

is more an appreciation of the man than of his position in the world of thought. Part of the first and all of the second volume are given over to a number of discussions readily grouped under "Events". Many of them appeared under different titles in *The New Republic* and other periodicals. They present a consistent indication of Doctor Dewey's reaction to recent developments in the Far East, Turkey, Russia and Mexico, as well as occurrences at home.

**PSYCHOLOGY AND PROFITS** by *Donald A. Laird* (FORBES. \$3.50)

"Most productive of the profits (of self-realization) is the psychological attitude in the executive's grasp of his problem. This little book is designed to aid in the cultivation of this attitude. It is the insight of the psychological attitude which makes formulas work." And profits grow where none grew before. These profits arise from putting the right man on the right job, seeing that he is not the victim of excessive and remediable fatigue, encouraging him to develop himself (by a bonus or sharing of profit) and building up a morale in the ranks of workers which will cause them to exert themselves beyond ordinary limits for their employers. Executives everywhere should welcome some of the practical suggestions in Dr. Laird's book.

## *The Social Sciences*

**THE READING INTERESTS AND HABITS OF ADULTS** by *William S. Gray and Ruth Munroe* (MACMILLAN. \$3.50)

THE AUTHORS have compiled painstakingly a body of data on the reading practices of young and old Americans which should be of interest to all who read, write or publish. Reading as a leisure-pursuit is rapidly assuming first place in the hearts of our countrymen, and it is newspapers and magazines which they read, rather than books. Reading habits differ from place to place and from age to age, as one would expect. The nature of individual or community practices varies with the past history of the reader, his intelligence, his formal education, etc. The motives that prompt reading are as different as are the readers. But the influences which condi-

tion reading are very much the same; the family (or parents), first; school and teachers, second; friends and shared interests, hobbies, and the thoroughness of performance which they inspire, third. The absence of children's books in the home encourages them to read low-grade periodicals which are brought into the household by the parents. The problem, therefore, of those who would build up and improve the reading taste of a new generation is the re-education of these selfsame parents.

**THE USEFUL ART OF ECONOMICS** by *George Soule* (MACMILLAN. \$2.00)

"ECONOMICS, if it cannot yet be a science, dismal or otherwise, may be a salutary art," one that would aid us "to control the life of industry and trade for the general good". In this key, Mr. Soule discusses the nature of the producing plant; the considerations that determine what it is to produce; how to market the product and at what price; and the economic factors involved in the stimulation of demand through advertising and high-pressure salesmanship. He maintains that under adequate economic control, the production plants of the nation—perhaps of the world—could be regulated to turn out products that were really wanted, in quantities conforming to *bona fide* demand and of a quality not dependent upon publicity for its appreciability. The tools of such control would include dissemination of known, economic facts; development and enforcement of standards in industry; governmental supervision and regulation of crucial industries and the encouragement of industrial co-operation through expansion and absorption by one large organization of smaller, less efficient enterprises. The outcome of economic control, secured through these means, would be complete economic freedom. Mr. Soule has written a thought-stimulating book.

**THE SEXUAL LIFE OF SAVAGES** by *Bronislaw Malinowski* (LIVERIGHT. TWO VOLS. \$10.00)

DOCTOR MALINOWSKI has produced an account of the erotic lives of the Melanesians found on the Trobriand Islands, which is at once complete, authoritative and astounding. Several years spent among the natives revealed to him the

# The Only Way to Save Money on these Twelve Best Books

**T**HERE are several "book clubs" in America, each offering readers current selections from advance lists before publication for the retail trade. Naturally, some confusion has arisen. Possibly you have not clearly in mind just which of these organizations it is that binds its books in permanent editions and delivers twelve of them to its members each year at a *tremendous cash saving*. **ONLY The Literary Guild DOES THIS!**

Only the *Literary Guild* sends its members *twelve* new, outstanding, cloth bound books a year at a great reduction in price.

Every discriminating book buyer will want to investigate the advantages offered by all of the "clubs" before he subscribes to any of them. It is only by such comparison that all of the advantages of the *Literary Guild* are revealed.

## The Guild Solicits only Your Consideration

It would seem too vainglorious to state that every advantage of book-buying procurable in any other way—through subscription or otherwise—is to be had through Guild membership, in addition to many unique advantages—including the cash saving. Therefore, we leave the decision to you. Mail the coupon for full particulars that you may judge for yourself.

One obvious testimony to the superiority of the Guild is its amazing growth. From an *idea*, two years ago, it has become unique in the book world, the only organization of its kind in America.

The books pictured on this page were all Guild selections. All nation-wide favorites. Every literary review of importance in America has printed feature articles about these most extraordinary books of the decade. Guild members received them at a great saving—without having to search for them—on the very day they were published. In one year the members saved



more than \$1,150,000 on their books—and they secured such outstanding successes as:

TRADER HORN  
MAGIC ISLAND  
BAD GIRL  
MAMBA'S DAUGHTERS  
MEET GENERAL GRANT  
ANTHOLOGY OF WORLD POETRY  
ROUND UP  
THE WAVE

But if—after they had seen them—they did not want to keep any of them as a permanent part of their library—they *could have been returned in exchange for any books in print in the United States.*

## This Exchange Privilege Guarantees Your Satisfaction

Now you cannot lose. Guild membership is absolutely guaranteed to please you. But before you join, you should know exactly how the Guild plan operates.

A new brochure, *Make the Literary Guild Serve You*, has just been printed, fully describing every phase of Guild membership.

The coupon will bring it to you without the slightest obligation. Compare the advantages offered on its pages with those of any other agency for book distribution in the world. Your own acumen will prompt you—you will not need to be urged.

## The Literary Guild

Dept. 93-B

55 Fifth Avenue, New York, N. Y.

THE LITERARY GUILD, Dept. 93-B.  
55 Fifth Ave., New York, N. Y.

You may send me a copy of the booklet, *Make the Literary Guild Serve You*, free and without obligation.

Name .....

Address .....

City ..... State .....

Please mention THE BOOKMAN in writing to advertisers