

Six-Cent Walk and the \$4,200,000 Ticket

By THURMAN PRICE

THOSE OF US who remember their McGuffey, will recall the story of Lincoln's six-mile walk to return six cents. It was clear, even had you not *known* the ending, that this honest New Salem storekeeper was going to become our 16th president.

If a sense of honor is the yardstick, then a recent experience has shown that there are a great many potential presidents in the U.S.A. today.

IN MAY 1954, Pan American originated the "Pay-Later" Plan for overseas travel. It opened up so many secret places to so many would-be travelers, that the corporate reward was over \$4,200,000 in "Pay-Later" applications.

And for those Cassandras who see the U.S. as in a progressive moral decline, we add this: "*Pay-Later*" passengers have lived up to their promises—and promptly. Repayment was 100% at the end of the plan's first year! "*Our conclusion is that our 'Pay-Later' passengers feel that they have received their money's worth,*" says an official of the airline.

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TRADE

Winds

WITH THE BOOK publishers of America leading the cheering section, editor Bill Nichols of *This Week* magazine has launched a "Wake Up and Read" campaign, leading off with a vigorous piece in the May 15 issue by Dr. Frank Baxter of Southern Cal. Dr. Baxter is the charming and glib prof who has made millions of TV fans actually enjoy Shakespeare, but he is the first to admit that TV can be no substitute for reading: it can only "open the eyes of the beholder to the treasures that await on the printed page." Baxter winds up with a list of thirty-two books which constitute his "Vitamin A Bookshelf": "must" reading for everybody "from the age of seven to seventy"—but intended principally as a star-spangled introduction to literature.

Dr. Baxter's list one (from the ages of seven to twelve): "Silver Pennies: A Collection of Poetry for Boys and Girls"; Stevenson's "A Child's Garden of Verses"; Hawthorne's "Wonder Book"; Lang's "Fairy Tales"; Bunyan's "Pilgrim's Progress"; Defoe's "Robinson Crusoe"; Swift's "Gulliver's Travels"; Wyss's "Swiss Family Robinson"; Carroll's "Alice in Wonderland"; Kipling's "Just So Stories"; Scott's "Ivanhoe"; Lamb's "Tales from Shakespeare"; Verne's "The Mysterious Island"; Twain's "Tom Sawyer"; Dickens's "A Christmas Carol"; Stevenson's "Treasure Island"; a children's edition of "The Arabian Nights."

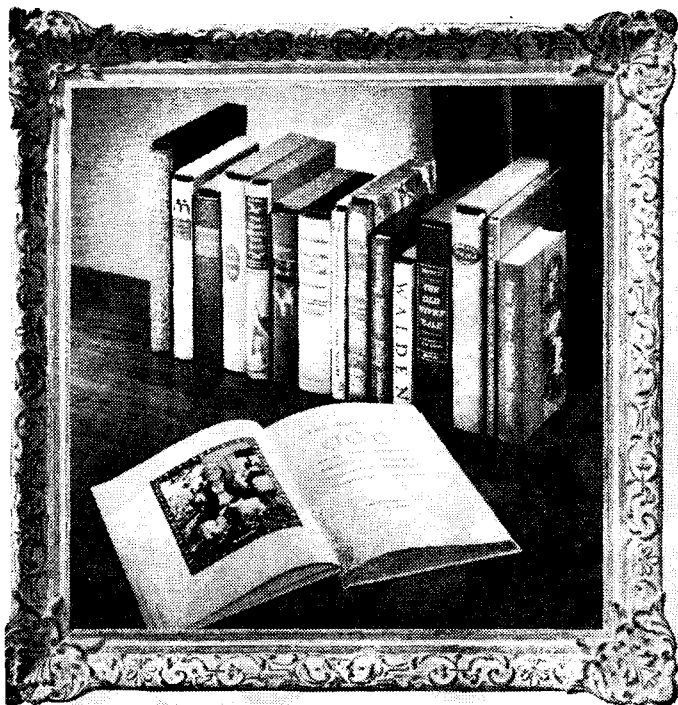
Dr. Baxter's second list is "best after twelve": Scott's "Lady of the Lake"; Kipling's "Puck of Pook's Hill"; Verne's "Twenty Thousand Leagues Under the Sea"; London's "The Call of the Wild"; Dickens's "David Copperfield"; Twain's "Huckleberry Finn"; Auslander and Hill's "The Winged Horse Anthology"; Macaulay's "Lays of Ancient Rome"; Dickens's "A Tale of Two Cities"; Tennyson's "Idylls of the King";

Kingsley's "Westward Ho!"; Blackmore's "Lorna Doone"; English and Scottish folk ballads; Stevenson's "Kidnapped"; Dana's "Two Years Before the Mast."

Personally, I believe Dr. Baxter's list is slightly out of date; I'd certainly include E. B. White's "Charlotte's Web" and some of the excellent new historical juveniles, and leave out "Pilgrim's Progress" (which bored me to death) and probably "Lorna Doone" and "Lays of Ancient Rome." But nobody can have a real quarrel with a man who so obviously has his guns trained in the right direction. A decided virtue of the Baxter list is that almost all the books on it are available in excellent, low-priced, unabridged editions.

ERIC AMBLER, WRITING to his friend Caskie Stinnett of *Holiday* magazine, made a proposal that could have far-reaching consequences. It involves nothing less than the creation of an International Spy Reserve, to be called E. Phillips Oppenheim Park. The ideal location, says Ambler, would be the Ile du Levant, off the coast of Southern France, abounding in disused Vauban and Napoleonic fortresses for the spies to spy on. Garrisons of disabled and impoverished veterans could be provided as recurrent dupes for the intrepid cloak-and-dagger men. Escapes by boat to the mainland could be made at scheduled intervals at dead of night without risk to neighborhood shipping and in absolute safety for the spies themselves. Female spies in traditional black satin would, of course, be introduced for breeding purposes. Spies would be classified by vintages, and even a small atomic pile provided for the younger fry to spy on. Sounds great. A store specializing in belted trench coats, with accommodations in the rear for writers of TV serials





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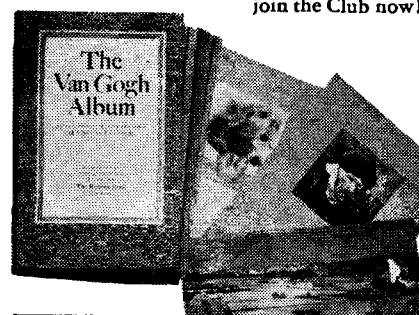
THERE HAVE BEEN great book bargains before, of course, and there will be again. But it seems safe to say that never in the history of book publishing has a greater bargain been offered to wise buyers.

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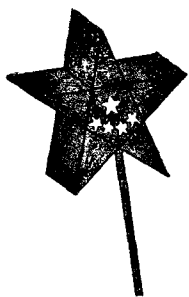
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BABES IN THE HOLLYWOODS. . . . M-G-M allegedly forked over \$300,000 for the picture rights to Robert Ruark's "Something of Value." Charles Rolo overheard an executive of the company declare ruefully, "We overpaid—but it's worth it". . . . The genial stout who sang "Sit Down, You're Rocking the Boat" in the Broadway production of "Guys and Dolls" will essay the same role in the Goldwyn screen production. His name is Subby Kaye—but Sam refers to him absentmindedly as "Stubby Toe" . . . Art Linkletter, emceeing a dinner in honor of George Gobel, told the audience, "We tried to get Godfrey to preside, but he was busy giving a sendoff to some of his pals." . . . Gobel, in New York to accept a Peabody Award, generously credited his writers for much of his spectacular success, and, indeed, Hal Kantor is one of the best. "Hal's so rich," confided George, "he has writers of his own!" . . . Gobel told a publisher that his boxer, Irving, cannot be taught not to chase automobiles. The publisher assured him, "Every boxer chases cars." "I know," said Gobel, "but Irving catches them." . . . Richard Micks, fatigued by parking problems in the film capital, admitted, "There's nothing that gives me as much of a tickle as to park on what's left of another guy's nickel." . . . Alan Wilson heard a visitor ask a platinum-tressed starlet, "Did you buy that sable wrap out of your earnings?" The starlet gave a low chuckle—or was it a Peale?—of laughter and replied, "I owe it all to my Power of Positive Winking."

SERIOUS PAPERBACKS are now appearing in such profusion that a glut of the market, similar to the one that seared the more popular type of quarter books a year ago, now seems inevitable. While the going is good, however, a Paper Editions Club has been organized by Richard B. Fisher and associates at 2233 Camino Real (shades of Tennessee Williams), Palo Alto, California. If nothing more, this club can keep you *au courant* with the really notable flow of good titles now being made available at a fraction of their original price. I suggest that you send for the Paper Editions Club's literature. . . . The sixtieth-anniversary dinner dance of the New York Booksellers' League featured strange fruit cup, stalky and company celery, olives à la twist, dissertation on roast beef, peas of mind, and black majesty coffee on its menu. Keith Jennison whanged his gee-tar, Bo Budlong imitated everybody in sight, and a group of mummers headed by

Peggy Amend, Bill Hickey, Mary Ann Lee, Ed Manger, Margaret Sullivan, and Arnold Swenson acted a repertoire that ranged from "Uncle Tom's Cabin" to "A Hot Cat on a Cold Roof." A group of "experts" almost succeeded in fathoming which was which.

DILLON ANDERSON, the debonair Houston attorney (Charlie Morton describes him as "a double for Rhett Butler"), recently named Special Assistant for National Security Affairs, is the author of two Little, Brown books: "I and Claudie" and "Claudie's Kinfolk." He also has written for the *Atlantic Monthly* "A Portrait of a Poker Player," which describes graphically the dire fate of anybody rash enough to sit down and play with Jesse Jones. . . . Mr. Morton has a beguiling volume of his own on the spring Lippincott list: "A Slight Sense of Outrage" . . . Victor Gollancz, distinguished English publisher, spent an utterly futile evening in New York recently trying to convince a theatrical producer that his name was not Gonzales. . . . An executive on the Coast sent his office boy to Marian Hunter's book store to pick up "A Man Called Peter." The boy asked, "How will I recognize him?" . . . Collectors of railroad lore (you'd be surprised to know how many there are) are awaiting Kip Farrington's "Railroading Around the World" (Coward-McCann), which will contain more than 200 photographs of thirty-four rail systems in twenty-three countries. . . . A pizza no artist could paint is only one of the spectacular recipes rounded up in Maria Taglienti's "Italian Cookbook."

PUN-ISHMENT. Vanessa Brown boasts a pair of silver candlesticks fashioned after nude figures. She calls them her scandalabras. . . . Stanley Adams, Oakland attorney, thinks that the Matusow book should be equipped with a reversible jacket. "Trouble with that fellow," adds Adams, "is that he can't decide which side his red is uttered on." . . . During the Trojan War, recalls J. Floyd Monk, Achilles predicted the course of an impending battle in meticulous detail. "How can you be so sure?" asked a fellow general. "Nothing to it," boasted Achilles. "My myrmidon told me." . . . Maurice Dolbier threatens to write a book about Africa called "Sahara, Wrong Number."

And at the White House in Washington, whispers Leonard Bers, the Eisenhowers were engaged in a hard-fought bridge game when a finesse went wrong for Ike and he went down two tricks. It was one of the few times anybody ever set a President.

—BENNETT CERF.



Prepare to greet

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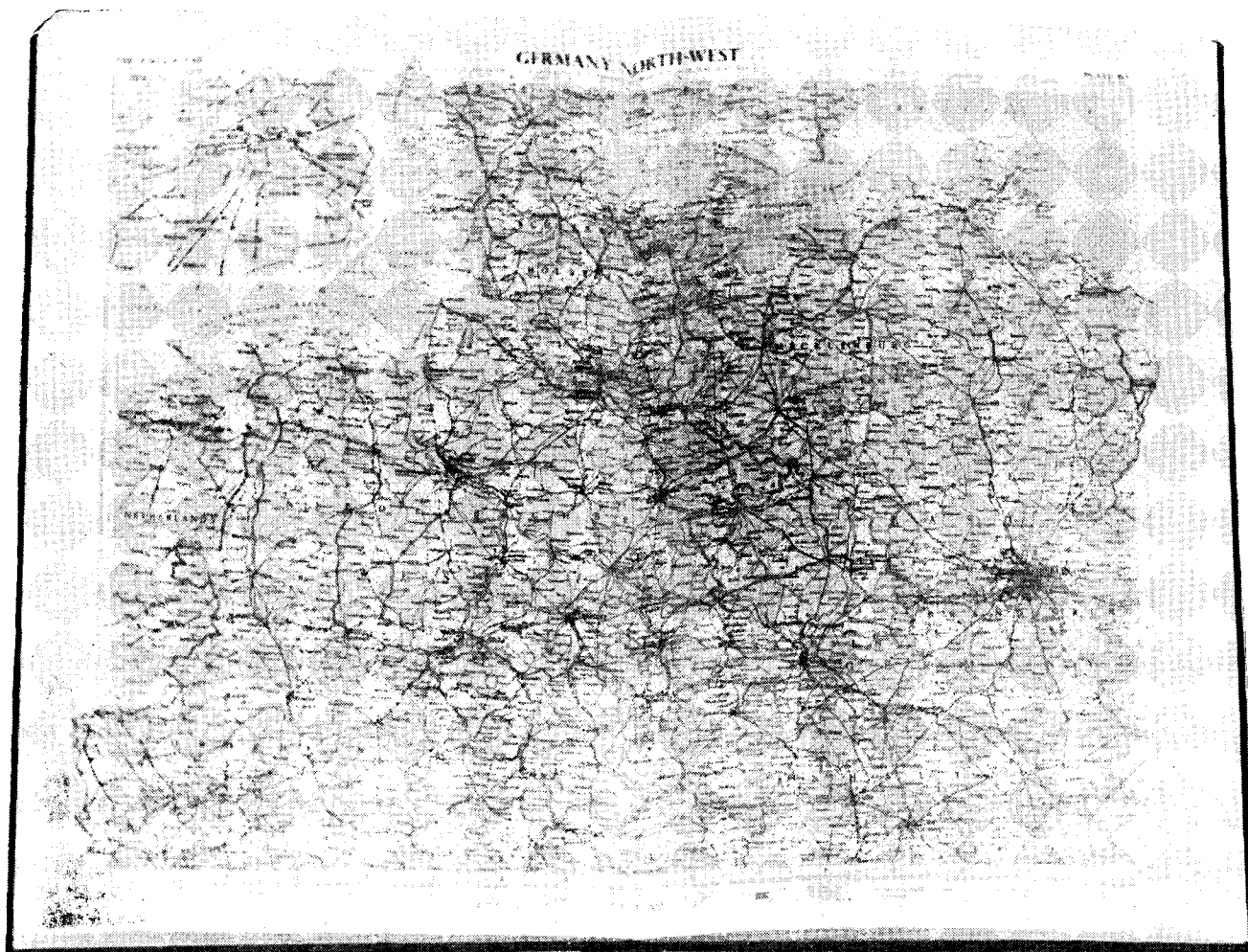
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Edited by John Bartholomew, M.C., M.A. for *The London Times*



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The atlas will appear in five uniform volumes, each covering a section of the world, each indexed individually and in all respects complete for the area covered. The complete atlas will show over 200,000 places. The volumes will measure $19\frac{1}{2}$ by $12\frac{3}{8}$ inches, will be uniformly bound, and lettered in real gold on front and spine. 120

double-page maps, each measuring 24 by $19\frac{1}{4}$ inches, will appear in the complete atlas.

NORTHERN EUROPE will be published in Aug. 1955. The five volumes will appear one each year, in the following order:

- 1955 NORTHERN EUROPE (Vol. III)
- 1956 MEDITERRANEAN AND AFRICA (Vol. IV)
- 1957 THE AMERICAS (Vol. V)
- 1958 WORLD, AUSTRALIA, EAST ASIA (Vol. I)
- 1959 INDIA, MIDDLE EAST, RUSSIA (Vol. II)

If you order *Northern Europe* before Sept. 21 from your bookstore or from Houghton Mifflin Company, 2 Park Street, Boston 7, Mass., you may take advantage of the special Charter Buyer's Price of \$20.00. After Sept. 21 it will be priced at \$25.00. Similar reductions will be offered on later volumes.

THE CASE FOR HOPE



It is the differences among the samenesses of life which upset Modern Man. While he is a great earthshaker, hydrogen-bomb blower, and calculating-machine attendant, he is no freer than the Neanderthal man from personal death, for example, or the needs of decency and health. Can our new material skills ever help to make us a better world? Arthur H. Compton—Nobel Prizewinner for physics (1927), director of the Chicago project which set up the first atomic chain reaction, chancellor of Washington University until 1953, and now Distinguished Service Professor of Natural Philosophy there—writes that they can. Man's new powers must be used to build a new moral life, and a sound political community.

By ARTHUR COMPTON

ACCORDING to the most generally accepted views of astronomers and physicists, the beginning of the physical universe dates from about four or five billion years ago. Before this time it seems that not only were there no stars and atoms, but that time itself was something of only indefinite meaning. It may be that this concept will need revision, but at least it will serve as the starting point for our present view of man's history.

Roughly three billion years ago the earth was formed. Our earliest evidences of life date back a billion years. Then came in succession the appear-

ance of the vertebrates, the mammals, and, a million or so years ago, primitive man. It is some 50,000 years since *homo sapiens*, man of the kind we know, first appeared on the scene. Six thousand years ago we find the beginnings of civilized life, and with it, as my late colleague James Breasted described it, the dawn of social conscience. In the following millennia came the introduction of writing, the foundations of logic and of Greek science, the growth of the great religions, the development of the technology first of the precious metals, then of bronze, and later of iron and steel. Some 500 years ago occurred the European Renaissance, the printing of

books, the discoveries of the great geographic explorers, and the establishment of the testing of hypotheses as the foundation for the firm growth of modern science. It is within the last two generations that so many of the great developments of science and technology have occurred. These include the establishment of the germ theory of disease, proof of the existence of atoms, the discovery of the electron and of radioactivity, the knowledge of the age of the rocks, the measurement of the distance of the stars and galaxies, the development of organic chemistry, the discovery of antibiotics, and the other extensive applications of many forms of technology.

If we should liken the five billion years of the universe's existence to a year the last two generations are but a third of a second, the time required to take one quick step. The remarkable fact is that during the time required for this step there has been added to the heritage of man something that is substantial in relation to that of all the long year of his previous history. This is what we mean by saying that we are changing rapidly.

As we look at ourselves through the