

Trade Winds

BY P. E. G. QUERCUS

Split Second Exposure

NEW YORK, May 26 (SRL GRILL & PRESS ROOM—HOTEL PENNSYLVANIA).—Taking old man Kipling for a ferry wheel ride and proving that the "East is East" and "West is West" ditty is nothing but a saucy gag, more than 300 booksellers from East and West, from North and South, met, swapped yarns, and irrigated their tonsils when the 35th annual convention of the American Booksellers Association careened into dynamic activity on the sun drenched roof gardens of the Hotel Pennsylvania last Sunday.

The two-thirty afternoon whistle on this Sabbath day was the pay-off signal for membership registration and the laying on the line of five hard bucks for feed bag fodder and diverse, but polite, entertainment. That this convention is of paramount importance to all the boys and girls in the tome business is evidenced by one of the largest turn-outs in the last six years. Booksellers from as far West as Berkeley, Cal. and Dallas, Texas, are in attendance with Mrs. R. H. Arrington (Booklover's Shop), Montgomery, Ala., and L. P. Alfriend (Whitmore & Smith), Richmond, Va., among the below-Mason-Dixon booksellers. The college joints crashed through with able representation by Marion Bacon (Vassar Cooperative Bookshop), Poughkeepsie, N. Y.; Geraldine Gordon (Hathaway House Bookshop), Wellesley, Mass.; and Marion E. Dodd (Hampshire Bookshop), Northampton, Mass.

The Sunday session, after the welcoming address by E. S. McCawley, president of the Association, went quick into the program action, with Lloyd C. Douglas, the *Green Light* illuminator, doing the addressing with a flock of fresh jokes and a twenty-minute homily on the philosophy of Mr. Douglas.

The further portion of the afternoon program was furnished by Heyday House, the Long Island game publishers, who threw a party for the guests with games, toys, and classy works of magic. Sigmund Spaeth, tune detective of radio fame, played and sang while gin punch and elegant cookies were passed around with abandon.

The evening session marched on with a parade of famous authors published by Frederick A. Stokes and called the Spring Parade of Stokes Authors. The lead-off guy, Harry A. Franck, globe trotter and writer, magic lanterned his talk on out-of-the-way places of the world.

FLASH!! The SRL Grill & Press Room closes shop for the night.

NEW YORK, May 27 (THE SRL GRILL AND PRESS ROOM—HOTEL PENNSYLVANIA).—Strictly business marked the opening session of the Annual Convention of the American Booksellers Association on its second and last day of the meeting. Calling the membership to order, President McCawley barked out his report of the past year and then called upon Mr. Cedric Crowell, Chairman, National

Booksellers' Code Authority, to report the activities of his committee.

Getting immediately down to essentials Mr. Crowell, brought out the fact that during the year in which book code prices were in effect 34 publishers out of 35 showed an increase in business from 1% to as high as 180% with the general average being 20%. Mr. Crowell further brought out that the publishers' figures reflect themselves in the increased business in retail bookshops as well. Clarifying the distinction between price fixing and price maintenance, the speaker wound up urging his listeners to wire their Washington representatives to back up the NRA.

In continuing the program of the morning session Christopher Morley spoke on Prize Awards for Student Libraries; Eugene V. Connett of Derrydale Press on Sale of Fine Books by Tested Methods, and Frank L. Magel reported as chairman, Board of Directors, American Booksellers Association.

The afternoon session got into a huddle immediately after lunch with various book discussion problems given the important play throughout and climaxing the meeting with the election of officers.

Miss Marion E. Dodd of the Hampshire Bookshop, Northampton, Mass., spoke of the Customer's Viewpoint with Miss Sophie Kerr playing the customer role. George T. Eager revealed some unex-

pected information for booksellers secured through a new and recent survey; Virginia Kirkus and Frederic G. Melcher, *Publishers' Weekly*, offering additional dope that proved of great interest to the members.

With the completion of the speakers' end of the program election of officers was held with E. S. McCawley being re-elected president; John Howell, San Francisco, Calif., 1st vice-president; E. A. Nichols, president of the Illinois Booksellers' Association, 2nd vice-president; Lovick Pierce, Dallas, Texas, 3rd vice-president. Alfred B. Carhart, Brooklyn, N. Y., Robert M. Coles, New York City, and Ernst Eisele, New York City, were re-elected to their respective offices of secretary, executive secretary, and treasurer.

Book Babble: Ah, there is Polly Street of Morrow gabbing with some of the Morrow accounts . . . Miss Steloff of Gotham Book Mart, N. Y. City, greeting friends from Chicago . . . Charming Miss Ellen Ennis of D. D. (Lord and Taylor) and chairman of the reception committee hand-shaking a flock of newcomers . . . Beer and Bosely, crack book gals, sessioning in relays . . . Veronica Hutchinson, Halle book chief of Cleveland, having her program autographed . . . Anna Hyman, of Hyman's Book Shop, Des Moines, Iowa, scribbling the highlights of the talks . . . FLASH!! Here are the new directors of the Association: Cedric Crowell; Arthur Kroch, Chicago; Stanley Remington; George Jacobs, Philadelphia; and Marion Bacon, Vassar Cooperative Bookshop, Poughkeepsie, N. Y.

L. G.

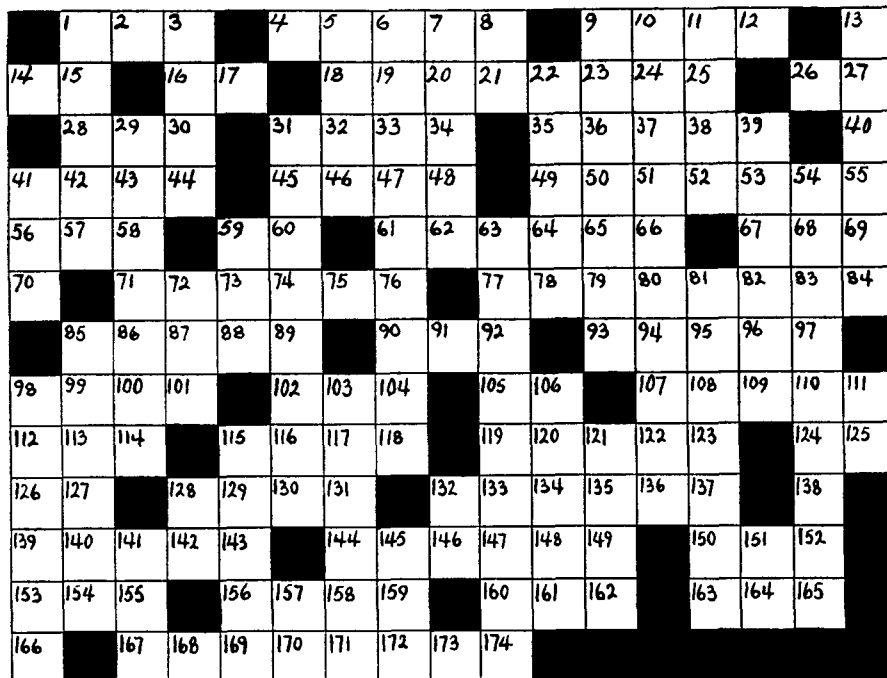
The A. B. A. and the N. R. A.

As we go to press:—The Supreme Court decision throwing out NRA codes hit the Monday session of the Booksellers' Convention at 3 P. M. A. B. A. officers, getting no definite interpretation from a phone call to the Deputy Code Administrator in Washington, could not tell whether the Supreme Court decision positively invalidated the booksellers' code, hoped the intra-state character of the poultry case on which the decision was based might leave a loop hole. Later reports made this hope seem forlorn, but they hoped also that the Feld-Crawford Act, providing against the practice of certain department stores in cutting prices on trade-marked merchandise ("loss leaders"), would safeguard price maintenance of books in New York, storm-center of the price-cutting problem. Legislation similar to the Feld-Crawford Act, which became law in New York State recently, has been enacted in California and Maryland, and is pending in several other states. President McCawley appointed members of the A. B. A. Code Committee to work on the Feld-Crawford Act.

This was the situation when General Hugh S. Johnson, former NRA head, longtime friend of the booksellers in their fight for price maintenance, and guest of honor at the A. B. A. banquet Monday evening, rose to address the booksellers. The General had had only a few hours to alter his speech in line with the news, but he beat Chief Justice's Hughes's peg to first base by a safe margin, quoting and amplifying what he had intended to say "before the sick chicken decision." Highlights: "The principles of NRA I think remain and I think that a new statute can be written to preserve them" . . . "The scare NRA has had will help to purge it of its bad features" . . . Under the loss leader system a customer "can make up on his literature what he loses on his laxatives." The body of the speech was a ringing defense of book price maintenance, saltily phrased, an attack on book departments which by cutting prices have "shown losses from 1½ to 14%." His conclusion left the A. B. A. in a fighting mood: "Because the decision has made chaos and despondency and rearmend the enemy tonight, is no reason for the friends of these principles to lie down and take it. It is a multiplied reason for ten times the courage and effort and fight that we have ever shown before."

Double Crostics: No. 62

By ELIZABETH S. KINGSLEY



DIRECTIONS

To solve this puzzle you must guess twenty words, the definitions of which are given in the column headed DEFINITIONS. The letters in each word to be guessed are numbered. These numbers appear under the dashes in the column headed WORDS. There is a dash for each letter in the required word. When you have guessed a word, fill it in on the dashes; then write each letter in the correspondingly numbered square on the puzzle diagram. When the squares are all filled in you will find (by reading from left to right) a quotation from a famous author. Reading up and down the letters mean nothing. The black squares indicate ends of words; therefore words do not necessarily end at the right side of the diagram.

When the column headed WORDS is filled in, the initial letters spell the name of the author and the title of the piece from which the quotation has been taken. Unless otherwise indicated, the author is English or American.

The solution of last week's Double-Crostic will be found on page 23 of this issue.

DEFINITIONS

- I. Judge of the dead (Greek myth).
- II. Eating of raw flesh as a religious rite.
- III. Bullied, intimidated.
- IV. Self-interest.
- V. Establishment of cordial relations.
- VI. To shift, evade, shuffle.
- VII. Imaginary terrors.
- VIII. Meliorists.
- IX. Interlaces.
- X. Laborer with a spade.
- XI. Flags hung from frames.
- XII. Members of British nobility.
- XIII. Play by George Kelly.
- XIV. Author of "Silver Rattle."
- XV. Noted, famed.
- XVI. City in Scotland.
- XVII. Free from scent.
- XVIII. Dizzy; frivolous (comp.).
- XIX. Makes a mistake.
- XX. General effect (2 words).

WORDS

109	129	13	34	154	28	102	173	74	41	63	123
164	118	36	107	153	166	148	43	138			
98	162	62	93	167	114	157	73	143	82		
19	150	86	56	142	70						
116	90	18	49	14	146	139	65	159	95	75	57
144	96	103	58	59	110	161	165	171	130	66	89
71	147	64	121	9	17	99	170				
100	169	163	46	11	6	136	112	88			
81	8	124	53	119	135	33	113				
152	42	3	21	111	87						
83	117	12	60	29	92	50	26	105			
25	1	133	168	51							
16	80	94	85	134	115	126					
39	145	106	156	132	55	78	61				
141	22	97	27	4	77	69	120				
172	31	47	108	44	101	104	38	54			
10	137	151	23	45	127	52	67				
91	125	174	149	128	160	15	37	158	32	155	
7	20	76	84								
40	5	140	79	68	30	24	48	122	35	2	72

PERSONALS

ADVERTISEMENTS will be accepted in this column for things wanted or unwanted; personal services to let or required; literary or publishing offers not easily classified elsewhere; miscellaneous items appealing to a select and intelligent clientele; exchange and barter of literary property or literary services; jobs wanted, houses or camps for rent, tutoring, travelling companions, ideas for sale; communications of a decorous nature; expressions of opinion (limited to fifty lines). All advertisements must be consonant with the purposes and character of The Saturday Review. Rates: 7 cents per word, including signature. Count two additional words for Box and Number. Payment in full must be received ten days in advance of publication. Address Personal Dept., Saturday Review, 25 West 45th Street, New York City.

POCONO WRITERS' GROUP young writers working under experienced editors, writers, critics. For circular address C. Emory Gingrich, 1138 Overington St., Philadelphia, Pa.

ATTEND THE SCRIBBLERS FAIR and POETRY MART, Detroit, June 26-30. Address THE MIXERS, 5475 Woodward, Detroit.

SENIOR HIGH GIRL, 17, desirous of aiding child, English-Latin, or general companion. Able to leave city for summer. Reply Foster, Bogota, New Jersey (General Delivery).

THE FRIENDSHIP CLUB was created in the spirit of service to contact the lonely everywhere. Box 434, Spokane, Washington. Enclose postage.

ARE YOU BORED to death by your morose environment? Send 3c stamp for unique plan of connecting the mentally isolated by correspondence. CONTACTS, Box 91, Station D, New York City.

INN-BY-THE-SEA, Browning's Beach, motor destination, MATUNUCK, RHODE ISLAND, between Watch Hill and Point Judith; P. O. WAKEFIELD; R. R. Terminals Westerly or Kingston Jc. FREE GUEST USE of Private Bathing Beach and Bathhouses; Boats; Thousand Volume Library; Picnic Oven in Dunes; Concrete Tennis Court; 125 Acre Fish and Game Preserve; NO EXTRAS! Nearby Theater-by-the-Sea operates nightly; Golf and Horseback Riding available; garage; electricity; some private baths. Rates on application. ADDRESS INN-BY-THE-SEA, WAKEFIELD, R. I.

M.A., TWENTY-FIVE, teacher, with office and miscellaneous experience, desires summer or permanent position of any nature; location and compensation immaterial. Enjoys sports, writing, reading, art. Miss M. E., Box 133, Randle, Washington.

THE NEW YORK CRITICS haven't seen it. People are buying it anyhow. In fact we've just had the second printing this year. What is it? A book called "Who Loves a Garden," by Louise Seymour Jones: an anatomy of gardens and gardeners from Meleager, Virgil and Lady Montague to the present. Even if you can't read, you'll love its flowery-paper jacket and binding and its flower initials. Discerning booksellers know of it, or order direct (\$2.50) from The Primavera Press, 614 West Sixth, Los Angeles.

RELIABLE INFORMATION—Florida Tung-oil Orchards are goldmines. Write 29 Third Street, Weehawken, N. J.

WASHINGTON, D. C.—Lodgings for one desiring clean comfort and undisturbed privacy at \$25 a month. Owner, 1419 Maryland Ave., N. E.

PLAY OR PLOT, leap or sleep, Beecher Lodge is THE place—and cheap! Budd Lake, New Jersey.

For Double-Crostic Fans

WE have recently published a book of Double Crostics, conceived by Elizabeth Kingsley.

The book contains Fifty Double Crostics that have never before appeared elsewhere. It is available at all booksellers or direct from SIMON & SCHUSTER, INC., 386 Fourth Avenue, New York City. Price....\$1.35 per copy.