

Hello Everybody! This is Johnnie Walker Speaking!



"Funny how many people are really dissatisfied with their cigarettes and don't know it until they find such complete enjoyment in mine. Buy a package of Johnnie Walkers for 20c and you'll know what I mean."

20c for 20

Johnnie Walker
CIGARETTES
Extremely Mild

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Check List of NEW BOOKS

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ESSAYS

THE COLBY ESSAYS.

Edited by Clarence Day, Jr.

Harper & Brothers

\$7.50 8 x 4 3/4; 2 vols.; 173 + 147 pp. New York

Frank Moore Colby was born in 1865 and died in 1925. After graduating from Columbia he served as an instructor in history at Amherst, Columbia, Barnard and New York University, but the last quarter century of his life was spent mainly as an editor of encyclopedias. He was the managing editor of the New International, and largely responsible for its notable merits. As a diversion from such duties he wrote essays, and here the best of them are assembled by Mr. Day, with a preface by Philip Littell. The first of the two volumes is made up of more or less finished essays; the second is composed of notes and fragments. There was a considerable charm in all of Colby's writings; he wrote as a highly civilized man. Here his pungent reflections upon the men and manners of his time are gathered together in a convenient form, discreetly chosen and edited, and very beautifully printed.

ESSAYS.

By Leonard Woolf

Harcourt, Brace & Company

\$2.50

7 3/4 x 5 1/4; 256 pp.

New York

Mr. Woolf is literary editor of the London *Nation* and *Athenæum*, and most of the papers here first appeared in that magazine and in the *New Statesman*. They deal, in the main, with literary matters, but there are also articles on historical and political topics. Mr. Woolf is not a colossus of criticism, but he is extremely well-informed and possesses good literary manners, and, at times, as in the essays on Samuel Butler and George Moore, achieves shrewdness.

REPRINTS

SAMUEL SEWALL'S DIARY.

Edited by Mark Van Doren.

Macy-Masius

\$2.50

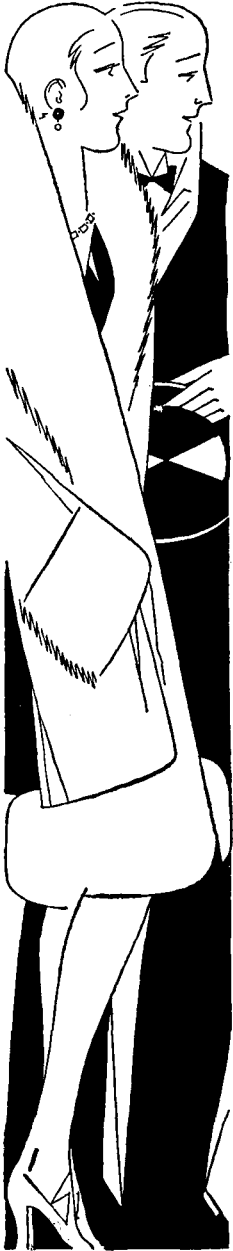
5 1/4 x 7 1/2; 272 pp.

New York

Samuel Sewall was born in England in 1652, and at the age of nine was brought to Massachusetts, where he lived until his death in 1730. He was a judge of the State Superior Court for over thirty years, and was instrumental in condemning the Salem witches to death, but he issued a public recantation shortly after. He was a typical New Englander of his time—a dabbler in theology, a shrewd and even tight business man, adamant for law and order, and a great gossip. He kept a diary, and in it put down not only the

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Your parties won't sparkle unless you do!



HAVE you ever noticed how much the success of your parties depends on how you feel? If the day finds you sluggish, head-achy or dull, all your most ingenious preparations seem to go for nothing. You cannot get your guests "started," cannot communicate to them the party spirit.

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