

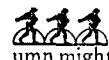


from THE INNER SANCTUM of
SIMON and SCHUSTER
Publishers, 386 Fourth Avenue, New York

 This month marks the peak of *The Inner Sanctum's* publication program for the entire year. Although still adhering steadfastly to the founders' policy of a small list intensively promoted, your correspondents find themselves (owing to the exigencies of editorial and production delays) crowding seven new books into the month of November.

 The schedule follows:
November 5—*Phantom Fame, the Anatomy of Ballyhoo*, by HARRY REICHENBACH and DAVID FREEDMAN (Foreword by WALTER WINCHELL)
November 6—*Successful Living in the Machine Age*, by EDWARD A. FILENE
November 7—*Free Wheeling*, by OGDEN NASH
November 10—*A Program for America* by WILL DURANT
November 12—*Eyes on Russia*, by MARGARET BOURKE-WHITE (Foreword by MAURICE HINDUS)
November 20—*The Book of Ballyhoo*. Edited by NORMAN ANTHONY and the BROTHERS ZILCH
November 27—*Bernard Shaw*, by FRANK HARRIS

 A complete *Inner Sanctum* column might well be devoted to proclaiming each of these new books, but for the moment this department will become a three-ring show, in order to salute three of the authors whose latest works are released this week. All hail, then, and a renewed presentation of laurel and palm to



THE LATE HARRY REICHENBACH—
(who made a profession out of a racket)

that King-maker of Broadway, that Ripleyesque producer of phantom fame, who took up America's liveliest art where P. T. BARNUM left it off, . . . who made a handcuff king out of a man who couldn't even get out of his own nightshirt, . . . who "put over" SEPTEMBER MORN, THREE WEEKS, THE VIRGIN OF STAMBOUL, TARZAN OF THE APES, RUDOLPH VALENTINO, et al: . . . and who, with the aid of an adroit collaborator, DAVID FREEDMAN, set down the true anatomy of ballyhoo (and sometimes vice versa) . . . the hilarious secrets of his incomparable exploits in manipulating the gullibilities of the American herd.



OGDEN NASH—murderer of the King's English

that prince of poets and incorrigible perpetrator of HARD LINES who like Abou Ben Adhem, awoke one morning, from a dream of peace, to find himself famous, . . . who disclosed the private life of the oyster in a couplet that was heard around the world, . . . and who now offers to a breathlessly impatient universe the new NASH, called, and equipped with, FREE WHEELING, plus four-wheel brakes, Frigidaire, built-in bookcases, Gotham adjustables, guarantee against sheep-dip, wood-burning fireplace and maid service.



WILL DURANT—a philosopher who wants to do something about it

the man who made metaphysics live and dance and sing, who now practices what he preaches by stepping from the sacred groves of abstract contemplation to confront the realities of the world we live in . . . who now analyzes the present economic crisis and suggests a way out . . . who views America in its totality, and endeavors to put to rout the counsel of despair so rampant in high places . . . who now finds that basic plans which he set down in manuscript last Spring are now actually being studied and tested by bankers and statesmen . . . who puts before the bar of public opinion a genuine PROGRAM FOR AMERICA.

ESSANDESS.

The PHOENIX NEST

THE most beautiful book we have seen of late is A. Tolmer's "Miscellaneous: The Theory and Practice of Lay-out," published by Studio Ltd., London, and William Edwin Rudge in this city at 475 Fifth Avenue—and also, we may add, at twelve dollars. But the gorgeousness of the book is certainly worth the price. We first saw the volume down at Bill Hall's, as did our Mr. Morley of The Bowling Green and Marcella Burns Hahner of Marshall Field in Chicago, not to mention other eminents. We think that advertising has more crimes lying upon its doorsill than we could well number—but this book is a dream. It is advertising raised to an art. Monsieur Tolmer himself designed the format and lay-out of the book. If you desire a deep and lasting esthetic pleasure, just look through its pages. . . .

We wish to quote one little bit of text in it which should be pasted up in the manufacturing departments of all publishing houses. It concerns title-pages:

The first page of a book should open with the same effect as the rising of the curtain at a theatre. Before the actors have spoken, the décor should make us want to hear them. . . .

We have been having the most awful time getting our curtains hung, and we have also been grappling with the problem of getting a chair covered. Large department stores have funny ways of doing these things. First they send some material to cover the chair. Then they send a man to cut the material; but we are out; so the man who came to cut the material goes away leaving a notice that he has been and gone and will return on Monday. On Monday we stay in so that we can let him in, but he doesn't come on Monday and on Tuesday, when we are out, he is in, so to speak, and so on. Finally we happen to coincide and the material is cut and fitted. It is then all thrown into a bag and the man departs, dusting his hands and informing us that the store will call for the bag as well as for the package of scraps that he had removed from our rug after the fitting was completed. But so far, though we have left notices with the superintendent of the house, no one has come to remove the material in order to make up the chair-cover. Again, we receive a most official-looking communication, informing us that the curtains will arrive on a certain date, when they must be paid for on delivery, but that they cannot then be hung in the windows, though an appointment will be made by telephone for some one to wait on us at an early date in order to hang them. The curtains do not, of course, arrive on the certain date; three days later they arrive when we are, again, in the midst of taking a shower, and we get to the door just in time to prevent the boy from taking them away again. We then have to sit down at our desk and draw all our money out of the bank by cheque in order to pay for them. Inasmuch as we feel pretty lousy anyway, and it is a mizzling morning, this just about extinguishes in our breast any spark of belief we may have in the brotherhood of man or the considerateness of large corporations. In desperation we ask the boy if he couldn't hang the curtains anyway, but he says no, he can't do nothing, he's from the warehouse. After he has gone we reproach ourselves for visiting the sins of a large department store upon the head of an innocent and blank-minded boy who only came from the warehouse. But it makes us awfully irritable jumping in and out of showers that way! . . .

We have finished "The Silver Eagle: A Chicago Novel," by W. R. Burnett, published by Lincoln MacVeagh, and if we read any more books or see any more pictures that end with an automobile coming round the corner and bumping off several of the principal characters—well, all right, you see if we don't! After an orgy of reading about and witnessing gangster and racketeer fiction we are completely fed up. Most of the people in it are of a mentality which bores us to extinction. In the present novel the society people Burnett introduces are little better than the others. At first it was interesting to read how this animalia that makes such a lot of the money, talks and walks

around. But a little of it goes a long way. It is always exciting to read about sudden death. Otherwise this book seemed almost as boring as the actual lives of the actual people. Which says something for its verisimilitude; but verisimilitude is a long way from first-base in literature. . . .

Recently came the deaths of two gentlemen to whom the United States owes much. William A. Rogers was probably the most influential political cartoonist since Thomas Nast. He used also to draw for Harper's, The Century, Life, and St. Nicholas in the old days. He developed a style that said "W. A. Rogers" all over it. He won deserved fame. Rev. Dr. Everett T. Tomlinson wrote boys' books that sold in toto about two million copies. He was born and died in New Jersey. He was a Baptist minister. His last book was issued about ten years ago, but all who were boys about the time we were remember his books. The adventures of the youngsters of whom he wrote usually took place against an historical and martial background: the Revolutionary, the Civil, or the Indian wars. Peace to his ashes! . . .

And, speaking of boys' books, Ward Greene, author of "Cora Potts" and "Ride the Nightmare," tells us something concerning one of our prime favorites among writers of boys' books, namely Kirk Munroe. One evening it turned out that both Greene and ourself had been addicted to this author at different times. Ensued reminiscences. We have great memories of "Rick Dale" and of "The Painted Desert." Kirk Munroe was a boss writer for boys. Now it seems that the widow of this notable writer is endeavoring to get in touch with Mr. Munroe's old friends and readers to collect material for a biography of her husband which she is writing. In his time he corresponded with a great many of his juvenile readers. He was editor of Harper's Round Table in the '80's and '90's. We hope that all former readers and friends of Kirk Munroe will send to Mrs. Munroe any letters or reminiscences they may possess. Address her at 3760 Leafy Way, Coconut Grove, Florida. . . .

We are informed that Arthur D. Howden Smith, who recently published through Lippincott a novel, "The Eagle's Shadow," had never read the early novel by James Branch Cabell which originally bore that title, and afterward tried his best—as did his publishers—to find another name for his book. All we can say is, having rather rabid views on this matter of titles, "Nevertheless." . . .

Our grandmother, like all grandmothers, used to have a scrapbag from which she could fish various pieces of all sorts of material for all sorts of uses in household sewing and patching. We have been putting things into our own sort of scrapbag lately, bits of verse that occur to us now and then; and we intend from time to time to introduce them here under that general title. So here goes

SCRAP-BAG (Instalment One) MEDITATION

I marvel on the devastating quarrels,
The poisoned passion, the bitter endless throes
Of folk who pride themselves upon their morals. . . .
But then there'd be no novelists, I suppose.

POSTSCRIPT

And if no novelists, who are so bewildering,
Perhaps the bedevilled brain could take a rest
And settle down simply to wife and children
And a little gray home in the West.

MANIFESTO

"Communication is not the artist's function!"
But one is led to doubt, I grieve to state,
Whether the framers of that fond injunction
Really have anything to communicate.

THE TROUBLE WITH LIFE

The trouble with life is partly seeing double
And liking ladies quite as much as fizz;
But then beyond that there's the old, old trouble
Of not quite knowing just what the trouble is!

THE PHOENICIAN.

WE RECOMMEND THESE NEW BOOKS FOR BOYS AND GIRLS



For Older Boys and Men

THE BOY SCOUTS YEAR BOOK, 1931

Edited by Franklin K. Mathews. The 1931 edition of this famous annual is about animals. Stories by Dan Beard, Lord Robert Baden-Powell, Lincoln Ellsworth and many other popular writers. Generously illustrated. \$2.50

JOHNNY BREE

By William Heyliger. A new industrial story by a writer who never fails to please boy readers. Against an exciting background of mining life, a plucky poor boy works hard, faces perils and wins success. Illustrated. \$2.00

THE FUMBLING PASS

By Ralph Henry Barbour. One of this favorite writer's best stories of school life and athletics, with plenty of action and exciting sport. About a fellow who fumbled a pass, but later redeemed himself. Illustrated. \$2.00

FOR FREEDOM AND FOR GAUL

By Paul L. Anderson. An authentic picture of the most stirring struggle in ancient history—the gallant stand of the fighters of Gaul against the Roman invaders. Illustrated. \$2.00

RENFREW RIDES NORTH

By Laurie York Erskine. The celebrated Renfrew, favorite of thousands of boy readers, appears again in a new series of hair-breadth adventures as a member of the Royal Northwest Mounted Police. Action—glamour, desperados—smugglers. Illustrated. \$2.00



For Boys and Girls

AROUND THE HEARTHFIRE

Edited by Wilhelmina Harper. A well-known librarian has here collected a group of excellent holiday stories from *The Youth's Companion*. Stories of Easter, Thanksgiving and Christmas. Illustrated. \$2.50

JOAN JORDAN'S JOB

By Margaret Warde. By the author of the "Betty Wales" stories. The ambitious and plucky heroine helps her family in difficult days by turning her hand to a number of worth-while jobs. Illustrated. \$2.00

For Younger Children

OUTDOORLAND

By Robert W. Chambers. A re-issue of an old favorite. The popular novelist writes beautifully and simply of children's adventures in the great outdoors. Illustrated in color. \$2.50

NUMBER NINE JOY STREET

By English Authors. Any child who has ever had one of the Joy Street books knows how enticing they can be. A medley of prose and verse for boys and girls of 6 to 10. A number of noted English writers contribute. Illustrated by famous artists. \$2.50

Biography and History

THE BOY WHO LOVED THE SEA

By Mary H. Wade. The story of Captain James Cook, who rose from cabin boy, entered the King's service, voyaged the world over, and claimed Australia and New Zealand for England. Illustrated. \$1.75

BUILDERS AND BOOKS

By Annie Russell Marble. The romance of American history and the literature that has grown from it, attractively presented in very readable fashion. The discussion begins with the early days of the colonists and continues right up to the present. Illustrated. \$2.50

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35 West 32nd Street New York City

Give them

... BOOKS!



... BOOKS FOR BOYS AND GIRLS

LAUGHING LAD

A charming story of modern France so manly and so gay that it is sure to become a great favorite with boys and girls. With their parents too, according to the *Pasadena Post* which says, "Helen Coale Crew has written a tale so winsome that readers of any age will find enjoyment within its pages . . . Probably most children for whom a volume of LAUGHING LAD is purchased will never see the book until the parents have finished it." "Toujours Gai", the hero, is a little French boy who is captured by gypsies and carried off to Spain. Illus. \$1.75

INDIANS, CROCODILES, and MONKEYS

The young author of that boys' favorite—*Speed Wings*—tells here his adventures as radio operator on an expedition down the Orinoco river aboard a motor launch. His appetite for excitement led him into numerous dangerous escapades. Every adventure loving boy or girl will be given some thrilling vicarious experiences with this book. Illus. \$2.00

THE HERMIT OF HONEY HILL

A corking mystery story for boys which we wager their young sisters will be eager to read too. It tells of two boys sheep farming in Vermont and how they unravel the baffling mystery that hangs around the old hermit, their nearest neighbor. Illus. \$2.00

OVER FAMOUS THRESHOLDS

A book which will carry boys and girls on companionable visits to the homes of famous men and women—the Brontë sisters, Schubert, Fabre, Jenny Lind, George Eliot, Theodore Roosevelt, Sir James Barrie and others. "Thresholds is excellently done," says the *Louisville Herald Post* . . . "To know as much as we possibly can about Mark Twain, and Barrie, to get as close as we possibly can to Schubert and Jenny Lind, to be stirred by the fine zest for right living which was Roosevelt's, is good for all." Illus. \$2.00

A CHILD'S HISTORY OF THE WORLD

One of the jolliest books for children ever written—a story of the world from caveman to aeroplane, written and illustrated so that it can be grasped immediately by children of nine years without grown-up assistance. The material is authoritative, up-to-date, fascinating. Any child who gets his first glimpse of history from this book will never find it a boring class room subject. Here it becomes something thrilling, alive, and true. No wonder this book has headed the juvenile best-seller lists for more than a year. \$3.50

THE ENCHANTED ADMIRAL

"What *Alice in Wonderland* means to the average girl, THE ENCHANTED ADMIRAL will mean to the lad who dips into its pages," says the *Detroit Review*. No boy or girl should be allowed to start reading it after eight o'clock at night. If they do they will never be able to leave William Taylor and his adventures until they have finished the last page. He has some surprising ones, commencing when he first came upon a house in a field built exactly like a full-rigged ship and makes friends with the "enchanted admiral". "A book brimfull of enchantments . . . a veritable sailor's shipload of sea-stories and ships."—*Nashville Banner*. Illus. \$2.00

The BOYS' LIFE of WASHINGTON

With the 200th anniversary of George Washington's birth coming next year—this will be a most appropriate volume to give children. It is excellently written, beautifully illustrated, and dwells particularly on Washington's youthful career. Illus. \$2.50

DANIEL BOONE, PIONEER

The true story of a great and adventurous frontiersman. In the pages of this book your little brothers and sons "may smell the campfires, hear the ring of the woodman's axe, and match wits with the Indians."—*Brooklyn Citizen*. Illus. \$2.00

SPRIGS OF HEMLOCK

A dramatic story of Shays' Rebellion and of two boys who fought through the desperate days with the rebels who wore sprigs of hemlock in their caps as emblem of their loyalty. It vividly recreates an early period in our country's history. Illus. \$2.00

MAYFLOWER HEROES

An exciting and true history of the first two and a half years of the Plymouth colony. It makes very real the figures of Miles Standish, John Carver, William Bradford, and other sturdy Pilgrims. Illus. \$3.00

HIGH ADVENTURERS

Another book of biographies of famous modern men and women who have found life a challenge to adventure along some particular line. These stories of Lindbergh, Edward Bok, Pupin, Byrd, Dorothy Canfield, Harriet Hosmer will stir boys and girls with a desire for similar achievement. Illus. \$2.00

THE DARK SECRET

Short stories that wrap up manners and morals so intricately and cleverly in interesting plots that the keenest juvenile mind will not detect their presence. That is the "dark secret" between parents and Mr. Hillyer. Illus. \$2.50

THE GRAPER GIRLS

That rare thing—a good book for girls in their teens. The story of three sisters in their school life and at home. It "escapes the usual pitfalls and weaknesses of junior fiction," says the *Herald Tribune Books*. "There is wholesome fun without preaching, romance without sentimentality, and a normal atmosphere." You couldn't possibly make a mistake in choosing this book for your own daughter or niece or young friend and she, you may be sure, will spend many a delicious hour chuckling over the escapades and good times of The Graper Girls. Illustrated. \$2.00

THE CHILDREN'S BOOK OF ANIMAL PICTURES

A beautiful addition to Mrs. Bryant's series of famous art books for children. "She has hit upon the bizarre method of gaining attention through an intimate description of the animal, its life and habits and its peculiarities. . . . Lo! before the child realizes it, he is staring eager-eyed at a picture of 'The White Stag' painted by Albrecht Dürer, wanting to know more . . ."—*Madison Capital Times*. 50 full page illustrations. \$2.50

RADIO STORIES

Every up and coming boy of today will want this collection of stories about radio's service to man—stories of storms at sea, shipwrecks, work on a great paper, and an ingenious tale called "The Detective Story Hour." \$1.25

BINGO IS MY NAME


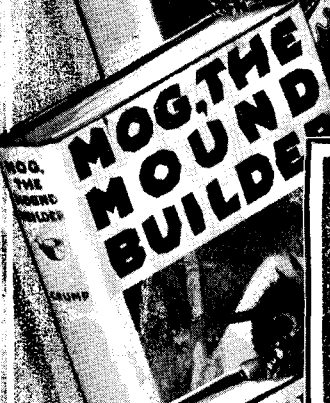

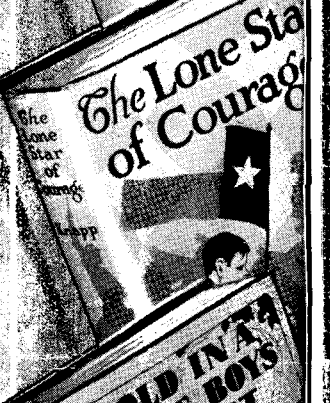

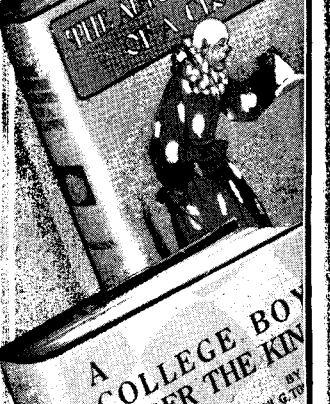
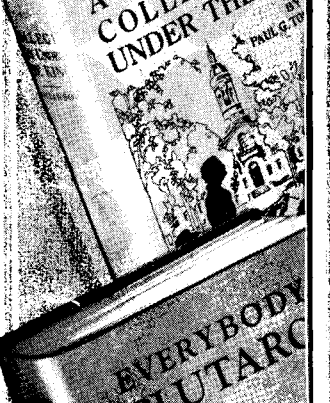

A gay and amusing picture book for small children which tells of the antics and adventures of a good little dog. Elmer and Berta Hader have done the pictures in color and black and white. \$1.00

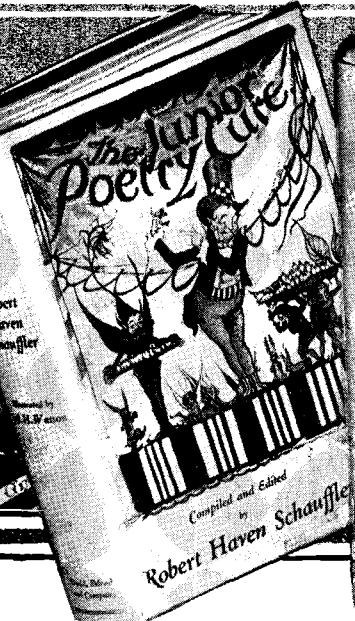
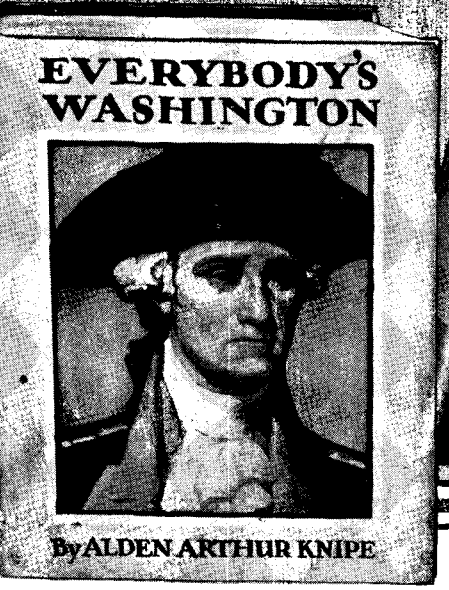
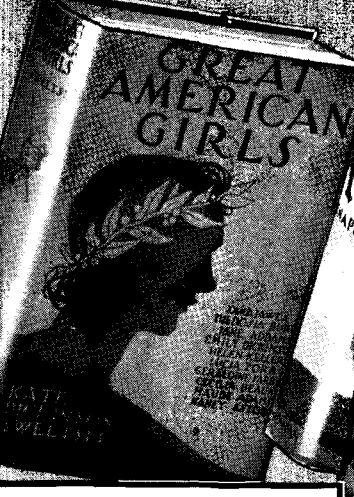


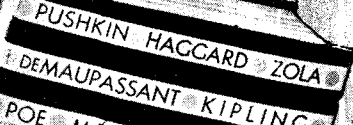



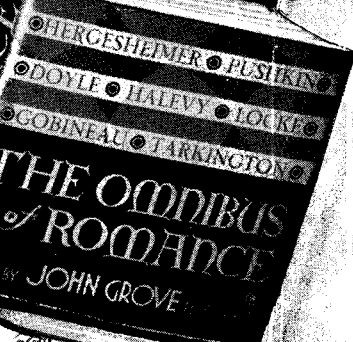
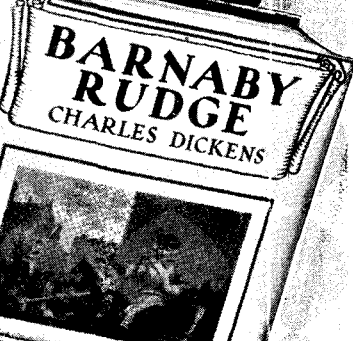

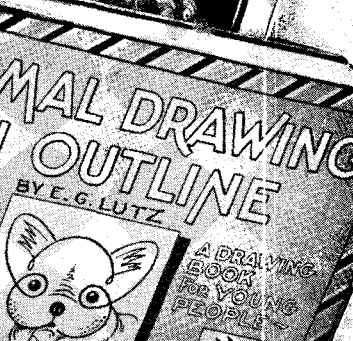
A CHILD'S GEOGRAPHY OF THE WORLD

Children who read this book will be surprised to find that learning things can be such fun! Mr. Hillyer conducts them on a fascinating trip around the world and shows them all of the unusual, picturesque, amusing, and different things that happen in every country visited. *The Herald Tribune "Books"* says, "The effect of it will be to turn these young people in a few years to more serious volumes about far places. It will stir curiosity in the smaller child; he won't forget it, because facts have been made glamorous, or amusing." We assure you that the boy or girl of nine or thereabout can have no happier introduction to geography than through this book. \$3.50

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Decorative figures on this page from *A Child's Geography of the World*

DODD, MEAD

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For the Young of All Ages
Compiled and edited by Robert Haven Schauffler
A beautifully illustrated collection of the most delightful poems youth can know, cleverly arranged for building character and forming such habits and traits as generosity, self-reliance, industry, courtesy, imaginativeness, sportsmanship, etc. Forty-eight line cuts, and frontispiece in color. \$3.50

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These twenty superb stories will carry you back to the enchanted days of knights in shining armor and will thrill you with its stories of adventure and combat. 309 pages. Ages 12-18. \$2.50

MOG, THE MOUND BUILDER
By Irving Crump
A vivid story of a prehistoric American boy among the Mound Builders in the region we now call Ohio. His adventures with strange animals and prehistoric men vie with the curious story of the mound builders' daily lives. Illustrated. Ages 10-16. \$2.00

MARY LOU:
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By Faith Baldwin
A club of lively girls—Junior High School age—in camp along the St. Lawrence River. Every girl will enjoy this story of Mary Lou's experiences—among other things, in learning to be a nurse. 299 pages. Illustrated. Ages 12-16. \$2.00

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A stirring story of the war for Texas independence. How Perry Farnham found himself plunged into the fierce battle at San Antonio and the massacre at the Alamo, from which he escaped to summon help. Illustrated. 240 pages. Ages 10-15. \$2.00

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By Sara B. Kennedy
An old favorite about a piece of string, a button, a marble, a nail, etc., which told their lives to one another as they lay in a little boy's pocket. 132 pages. Ages 7-10. \$1.50

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The true story of Jules Tournour, a world-famous clown. A revised edition with illustrations by Mary Ponton Gardner. 98 pages. Ages 7-12. \$1.50

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By Paul G. Tomlinson
A college boy's adventures in Colonial days. Uniform with "A College Boy in the Revolution." Each, \$2.00

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A carefully edited edition of this famous old book, arranged to include twenty-six lives of the greatest Greeks and Romans. A fascinating and enduring book. Good type. \$3.50

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A compact and vivacious account of the essential facts of his career, with a sound interpretation of his character and his achievements. With endpapers, line drawings and 7 full-page colored illustrations by Mead Schaeffer. Ages 16 up. \$3.50

GREAT AMERICAN GIRLS
By Kate D. Sweetser
Inspiring stories of the girlhood days of such interesting personalities as Sacajawea, Theodosia Burr, Jane Addams, Emily Dickinson, Helen Keller, Lucia Zola, Geraldine Farrar, Maude Adams, Nancy Astor, and Ellen Richards. 279 pages. Ages 12-17. \$2.00

THE BOYS' BOOK OF WEST POINT
By George L. Knapp
Its famous buildings and grounds, and the great men who studied there. The author emphasizes the cadet's life today, his studies, athletics, social recreations, etc. Includes entrance examination data. Illustrated. 309 pages. Ages 12-16. \$2.00

SERGEANT PINKY
By Franklin M. Reck
Hilarious and hair-raising experiences of a group of boys who went from high school into the Great War. Realistic without being morbid, with emphasis on comradeship and leadership. Illus. 257 pages. Ages 12-17. \$2.00

OMNIBUS OF ADVENTURE
Edited by John Grove
Forty-four complete stories of stirring adventure by the world's greatest writers—Stevenson, Conrad, Melville, Dumas, Kipling, etc. 882 pages. For boys and girls, ages 16 up. \$3.50

WONDERS OF THE ANT WORLD
By Hanns Heinz Ewers
The curious habits of ants, their community life and their wars, their engineering feats, etc., as related by a skilful writer who gives first-hand information. Ages 14 up. \$2.50

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Twenty-four novelettes and stories, conjuring up the very spirit of Romance, by Hergesheimer, Tarkington, Stevenson, Locke, Doyle, and others. Especially for girls, 14 and up. \$3.00

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A beautiful new edition with 16 full page color plates. In the *International Classics*. \$2.00

JOHN MARTIN'S BIG BOOK—No. 15
A gorgeous bazaar of reading—stories of far-away lands, of animals and birds, of lives of great men and women, with poems, puzzles, and other delights of childhood. \$2.50

ANIMAL DRAWING IN OUTLINE
By E. G. Lutz
A drawing book for young people in which the beginner is led by progressive steps from simple lines to a complete figure. Designs of nearly 200 birds and animals. \$1.75

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