

A Resolve

Here, in Garden City, we have
made a resolution to find at least 23,000
more readers for T. S. Stribling's novel,
THE STORE. 23,000 more readers this
year.

We feel that this is a great book, deserving a great audience. It has made its own way; run 'way ahead of its advertising; risen above any particular clique or taste. It is a book which deserves you.

So far **THE STORE** has sold 37,000 copies. Earlier this year William McFee's fine novel, *The Harbourmaster*, sold 60,000 copies. Shall our present goal be less? With booksellers, individual readers, reviewers pushing us to push the book, can we fail them in their confidence?

Here's what they are saying:



Important

"Easily the most important U. S. novel of the year."—*Time Magazine*



Teems with Life

"Teems and swarms with life. . . T. S. Stribling's best book."—*Laurence Stallings*



Excitement

"Cannot be read without primitive excitement, eagerness to know what happens next."
—*New Statesman* (London)



Rich Satire

"The richest satirist, best story teller now practicing in America."—*Cleveland Press*



A Noble Book

"A noble work of fiction. You'll enjoy it on your vacation."—*United Press*



Refreshing

"Vibrates with human interest . . . portrays the historic background of a commonwealth with all its peculiarities, pride, idealism, cruelty, and humanity."—*Benjamin Silberman, N.Y. bookseller*

P.S. We'll make a little bet that you'll read **THE STORE** within the next three months. You may not go right out and buy it after seeing this particular ad. But sooner or later it's the kind of book you'll discover, to your satisfaction and delight.

571 pages. \$2.50

DOUBLEDAY, DORAN

TO THE DEPARTING VACATIONER:

If you are planning to be far away from the source of books this summer—at your camp in Maine or your cottage on the shores of the Pacific, in any of the summer resorts scattered over America—or even travelling abroad, *The Saturday Review* will follow you faithfully wherever you may wander. It will bring you news of new books from which you can choose the ones you want. The list can be mailed to your favorite bookseller at home and you will be saved from the fate of finding yourself in a bookless wilderness on those inevitable dogdays when the pine woods are drenched in rain or a sea-fog rolls in and envelops the universe.

When you return to town *The Saturday Review* will return with you and you will find that you have no intervening gaps in reading to be filled. For the modest sum of \$3.50 you will have fifty-two weeks of stimulating reading and authentic information about books.

If you will send your name and address to our Circulation Department, we shall be glad to enter your subscription immediately.

THE SATURDAY REVIEW OF LITERATURE

25 West 45th Street

New York City

The Reader's Guide

Conducted by MAY LAMBERTON BECKER

Inquiries in regard to the choice of books should be addressed for the summer to Mrs. BECKER, 2 Bramerton Street, Chelsea S.W. 3, London, England. As for reasons of space ninety percent of the inquiries received cannot be answered in print, a stamped and addressed envelope should be enclosed for reply.

C. H. L., *Jackson Heights, N. Y.*, says, "As to French-Canadian dialect, besides Drummond's book there is another, also of poems, written by W. H. F. Tenney of 21 Emerson Place, Watertown, N. Y., and very good."

SOMETIMES a report comes back from these lists of travel books sent out so often by the Guide to intending travellers. From Malaga, Spain, O. M. W., whose home town is Hollywood, writes: "You helped me so much with your letter on what to read for my six months in Spain, that I've been grateful to you all the way. The 'Short History' by Sedgwick, and 'Unromantic Spain,' by Praz, were particularly effective. The 'History of Spanish Literature' was the only one I didn't read of the twenty in my box the month I was on the steamer. I am anticipating skimming them all again on the way home for reactions 'after,' and then I shall have the 'Literature' new. I had the 'Alhambra' with Pennell's drawings, which gained so much by being read just before and among my visits." And then comes an enticing six-months' itinerary, and tucked into the letter post-cards of Toledo, Granada, Sevilla. Those with Spain on the mind may take notice, and those thinking about a book-box for a steamer's deck.

E. A. S., *Little Rock, Ark.*, asks for lists of good books recommended for children in the grades. "Leisure Reading," an illustrated pamphlet of 132 pages, has been prepared by the National Council of Teachers of English, whose list of like nature for the use of High School pupils proved so broad-minded, popular, and generally elevating. This new book-list may be cheerfully offered to children of grades seven, eight, and nine, for their own selection; the annotations are meant for their use, describing with a note of allure. Miss Stella S. Center and Max J. Herzberg are co-chairmen of this committee, and its report in this form is worthy of the earlier booklet; like that, the colored and other pictures are a feature, those most attractive to potential readers being chosen. The National Council's address is 211 West 68th Street, Chicago, and the booklet costs twenty cents—less in quantities.

R. R., *New York City*, asks for books "useful to a person fortunate enough to be able to spend the summer in the Tyrol around Salzburg." Fortunate is the word. That one would gather from a brief acquaintance with an inexpensive color book, "Austria," by J. D. Newth (Macmillan), in which the Salzburg country has an appreciative section. The Baedeker for this country is "Tyrol and the Dolomites" (Scribner), of which a new, revised, and enlarged edition has appeared since the war: the Tyrol is also part of Clara E. Laughlin's popular travelling companion, "So You're Going to Germany and Austria" (Houghton Mifflin). "A Wayfarer in Austria," by G. E. R. Gedye (Houghton Mifflin), is one of an excellent series of Wayfarer books, rich in background and full of personal experiences; this one is sympathetic and well-informed. "The Spell of Tyrol," by W. D. McCrackan (Page), has also been revised since the war; it has colored pictures. A traveller by automobile should get "Motor Rambles in Central Europe," by Frank C. Rimington (Houghton Mifflin), which includes the Tyrol; this has photographic illustrations and paintings by the author's wife, and detailed advice for the motorist. Marcia Davenport's "Mozart" (Scribner) should be included, especially if the visitor has the Salzburg Festival in mind; it is a new biography alive with the lovable personality of one whom no one can understand without loving—or his music either. For that matter, if the Festival is to be the center of this tour, as well it might be, anything on the subject of "Everyman" would be desirable preparation for the production by Max Reinhardt of Hugo von Hofmannsthal's "Jedermann" on the cathedral square. Any foreign travel ticket agency, or the Governmental Tourist Office at Salzburg, keeps on hand a leaflet called "Salzburg," a model of compact facts. Speaking of tourist literature, two items should be noted by travellers using this department. First, the immense edi-

tion of "Enjoying England," published by the London Northeastern Railway, is exhausted; as B. Warde wrote the book I'm glad it was so popular. Second, I have received from the Terramare Office, Wilhelmstrasse 23, Berlin SW 48, "Passing through Germany," a beautifully illustrated bird's-eye view of the country, with descriptive articles in English, poems, and other literary features. It was sent me free, and I suppose would be so sent to prospective or hopeful travellers; the photographs are astonishingly clear, and include subjects as out of the ordinary as Charlie Chaplin rapt before the Pergamon shrine and an example of the work of a new fish-eye camera with a picture angle of 180 degrees.

P. W. M., *Baltimore, Md.*, asks for a book on household medicine, "more complete than Copeland's."

I am always more than conservative in recommending books for home treatment of human ills; for some time after this department was founded this was one of the few subjects on which I did not advise at all. But the newly published "Oxford Medical Adviser for the Home," by John D. Comrie, M. D. (Oxford University Press) is safe and sound; arranged like a dictionary, any topic may be consulted with the least possible loss of time, and its information, while not interfering with proper professional treatment, is succinct, enlightening, and reliable.

D. F., *Baltimore, Md.*, says that she read "Swann's Way" without knowing anything about Marcel Proust, and was thereby impelled to read not only all the rest of the series but "some intelligent literary commentary on Proust. I don't want biography; I've been told he was all sorts of queer things and am not interested in finding out about them. It seldom pays either in understanding or perception to know." Clive Bell's "Proust" (Harcourt, Brace) is brief, inspiring, informing; it is impossible and unwise to separate Proust's life altogether from his work, but the emphasis in this study is on his place in literature and on that of his book in the social history of his time. Proust is one of the "Five Masters" treated by J. W. Krutch in his book with this title (Cape), together with Boccaccio, Cervantes, Samuel Richardson, and Stendhal—a book that is biographical only as these lives affect their works, and critical without being hard reading.

B. D. V., *Cambridge, Mass.*, asks for a guaranteed good beginner's book on gardening; "I've had terrible luck with every garden I ever tackled, and I'd like a book that goes into details about soils and bugs and so on—scientific, not merely chatty." When it comes to gardens I ask someone in Philadelphia. My authority there tells me to recommend for this purpose "The Seasons in a Flower Garden: a Handbook for the Amateur," by Louise Shelton (Scribner). It covers, she says, soil preparation, insecticides, location as to what will bloom in the shade and what requires full sun and those in-between, and gives soil required as damp, dry, heavy, etc. It was first published in 1906, and is full of valuable help; my informant says that on going again to the book to refresh her memory of its details she came upon just the information she needed for some present problems, in the section headed "Don'ts." She also says that good catalogues have instructions for planting, cultivation, location, and the like, and that rose growers will give full directions for preparation of bed, depth of planting, and so on. Soil testing paper or equipment may be bought from seed stores.

H. C., *Richmond, Va.*, asks for books on the care and training of dogs. The largest to appear in some time, a regular encyclopedia, enlivened with amusing stories and practical advice, is E. C. Ash's "Practical Dog Book" (Derrydale Press). This comes originally from England, where they take dogs seriously and treat them with respect; it costs \$6.50, but about everything is here, even to the history of each breed. "Your Dog," by N. W. Lewis (Putnam), is for one about to become a dog-owner; it deals with the care and admonition of forty kinds of dog, which should give a man a choice. A

COMMUNITY SINGING. Adyar, India: Theosophical Publishing House.

BEAUTIES OF ISLAM. By Annie Besant. Adyar, India: Theosophical Publishing House.

PRINCIPLES OF EDUCATION. By Annie Besant. Adyar, India: Theosophical Publishing House.

MEMORIES OF PAST LIVES. By Annie Besant. Adyar, India: Theosophical Publishing House.

THE "BROTHERS" OF MADAME BLAVATSKY. By Mary K. Neff. Adyar, India: Theosophical Publishing House.

THE COLOPHON. A Book Collectors' Quarterly. Contents Part Ten. New York: The Colophon, Ltd., 229 W. 43rd St.

A CLASSICAL DICTIONARY OF THE VULGAR TONGUE. By Captain Francis Grose. Edited by Eric Partridge. London WC1: Issued for Private Subscribers by the Scholartis Press at xxx Museum Street.

BURNED BOOKS. Neglected Chapters in British History and Literature. By Charles Ripleyle Gillett. Columbia University Press. 2 vols. \$10.

Pamphlets

TO HAVE OR TO BE—TAKE YOUR CHOICE. By Hendrik Willem Van Loon. Day. 25 cents.

THE SOCIALIST CURE FOR A SICK SOCIETY. By Norman Thomas. Day. 25 cents.

TWO HUNDRED TOPICS IN IOWA HISTORY. Compiled by William J. Petersen. Bulletin of Information Series: No. 15. Edited by Benjamin F. Shambough. Iowa City: Iowa State Historical Society.

THE YOUNG MAN WASHINGTON. By Samuel Eliot Morison. Cambridge, Mass.: Harvard University Press.

PROFITS AND WAGES. By Anna Rochester. New York: International Pamphlets. 10 cents.

THE BANK FOR INTERNATIONAL SETTLEMENTS. By Rollin A. Sawyer. New York: Public Library.

GEORGE WASHINGTON. New York Public Library.

BACKGROUND OF THE MANCHURIAN TROUBLE. Japanese Chamber of Commerce, 90 Broad Street, New York City.

THE SHANGHAI INCIDENT MISREPRESENTED. Shanghai: Press Union.

WILLIAM CHARLES. By Harry B. Weiss. New York Public Library.

THE PROBLEM OF THE HOUR. By A. Basil Wheeler. New York: Wheeler Press Syndicate. 15 cents.

A STRIKELESS INDUSTRY. By M. H. Hedges. Day. 25 cents.

TRAPS FOR UNBELIEVERS. By Mary Butts. London: Harmsworth.

COLLECTED PAPERS OF CHARLES SANDERS PEIRCE. Edited by Charles Hartshorne and Paul Weiss. Vol. II. Elements of Logic. Harvard University Press. \$6.

THE PROBLEM OF THE HOUR. By A. Basil Wheeler. Wheeler Press Syndicate, 100 Fifth Avenue, New York City. 15 cents.

DISARMAMENT OR PREPARATION FOR WAR. By K. L. von Oertzen. London: Vickers & Andrews.

AN OUTLINE OF THE LITERARY HISTORY OF THE BIBLE. By Margaret B. Crook. Abingdon. 50 cents net.

AGAINST REVOLUTION. By Gilbert Seldes. Day. 25 cents.

THE THREE PHAROHS. By Hermann Hagedorn. Day. 25 cents.

Travel

YOUR MEXICAN HOLIDAY. By ANITA BRENNER. Maps and illustrations by CARLOS MERIDA. Putnams. 1932. \$2.50.

This fluent and companionable little guide-book remains throughout in harmony with its happy title. It is for interested visitors who are making a first trip to Mexico. The style is encouragingly colloquial, as if not to alarm any vacationist, but the sentences are so stripped and brief that they leave a reader rather breathless.

For the past few years sensitive urban Mexicans have had an uneasy feeling that there may be something "denigrante" in the humorous touches which brighten Terry's monumental Guide. The Mexican "authorities and bureaus" whose cooperation is cited on the jacket of this one were therefore delighted at the idea of having an up-to-date book prepared by a writer sympathetic with national aspirations and appreciative of Mexico's recent achievements and progress as well as of her fascinating past. Such sections as those on Education and Social Welfare, Modern Art, Automobile Highways, are new and were needed, as was the calendar of native fiestas. Otherwise this guide is by no means a substitute for the carefully documented mass of scholarly information about the country and its history—the detailed, alluring description—which Terry provides. The traveler had best take both.

Miss Brenner charitably warns white collar wanderers that real exploring in Mexico is "plenty rough." In her gaily devised list of "Honeymoon Places" are some which have no gringo accommodations. Motorists, fliers, and Cortés are favored with the only clear maps: the maps of the cities, particularly of the capital, are useless.

It was an inspiration to name some of the country's great haciendas (an interesting subject to foreigners), but tourists must not suppose that good manners permit unannounced visits in force, even at the hugest. Nor must they expect to find "floating gardens" (always an absurd fancy!) at Xochimilco.

For the convenience of those who have no Spanish all possible words are anglicized, most accents are left out, and even proper names are translated—a helpful innovation. References and literary paraphernalia have been discarded. The print is a blessing to the eye, and the decorations make jolly the tantalizing approach to the vital chapter on Food and Drink. Bare mention often takes the place of description, so the long index is somewhat deceptive. However, the pleasant thought to use a gallery of beautiful photographs as advertisements helps make up for this.

To every corner subtle Mexico shows a different face, and not even the initiate and Mexican-born Miss Brenner may tell "everything you could possibly want to know in preparing for your Mexican vacation," as the publishers assert, but she has produced with success a handbook easily consulted, light, and "popular."

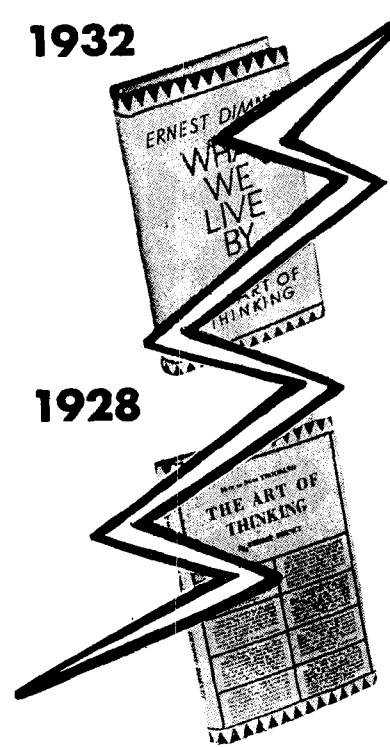
Notes of a Rapid Reader

A brief book, Edmund Blunden's "The Face of England" (Longmans, Green, \$1.25) is more successful in conveying the flavor of the landscape which he describes than many a far more comprehensive tome. It is a poet's transcription of the English scene and is interesting not merely as a vivid and delicate portrayal but in the fact that it veritably transfers to prose the epithet and the point of view of the poet. As a study of the detail that makes appeal to the poet and of the emergence of imagery and ideas from the familiar features of the countryside it is a study worth analyzing. * * * Joseph Hergesheimer's "Berlin" (Knopf), on the other hand, is pure journalism. The book might more justly have been entitled "Berlin, Munich, Vienna, Budapest, and Environs," since its length is distributed over these cities. It contains much about hotels and restaurants, encounters and impressions, and is lively enough but superficial. * * * "Runaway Days (Dodd, Mead, \$2), by Samuel Scoville, Jr., is a volume of nature studies in the author's familiar strain, a succession of brief narratives of adventure in the hills and woods, written with charm and zest. * * * The country from another angle is reflected in Marion Nicholl Rawson's "From Here to Yonder" (Dutton, \$3.75), an account of early roads in New England comprehensive enough in its scope to embrace not only the highways and trails themselves but the vehicles that travelled along them, sights to be seen upon them from the grewsome spectacle of the gallows to tombstones with their quaint epitaphs, stretching back from the roadside, the inns that dotted them, and the beds that gave the wearied traveller rest.

Charlotte Prentiss Browning's "Full Harvest" (Dorrance, \$2.50) presents the reminiscences of a nonagenarian whose life was a placid one and whose recollections are centered about her home town, Cooperstown, New York. Mrs. Browning came of a family prominent in that place, knew intimately the present generation of Coopers as well as their townspeople, and could go back in memory to James Fenimore himself. Her book is an agreeable chronicle of a life that was laid in pleasant places, containing bits of local history and vignettes of Cooperstown notabilities. * * * The famous notes of "The Trial of Jeanne D'Arc" have not been accessible in English since they have never been fully translated. Gotham House, Inc., has just brought out a complete edition, translated by W. P. Barrett. There are a few more dramatic transcripts of important historical source material. * * * The Pilgrim Fathers have just figured in a somewhat psychological novel, *We Begin*. Now another aspect of their history—this time fact and not fiction—is contributed by Professor D. Plooi of Amsterdam University, who in a publication of the New York University Press discusses their history in Holland and studies them from a Dutch angle. (*Pilgrim Fathers From a Dutch Point of View*.)

1932

1928



Lightning CAN strike twice in the same place . . . not only CAN but HAS!

VERY rarely in the book business is a second book a "natural" like its successful predecessor. But ABBE DIMNET's new book is, and we've been trying to find out why.

"What We Live By" was published on June 25th. Although booksellers bought large stocks, reorders began to pour in at once. Two days ago a second telegram reorder came in from an out-of-town bookseller. We phoned him long distance to ask whether a favorable review had appeared (we had not advertised the book in that city) and were told no, it was simply that people had heard about it, heard

that it was even better than "The Art of Thinking" and wanted it.

Here in New York, "What We Live By" (like "The Art of Thinking" three years ago) tops all non-fiction best-seller lists. We assign the following reasons for its success—which is exceptional in the literal sense of the word:

1—"What We Live By", was not written in a hurry for an artificially created market. ABBE DIMNET spent three years writing, re-writing and perfecting his book before he allowed his publishers to see the manuscript.

2—The reviews have been superb. A few of them:

"A feast of wit and wisdom in addition to its evocation of soul and spirit."

—John O'Hara Cosgrave

"... conceived with such clarity of thought, and written with such clarity of diction, the reader does not realize that he has been lured into the pursuit of philosophy."

—New York Times Book Review

"The author discusses profound questions without dullness, commands virtue without cant, shares the rich culture of his mind without a trace of pedagogical pomposity."

3—"Word-of-mouth" advertising has circulated to the effect that "What We Live By" is actually as good as the reviews and advertisements say it is.

4—In these particular times people are interested in the fundamentals of living, of beauty, of love—in more enduring matters than they were a few years ago.

PERHAPS there are additional reasons to account for this phenomenon of lightning striking twice in the same place. We would like to hear from those friends of *The Inner Sanctum* who occasionally write to us out of a clear sky. Meantime the third printing of "What We Live By" goes to press.

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the new book by ABBE ERNEST DIMNET

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is a 1,000-Page Omnibus, just published. Take a look at it in any

bookstore. Pick your favorite. Then write us a letter nominating your character. For the 25 best letters received by August 15th, we'll award first-edition copies of *Hot Water*, the new Wodehouse novel.

OGDEN NASH,

editor of *Nothing But Wodehouse*, will select the winning letters. Mail ballot below with your letter to the Wodehouse headquarters, DOUBLEDAY, DORAN — Garden City, N. Y.

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☐ MULLINER ☐ WOOSTER

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