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YOUNG MAN (21), now stagnating in country town. Must wrangle living this Winter. Good looking. Fine physique. Bridge player. Dancer. Swimmer. Drive any car. Go anywhere. John, c. o. *Saturday Review*.

INTELLECTUALLY marooned? Write Georgia Smith, 5452 Second, Detroit.

ACCORDING to Edwin C. Hill, Doctor Rosenbach, the New York book-seller, owns a library valued at \$25,000,000.00. I fear that Mr. Hill underestimates. He does not know about the copy of "Faerie Queene," inscribed to Elizabeth Boyle. That brings the sum-total to \$25,000,000.30. George Frisbee.

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ARE THERE ANY PARENTS, Christian, who would appreciate placing one or two boys (7-10) in small select school at nominal rate this year? Unusual advantages. Box 224.

# News from the States

What the SATURDAY REVIEW most desires for this department is the pithy paragraph upon some significant matter, whether in relation to author's activities, bookselling activities and problems, the trend of reading in a particular territory, or allied matters. Booksellers' anecdotes will be welcomed. It is our aim to furnish a bird's-eye view of reading and writing America which will prove valuable both to our subscribers and to the book world at large. We hope that our subscribers will submit items from time to time.

COLORADO

THERE will, writes Heloise B. Hawkins, soon be a generous new crop of Colorado novels, owing to the presence of Margaret Widdemer on the staff of the Writers' Conference at Colorado University this month, as instructor in novel writing. She was entertained by the Denver Woman's Press Club, the Colorado Poetry Society, and the American Association of University Women.

According to the organ of the General Federation of Women's Clubs, Colorado is outstanding in its Traveling Library work. From Mrs. J. H. Hegarty, via Miss Hawkins, comes a full and enthusiastic report. It is trite to say that in Colorado, one of the great-open-space states, the traveling library is more than a boon to isolated teachers, preachers, ranchers, and clubs without library privileges. It is thirty-five years old, and owes its existence to A. M. Welles. Its only way of advertising is by sage brush and columbine telegraph. Colorado has not yet acquired big auto delivery wagons for the enterprise, but still uses the railroad. Needless to say, the work is a treasure-trove of moving anecdotes; and it has unexpected by-products, such as "singing-skewls."

Translations loom large in present book-activities here. Lucie Lafort has done Willa Cather into French; and may do Bess Streeter Aldrich, also Josephine Trott is converting into the same language, Colorado juveniles,—and verse to be used as prizes in European schools. The western stories of Clem Yore (known also as a poet) are being translated into Hungarian.

HAWAII

According to Clifford Gessler, Honolulu seems to have supplanted Majorca as the happy hunting ground for footloose writers. John W. Vandercook of New York, author of "Black Majesty," "Forty Stay In," and the just published "Murder in Trinidad," spent two weeks there this summer, with Mrs. Vandercook, sculptress, before proceeding to Fiji and New Guinea. Mr. Vandercook says if you want to see genuine primitive African life, don't go to Africa, but Guiana.

B. H. Lehman, author of "Wild Marriage" and "The Lordly Ones," has been giving a course of lectures on literature and drama at the summer session of the University of Hawaii. Dr. Lehman, who is a member of the faculty of the University of California, says Honolulu would be an ideal place for a school of creative writing. Dr. Lehman also brought word of a rising poetic talent on the Pacific coast, that of Marie de L. Welch, whose "Poems" will be published this fall.

Dr. Peng-chun Chang of Nankai university, Tientsin, is also a guest member of the U. of H. summer faculty. Dr. Chang gave a dinner lecture at Waikiki Lau Yee Chai July 26 on Chinese Poetry, bringing the subject up to contemporary times and reading in both Chinese and English from hitherto untranslated Chinese poets of our own period. He says the translations of the Chinese classic poets by Arthur Waley are thus far the best available. Dr. Chang, a graduate of Columbia University, became widely known in the United States a few years ago when he accompanied the actor Mei Lan Fang on his American tour and gave a course at the University of Chicago.

Friends in Honolulu report that Idwal Jones, author of "The Splendid Shilling," is on his way from New York to California by way of Panama and is considering a visit of several months to Honolulu, his wife's home town. Another prospective sojourner in Honolulu is Myron Brinig of Hollywood, whose "The Flutter of an Eyelid" is announced for the Fall.

Lincoln Ellsworth, explorer and author of "Our Polar Flight," "First Crossing of the Polar Sea," etc., spent a few days in Honolulu late in July on his way to the Antarctic. Mrs. Ellsworth accompanied him and will reside in New Zealand while he braves the perils of the frozen south.

Former Honolulu writers represented on fall publishing lists in New York include Don Blanding, with a book of verse,

"Let Us Dream"; Fannie Heaslip Lea with a novel, "Summer People," and Armstrong Sperry, with a South Sea juvenile, "One Day with Manu."

At least one high-powered fiction manuscript will be taken back to New York from Honolulu by Harry Snyder, the ubiquitous publisher's representative. It is a study of three generations of a missionary family in Hawaii. Further details are withheld for the present, as are those of a new Honolulu book store which will be opened early in September by a former New York man.

NORTH CAROLINA

Mr. Waldeen H. White sends us an interesting report of Dr. Archibald Henderson's recent survey of North Carolina literature for the past twelve months. The Bernardian Boswell remarks that whereas a quarter of a century ago a half-dozen to a dozen volumes and brochures told the tale, and five hundred words were ample for review, today one must give consideration to sixty or seventy volumes, brochures, pamphlets, treatises, and three thousand words are inadequate for a few lines each.

Although the term "North Carolina literature" is to be interpreted comprehensively—including with North Carolinians are natives out of the State and writers not natives living in the State—and in part is "flatteringly euphemistic," a number of volumes are of real importance. In history and biography Dr. Henderson finds the record not unimposing. Among these, to mention but two examples, "History of the Lost State of Franklin" by Samuel Cole Williams, of Johnson City, Tennessee; "John Sevier: Pioneer of the Old Southwest" by Dr. Carl S. Driver, of Vanderbilt University. (Not to mention Dr. Henderson's compendious biography of Shaw.) In the field of economics and sociology are works by well-known authors; among these, Ernest R. Groves and Gladys H. Groves, coauthors of the popular and excellent seller, "Sex in Marriage," "a serious study not unrelieved by humor." In fiction, two names of distinction, Paul Green with "The Laughing Pioneer," previously mentioned in these columns, and Gerald W. Johnson with "Number Thirty-Six." Of these authors, Dr. Henderson prefers the one as dramatist, the other as biographer. There is also Edwin Bjorkman's translation of the famous Norwegian novel, "Two Living and One Dead" by Sigurd Christiansen.

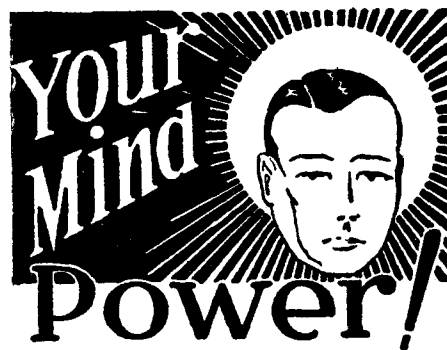
Mentioned as particularly arresting are the works, "Dante Gabriel Rossetti," containing an analytical list of manuscript in the Duke University Library, with hitherto unpublished verse and prose, edited by Professor Paul Franklin Baum of Duke University; and "New Orleans, Its Old Homes, Old Shops, and Public Buildings" with sketches by the author, Nathaniel Cortlandt Curtis, distinguished architect of New Orleans and a graduate of the University of North Carolina. The latter book, Dr. Henderson predicts, will rank high, in charm, in narrative, architectural, and historical interest, with the best accounts of American cities.

OHIO

Katharine Garford Thomas, who inadvertently started the recent librarian controversy, now settles it: "Evidently my statement which appeared in your columns recently was a bit confusing. May I state my point in a different way in the hope that it may be understood. Miss Eastman is directing the largest library in the country which has a woman at its head.

"I am glad to recognize the librarians of Minneapolis, Minn., Newark, N. J., and Portland, Oregon, as splendid women who are also administering good libraries.

"It may interest you to know that according to statistics published by the American Library Association, the Cleveland Public Library has the largest collection of books of any city in the country except New York City, and that its per capita circulation is larger than any of the other large cities including even New York."



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Are There Any  
BOOKSELLERS  
in the Audience?

Late last fall, *The Saturday Review* inaugurated a Bookstore Department. The purpose of this department is to increase the effectiveness of *The Saturday Review* as a tool of the trade.

Preliminary activities of the Bookstore Department have been centered in New York, with certain definite results. Fifty-seven New York Stores find it profitable to carry *The Saturday Review*. Sales of *The Saturday Review* in these stores have increased over 50% in six months. Most of the shops are using The Gold Standard, our ingenious device for displaying *The Saturday Review* together with a current book.

Bookstores carrying *The Saturday Review* have found that it makes new friends and new customers for the bookseller. Our Bookstore Department is full of ideas for book merchandising opportunities. For information on how *The Saturday Review* can make more book sales for you, write to


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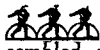
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## Trade Winds

By P. E. G. QUERCUS

### West 45th Street

By W. S. HALL

Whenever I have to get to Sixth Avenue from Fifth, I choose either 45th or 47th Street. Forty-seventh may be commented upon later; I don't recommend either passage-way for anyone in a hurry.

Marcus the jeweller, Jaeckel the furrier guard the west corners of 45th on Fifth. The single block is landlord to several notable tenants. Frigidaire, Daven-O beds, *The New Yorker*, *The Publishers' Weekly*, Lewis & Conger and, of course, *The Saturday Review of Literature*. (The Harvard Club acknowledges 45th Street by the presence of its broad rear end). But the most enticing doorway, the best windows are those of The Putnam Bookstore, No. 2. One simply has to stop.

In three more years Putnam's will celebrate its hundredth anniversary, with one-fourth of its century of biblio-progress spent on the present premises. The Putnam business was started in 1836 by George Palmer Putnam. Seven years earlier a "Boy Wanted" sign in the window of George W. Bleeker's tiny bookshop on Broadway near Maiden Lane had enticed him to apply. He got the job, with board and \$25 a year. The money was, I suppose, for good behavior. While Mr. Putnam's original shingle pronounced him a publisher, it was not long before he began to sell books at retail. And here again I am indebted to a book catalogue for

this department are marked in plain figures. This was not the case when, on occasion, years ago I would wander into Putnam's hoping to find something marked less than its value. But I never could tell because even then they had a code—a cryptogram I could not decipher. Calling for assistance brought me, usually, more attention than I wanted. Which recalls the occasion when once I did call for help and got myself in a fine mess. For, being poorly directed to a door lacking a sign, I found myself in the wrong washroom and spent a harrowing ten minutes trying to get out, unobserved.

Mrs. McGillivray presides over the Juvenile Dept. (main floor east). She has catered to the book tastes of little tots who now come in to take advantage of her advice for children of their own.

The ownership of Putnam's Bookstore passed, on April 22nd of this year, into the hands of a corporation of which Frank L. Magel is president and Wm. C. Schwab vice-president. I don't know how many presidents a man can be at one time, but Frank Magel enjoys also that title as head of the American Booksellers' Association; at present he is much concerned with a code. The new proprietors have given the store a new lively look. The arrangement of sections and departments is, in a manner, scientific, so that one is apt to stroll, after one purchase, and make still another. The lending library is main floor rear; a circulating library occupies the basement. The pump which keeps circulation actual in this department consists of an outside force of fourteen young men. These couriers start out each morning with a bag full of books. They circu-

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Copies on fine paper, neatly half-bound, price 75 cents. Postage for any distance, 15 cents.

Of many of the books herein mentioned, single copies only are imported. Those who give orders are therefore requested to mention if they wish to have the books imported if not on hand. They would be received in from thirty to sixty days. Orders should be accompanied by a remittance or satisfactory reference.

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particulars. A most astounding catalogue for a young concern—236 quarto pages, 54 of which comprise the index, closely set in diamond type. The address is 155 Broadway, the date 1850. "Foreign and American Books in Every Department of Literature, Science and the Arts" is the title. The price 25 cents with "copies on fine paper, neatly half-bound, 75 cents." I couldn't resist peeking at, for instance under Melville (Herman)—"Typee," "Omoo" and "Mardi" at \$1.00, \$1.25 and \$1.75 respectively. And Poe (E. A.)—"Tales," "The Raven," "Eureka" at 50, 50 and 75 cents.

I am afraid space will not permit a chronological list of the Putnam stores. But I was shown also a catalogue of Wiley & Putnam, 6, Waterloo Place, London, and 161 Broadway, issued apparently in 1844. *Americana*, we'd call most of the titles listed, though they hardly thought of them as such. Peck's "Guide for Emigrants to the Western States of America" (Michigan, Ohio, Indiana, Illinois, i. e.) 18 mo. 53; Riddell's "Monograph of the Silver Dollar, Good and Bad," New Orleans, 8 vo. 18s. The good old days evidently, when you could exhaust the dollar in a monograph (see weighty tomes in *Money* in this season's publisher's lists).

Some of the present employees have witnessed and contributed in no small degree to the progress of the store. Henry Giersberg came with Putnam's in 1894. Looking at Henry in a good light, this doesn't seem possible, especially when one recalls that a big part of this time was spent in battling with book-bearing salesmen.

Henry now has the old and rare books on the balcony. I noticed that books in

late freely through the office buildings in their respective territories. They return, bags still full, but with exchange copies. Sounds enterprising.

As for enterprise, soon after the genial Frank Magel arrived at Putnam's (via Syndicate Trading Co.) he rounded up for entertainment and instruction—and sales—the etcher Levon West. West, with "Making an Etching," \$2.50 net, at hand, actually did make and print an etching on the spot. I arrived just in time to see the last proof pulled.

There is one other department not apparent to visitors whose function is to keep book-buyers generally, and out of town ones especially—Putnam conscious. Mail order is worked, hard, and while the present lists don't look very Bruce Rogers, the prices provide the "pull."

So much for past and present. Under the guidance of Messrs. Magel and Schwab, expert conjugators of the new verb "to merchandise," the future is I think assured.

Trade Winds records with profound regret the death on August 31st of Mr. James F. Drake, distinguished dealer in first editions. Mr. Drake was for many years a leader in his chosen field; in our issue of August 12 Mr. W. S. Hall wrote an article about the new quarters of the Drake bookshop at 24 West 40th Street.

## WHY

are armament plants flourishing in an otherwise stagnant economic world?

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the true story of Mr. Shearer, the American 'publicist,' who admitted to the League of Nations that he received \$51,230 for 'professional services' at the Geneva Naval Conference of 1927?

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