. S. A.