

# Trade Winds

BY P. E. G. QUERCUS

THE Midwest Conference of the American Booksellers Association, on October 17—the first regional convention of its kind, we believe—was a notable success and much appreciation was shown of the energetic work of the committee, headed by Mr. A. Kroch. A number of interesting meetings were held on trade problems, followed by a dinner at the Hotel Sherman attended by (we were told) nearly 400. Mr. Kroch presided, Sterling North of the *Chicago Daily News* was toastmaster, and the speakers were Margaret Ayer Barnes, Dr. Morris Fishbein, John A. Reed (Little, Brown & Co.), Vincent Starrett, Christopher Morley, and Dr. A. E. Wiggam. Rev. Preston Bradley was also to have spoken but had to leave, before his turn came, to perform a wedding ceremony. It seemed better, as Sterling North said, to allow Dr. Bradley to leave than to permit the waiting couple to begin family life without benefit of clergy. Which reminds us that the Oxford Press is pleased that the Bible buried in the Time Capsule at the World's Fair, for the perusal of A. D. 6939, was an Oxford India Paper edition bound in pebbled morocco. A duplicate of same, says the O. U. P., "can be had from any bookseller." It is not always wise to be too optimistic however: a friend of ours reports that he scoured the bookshops of Baltimore the other day without being able to find a copy of the complete *Pilgrim's Progress*, a book one would surely hope always to find in stock.

A pleasant item for the Christmas List should be G. K. Chesterton's final book *The Colored Lands*, a freakish miscellany which includes many drawings and caricatures by G. K. C. and various unusual oddities in verse and prose which have not been printed before. (Sheed & Ward, \$2.50.) We can't help wondering just what it was that so outraged a lady in Newport, R. I., who wrote us lately:—"I had thought I could refrain from telling you what a disappointment your magazine was when you recommended *The Hidden Lincoln* by Hertz and I paid \$5 for it. Since then I have not even opened your magazine and simply drop it in the waste basket. Fortunately my subscription expires Jan. 31, 1939." One anxiety is, we still think that for those who really want to know something about Abe (true, there are many who don't) and what he was up against, Mr. Hertz's editing of the Herndon papers is extraordinarily valuable and touching. Maybe somebody would like to take over this indignant lady's subscription right away, we hate to think of the little magazine (on which we work hard) lying in some swanky wastebasket in Newport. We bet the butler would enjoy it. Among interesting literary auction-sales we note Part I of the William Randolph Hearst Collection (autograph letters and MSS to be sold at the Parke-Bernet Galleries, 742 Fifth Avenue, November 16 and 17. Mr. Tony Bade, for so many years well known auctioneer at the Anderson-American Art

Galleries, very generously gave his time and services at the recent Book-Auction Dinner held for the benefit of Blind Artists. We were amused to see in the Long Island Terminal bookshop (of the Doubleday Doran chain) that by chance a placard saying *The Best Book on Riding*, referring to a volume on equestrianism, stands against a pile of Zora Hurston's *Tell My Horse*—which deals with Voodoo in Haiti. Chicago, by the way, is all steamed up because its projected subway, argued about for some thirty years, is going to be an actual fact. Everyone is wondering which of the Loop stations will have exits handy to bookstores. With a subway Chicago will really know the Facts of Life.

The 100th anniversary of the historic firm of G. P. Putnam's Sons was celebrated this week (Oct. 27) by a dinner at the St. Regis. Mr. Franklin E. Parker, Jr., toastmaster of the occasion, introduced the speakers, who included Richard E. Byrd, Walter Damrosch, John Dewey, Raymond Moley, and Judge John M. Woolsey. By an interesting coincidence the present George Palmer Putnam, who was with the family house from 1919 to 1930, announces a new publishing business of his own with headquarters in Hollywood (6253 Hollywood Boulevard). Mr. Putnam believes the trend of the arts is increasingly Westward, and says "with California bulging with authors, perhaps a modest publisher should have a chance."

It seems that Mr. Van Wyck Mason, or the *New York Times* who reported him, gave a little lastex or two-way-stretch to the September hurricane as experienced in Providence, R. I. Our

allusion to Mr. Mason's account (Trade Winds, Oct. 1) brought in a circumstantial letter from Mr. Ross V. Hersey of the Providence *Journal* checking some points of inaccuracy. It appears that the two women Mr. Mason saw "drowned without possibility of rescue" must have been store-window dummies. No women were drowned in Providence, Mr. Hersey says, but "there are several stories of the thrilling rescue of store-window dummies, often attractively feminine." Nor did the roof of the railroad station blow off in toto: the copper cornice was ripped off, and portions of the metal roof-covering. Mr. Hersey says "Anybody who was in Providence during the hurricane, which our Governor inadvertently termed 'a great blow to the State,' had plenty of thrills, so I doubt if Mr. Mason will mind if he is assured that those women escaped a watery grave." Miss Maria V. Leavitt, who recently retired from the N. Y. Public Library after many years of industrious service, answers our casual inquiry as to what she was now going to read just for fun. Miss Leavitt says that in the first week of her leisure she read *The History of the Printed Book*, and Mr. Wu (by Louise Miln). The second week she found time for *The Saturday Review*, *Life*, and *The New Yorker*. In our own miscellaneous reading we greatly enjoyed John Bakeless's article (*The Commonwealth*, Oct. 14) on the history of the great Variorum Shakespeare. Its beginning was when Fanny Kemble gave a free ticket for her Shakespeare readings to a 14-year-old boy in Philadelphia. This was the senior Furness who spent an entire and innocent lifetime in a differential calculus of Shakespeare tests and in raising kittens. Shakespeare scholars have very often been cat-fanciers, and the poet himself was very catlike in temperament. So perhaps was Chaucer (we haven't made up our mind on this); but Milton was noble and tedious like a dog.

## Where are the readers of The World

Frankly, if the old *New York World* were still being published, this would not be necessary. In those days it would have been a comparatively simple matter to reach the right public for so sprightly, rollicking and wholly delightful a book.

But after the death of *The World* its readers scattered. To reach them one advertises not in a single newspaper but in half a dozen.

And the disappearance of this market means far more to an author or publisher than merely the fact that the sale of so and so many copies is lost. For the people who read *The World* were in a peculiar way in the intellectual forefront of New York and of the nation. It was their recommendation, their offhand remarks, their incisive comments over the dinner table, in the conference room and, we must admit, at the speakeasy bar, which resulted in a book becoming a bestseller—or which consigned

an edition to be pulped.

So this is an effort to reach that old *World* audience, that audience which led rather than followed, which prescribed rather than accepted. We want those old *World* readers to read this book. We know that they will like its Gallic frankness, its robust humor, its staccato pace; we know that if they read it they will recommend this book to their friends—perhaps in the words of *The New York Times* which called it "so witty, intelligent and individual."

To the first 50 persons who write to us (*The Vanguard Press*, 424 Madison Ave., New York City) and tell us that they were readers of the old *World* (and tell us what paper they're reading now) we will send, free of charge, a copy of *THE HOUSE-KEEPER'S DAUGHTER* by Donald Henderson Clarke, himself one of the most brilliant reporters of the old *New York World*.

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## NOT A BAD IDEA—

We have been impressed of late by the number of new subscribers who tell us they first heard of *The Saturday Review* through an enthusiastic friend. Not a bad idea. Why not show your friends a copy of the SRL and see if anything happens?

## The New Books

(Continued from page 20)

stonewalls and barns." In the process he manages to do what Frost and Robinson, more sensitive, rarely do: he forces the type beyond reality and into sentimental caricature. This Coffin New Englander is precisely as real as the Kentucky patrician of second-rate romance, as a professional Irishman out of Lever. Regionalism pushed too far inevitably produces a never-never-land; and when it is expressed in the sedulously homespun poetry-ness that is Professor Coffin's prose style, it loses even its sentimental conviction.

The lectures are only slightly more impressive as literary criticism: the approach is "appreciative," and the appreciation all too often goes over into judgment-annihilating ecstasy. There is a tremendous amount of atmospheric writing here (as a lecturer, Professor Coffin seldom employs that traditional New England figure which he calls "litotes: that's understatement, in case you have forgotten your old-fashioned rhetoric"), and a great deal of quotation; but the discussion of the poems is mostly dressed-up commonplace. "The times I had picked blueberries and not known I was kneeling in poetry!" The real New England—a small part of it—is plainly and lastingly in the best poems of Robinson and Frost; in these lectures it is only a dream of prettiness. D. F.

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## Double-Crostics: No. 240

By ELIZABETH S. KINGSLEY

	1-T	2-G	3-A		4-H	5-R	6-Q	7-X	8-F		9-R	10-I	11-N	12-K		
13-C	14-J		15-E	16-D		17-W	18-K	19-X	20-G	21-B	22-P		23-F	24-G	25-J	
26-C	27-M	28-O	29-Y	30-A	31-D		32-M	33-J		34-S	35-K	36-F	37-N	38-U	39-A	40-V
41-L		42-L	43-Y		44-G	45-H	46-J		47-J		48-O	49-W	50-U	51-Z	52-M	53-S
54-D	55-K	56-X	57-G		58-V	59-U	60-Q	61-A		62-G	63-L	64-H	65-X	66-P	67-T	
68-N	69-E		70-N	71-M	72-L		73-V	74-B	75-I	76-C		77-G	78-V	79-R	80-S	
81-G	82-E	83-O	84-L	85-R		86-V	87-R	88-E	89-J	90-M	91-N	92-E		93-J	94-H	95-M
	96-H	97-Y	98-S	99-J		100-Q	101-T	102-D	103-M		104-V	105-B	106-R	107-K	108-H	109-Z
110-E		111-W	112-C	113-P	114-R	115-I	116-S		117-Q	118-K	119-O	120-R	121-U	122-I	123-A	124-F
	125-J	126-P	127-S	128-F	129-D		130-U	131-X	132-Z	133-J	134-D		135-A	136-W	137-S	138-T
139-O	140-U	141-F		142-Y	143-L	144-H		145-Y	146-Z		147-U	148-D	149-I	150-Z	151-C	
152-D	153-F	154-P	155-S		156-J	157-Z		158-L	159-F	160-A	161-E	162-H	163-K	164-D	165-Z	166-X
	167-O	168-U	169-M	170-B		171-C	172-J		173-U	174-V	175-A	176-O	177-G	178-Y	179-C	

## DIRECTIONS

To solve this puzzle, you must guess twenty-six 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. The key letters in the squares are for convenience, indicating to which word in the definitions each letter in the diagram belongs. 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. Authority for spelling and definitions is Webster's New International Dictionary (second edition).

The solution of last week's Double-Crostic will be found on page 18 of this issue.

## DEFINITIONS

- "Resurrection man" in "Tale of Two Cities."
- Short for a butter made from fat.
- Logical doctrine of the laws of thought.
- Sea spray.
- First-rate; extremely good (slang).
- Literary Age of Anne.
- Compass point.
- Character in "Christmas Carol."
- Author of "Jackanapes" (1884).
- Group of Connecticut writers (2 wds.).
- Estimation; judgment.
- Portuguese epic poem by Camoens.
- Irish.
- Novel by W. G. Simms.
- Planet Venus as the morning star.
- Of yore (poetic).
- Fresh tidings.
- Wages.
- Great Spartan lawgiver.
- Positive principle of Chinese philosophy.
- Mount sacred to Apollo and the Muses.
- Defamed by a writing, picture, etc.
- Solemn affirmation.
- Assuming superiority (colloq.).
- Italian painter (1266-1336).
- Title of a Mozart symphony.

## WORDS

135	160	3	123	175	30	61	39				
21	170	105	74								
76	171	112	151	13	26	179					
164	134	54	16	129	102	148	152	31			
88	15	69	161	82	92	110					
23	153	124	159	141	8	38	128				
24	2	62	77	81	44	177	57	20			
64	162	45	94	4	96	108	144				
115	75	122	10	149							
99	47	125	33	172	156	133	25	89	93	14	46
55	118	18	107	163	12	35					
84	143	41	42	63	72	158					
103	52	169	90	95	32	27	71				
91	68	11	70	37							
83	28	48	119	167	139	176					
126	154	113	22	66							
60	6	100	117								
87	106	5	79	9	120	114	85				
155	80	53	127	137	98	34	116				
1	101	138	67								
50	59	140	121	38	130	173	168	147			
58	78	86	174	104	40	73					
136	49	17	111								
56	19	7	65	166	131						
29	97	145	43	178	142						
150	132	146	157	109	165	51					