

TRADE Winds

HAVE YOU EVER WONDERED what plays of modern vintage enjoyed the longest runs on Broadway? "Life with Father," according to *Variety*, tops the list with a whopping record of 3,224 consecutive performances. Close behind comes "Tobacco Road" with 3,182. "Abie's Irish Rose" is a bad third with 2,327. (Incidentally, both "Tobacco Road" and "Abie" were murdered by the critics, and did practically no business for their first weeks. They were saved by producers who simply would not concede defeat.) Rodgers and Hammerstein nail down fourth and fifth spots with "Oklahoma" (2,248) and "South Pacific" (1,925).

Then come the following: "Harvey": 1,775; "Born Yesterday": 1,642; "The Voice of the Turtle": 1,557; "Arsenic and Old Lace": 1,444; "Hellzapoppin": 1,404; "Angel Street": 1,295; "Lightnin'": 1,291; "The King and I": 1,246; "Guys and Dolls": 1,200; "Mister Roberts": 1,157; "Annie Get Your Gun": 1,147; "The Seven Year Itch": 1,141; "Pins and Needles": 1,108; "Kiss Me Kate": 1,070; and "The Pajama Game": 1,052. Where the current "My Fair Lady" will end, know only Levin and CBS!

Speaking of Rodgers and Hammerstein, their score for the upcoming TV spectacular, "Cinderella" (due March 31) is just plain wonderful. Don't miss this show!

THIS SEASON serious new plays are having a tough time on Broadway, where slap-happy "vehicles" and sure-fire farce are the order of the day. Two shows, however, have managed to buck the trend: "The Hidden River" and "The Potting Shed." I enjoyed both tremendously, and think *SR* readers may find them infinitely more rewarding than many of the more publicized "smash-hits" . . . There are three far-above-average movies in the offing, too: Gene Kelly's "The Happy Road" (a mixture of René Clair and old Keystone-comedy routines that had me holding my sides with laughter), "Designing Woman," with Lauren Bacall and

Gregory Peck, and "Funnyface," with nostalgic Gershwin melodies, breath-taking decor, and the incomparable Fred Astaire doing capers with Audrey Hepburn he hasn't dared attempt since Ginger Rogers went off on her own. . . . And here is just one more recommendation: Don't miss Bergen Evans's "The Last Word" on CBS-TV. Hear it once and chances are you'll be making a Sunday-afternoon habit of it!

ROOTS . . . Herr Brockhaus, publisher of Schopenhauer's works in Germany, once sent the philosopher a gold watch for Christmas. Schopenhauer said "Thank you—but the watch doesn't go." Brockhaus replied, "I guess it takes after your last book. That's not going either". . . . "At the age of forty-three I was stage struck," recalls Ogden Nash, "and that caused an odd bit of whimsy, 'The Sweet Bye and Bye,' which said bye-bye to Broadway in exactly ten days. At one of the performances, the leading lady, looking through the stage curtain peep hole, murmured, 'The audience appears to be in a nasty mood tonight.' 'Don't worry,' the leading man reassured her. 'We'll probably outnumber them!' . . . William Dean Howells always found time to see aspiring young novelists, and discuss their problems with them. One's head was turned by the immediate click of a carelessly executed but sensational novel. 'I'm sure my book has already earned five times as much as anything you ever wrote in your life,' he boasted to Howells, 'but I have a feeling the literary quality of my work is falling off.' 'I wouldn't say that,' corrected Howells. 'You write as well as you ever did. Your taste is improving, that's all.' . . . In "Famous First Facts" (H. W. Wilson Co.) Joseph Kane asserts that the "first book review editor" in America was Sarah Margaret Fuller Ossoli, hired in December 1844, by Horace Greeley for his *New York Tribune*. In addition to her salary, the contract provided her a home with his family and allowed her the privilege of writing when she

Oriental Despotism

by Karl A. Wittfogel

This monumental comparative study of total power provides an entirely new framework for viewing recent Eastern history in general and the modern communist state in particular. The life-work of a scholar, who has been called "a pioneer social historian in this field," this book has already been hailed as a work of first importance.

\$7.50

at your bookstore

YALE UNIVERSITY PRESS
NEW HAVEN, CONNECTICUT

This book on Africa

is a "hair-raising experience."*

Zanzabuku

DANGEROUS SAFARI

By LEWIS COTLOW,
author of
Amazon Head Hunters



"**TREMENDOUS BOOK**...A classic among works on safari-land... with some of the most graphic pictures to come out of Africa."—*Philadelphia Inquirer**

"**EXCITING READING**... Armed with only a camera, he filmed lions making a kill, hippos making love, elephants and rhinos charging."—*Los Angeles Mirror-News*

"Anyone interested in Africa's flora and fauna, and the people, both black and white, will find it **A VERY REWARDING EXPERIENCE**" — STUART CLOETE, author of *The African Giant*.

Illustrated with breathtaking photos
\$5.00 at all booksellers

RINEHART & CO.

N. Y. 16



*A hugely enjoyable new novel
by the brilliant novelist and poet*

HOWARD NEMEROV

He explores, with a serious wit, the dilemma of the Man of Principle in action.

He paints a *trompe-l'oeil* portrait of a college community in crisis.

He creates a memorable character in young Professor Osman—who takes a Strong Moral Position, finds it fantastically complicated by other men's equally strong moral positions, matches wits with formidable opponents, and winds up with an ironic secret that he can share with nobody but the fortunate (and, of course, high-principled) reader of

THE HOMECOMING GAME

JUST OUT. 2ND PRINTING. \$3.50. SIMON AND SCHUSTER

*A charming, often
touching comedy about
one momentous day in the
lives of some delightful,
but unpredictable
Southerners, far from
home in St. Louis*

\$2.95, now at your bookstore. RANDOM HOUSE

Tennessee Day in St. Louis

A PLAY BY

Peter Taylor

author of A WOMAN OF MEANS

Can this be the model
of a modern Major
General — with a red
jaguar, a secret life
and a partner in crime?

DEATH OF AN OLD SINNER

By Dorothy
Salisbury
Davis

\$2.75 SCRIBNERS



"Pageantry and humanity

combine in a volume that is a pleasure to dip into or read through.... A highly successful attempt 'to allow the Elizabethans to give an image of their times in their own words and in their own pictures.'

—Christian Science Monitor

\$5.00

The Elizabethans

By ALLARDYCE NICOLL

CAMBRIDGE UNIVERSITY PRESS



desired. It was a tough racket, but she stuck it out until August 1846.

IN THE MOOD FOR A little pun-ishment? Writes George L. Kelly, of Athens, Georgia: "There's a good reason why a groom shouldn't see his bride on the day of the marriage prior to the ceremony. Too many looks spoil the troth." Catherine Haughey, of Detroit, describes department store clerks who try to sell her expensive items she doesn't want as "counter irritants." . . . Charles Noble, of Syracuse University, tells of a lad who inherited the stand where his mother sold apples, decided to continue in the trade of the old apple she. . . . Mrs. Eric Steine, of Maplewood, rapped her knuckles bare on the door of a friend before she could gain admittance, promptly awarded said friend the No-Bell Prize for 1957. . . . And Charles Holt, of 745 Fifth Avenue, knows exactly why the Chinese Reds have soured on opium. They're Chou En-lai.

TWO POEMS: The first comes from Joe Shapiro, of Brooklyn, and is called

Evening Picture

The wind that howls, the snow
that swirls outside
Are pleasant background for this
night within.
The room is warm with comfort;
on the couch
My wife, engrossed in fiction's
ready page,
Sits legs akimbo. Now telephatized,
Her eyes meet mine in sudden
moment sweet,
And words unsaid, say all in lingering
glance.
Familiar objects, each with meaning
dear,
Stand silent in the room: the
blanket, rich
With multi-colored pattern, striking
sharp
Through memory's lens a shop in
Mexico;
A small serape, set on armchair
stiff,
Imparts its warmth; a red-gold
lacquered tray;
The book case, modest spectrum
in repose,

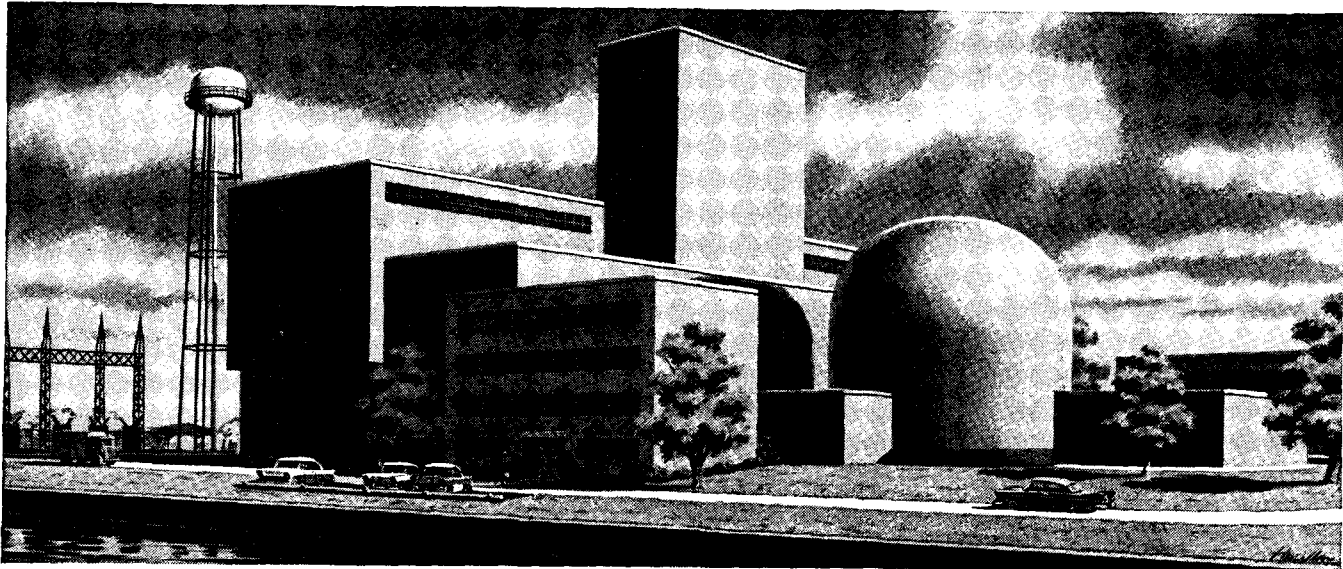
SOLUTION OF LAST WEEK'S

KINGSLEY DOUBLE-CROSTIC (No. 1198)

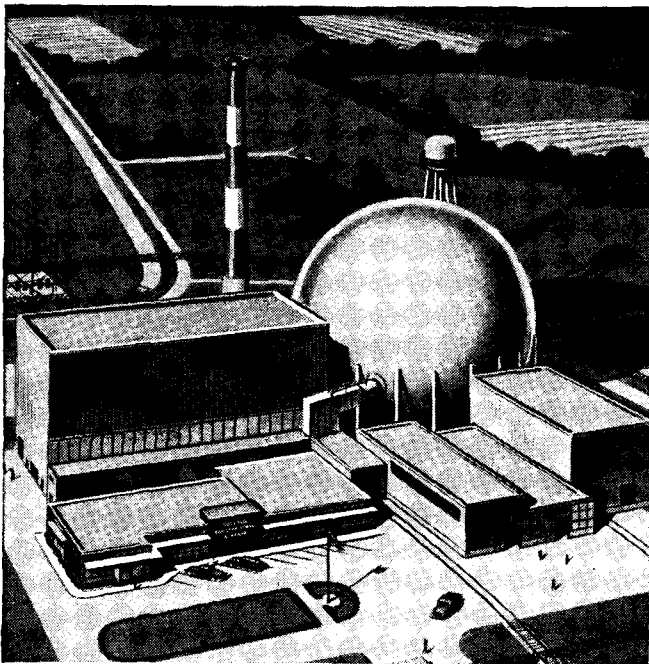
JACK HINES:

WOLF DOGS OF THE NORTH

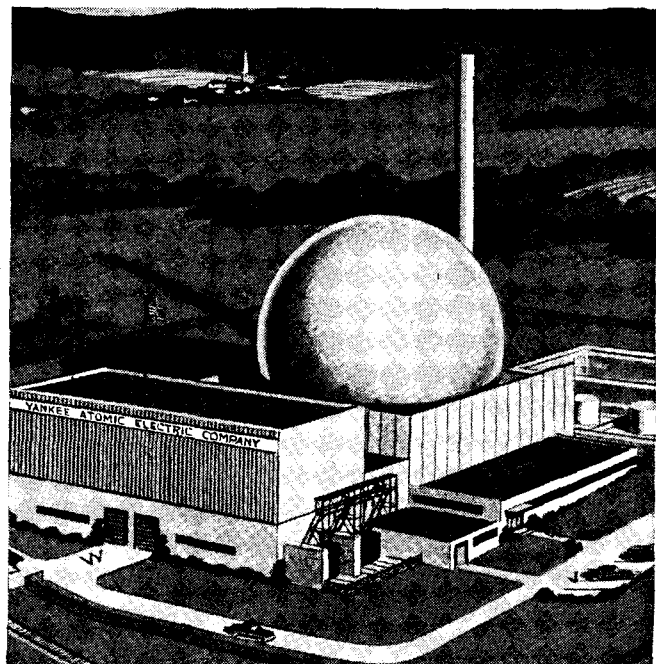
When a wolf dog of Alaska is placed with a mixed team, his strength and endurance coupled with his quick intelligence make him a natural candidate for the place of leader—which post he usually gets in spite of the efforts of jealous teammates.



Enrico Fermi atomic power plant is under way near Detroit through the joint efforts of 18 electric companies. A group of equipment manufacturers and the Atomic Energy Commission are also associated in the project.



Dresden, Illinois, plant is being developed by 7 electric light and power companies, their equipment manufacturers, and with the co-operation of the AEC.



Yankee atomic-electric plant is being developed by 12 New England electric companies. A number of equipment manufacturers and the AEC are participating.

What will atomic-electric power plants look like?

Among the atomic-electric power plants now under way, three will look like the drawings above when completed.

Although they appear somewhat alike, each involves different methods, different materials, a different type of atomic reactor or "furnace." That's because the electric com-

panies, the equipment manufacturers and the U. S. Atomic Energy Commission—who are all participating in atomic development—are searching for the best ways to produce electricity, using atomic energy as fuel.

The development of atomic-powered electric plants is the latest

stage in bringing plentiful electricity to America. You can be sure that electric company skills and experience, acquired in 75 years of service, are being applied to this great new job.

Non-technical booklet, "Electric Power from the Atom," gives 32-page survey of atomic-electric development. Write for a free copy to Atom, Box 400, New York 19, N. Y.

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine

A GREAT **17** YEAR OLD SCOTCH
(IN LIMITED SUPPLY)



Ballantine's
LIQUEUR BLENDED SCOTCH WHISKY

THE CREST  OF QUALITY

When only the
best is called for...
this incomparable
17 year old scotch
is a perfect choice!

"21" Brands, Inc.
NEW YORK CITY

86 PROOF

With gilt and russet, Gunther,
Delacroix;
And on the walls are Gauguin semi-
nudes,
With sensual breasts belied by
dove-like eyes;
While Breugel's peasants, joyful
and robust,
Dance side by side with Degas's
"femmes ballet."
The only sound within is scratch-
ing pen,
Illumined soft by lamplight's
orange glow.
But now the moan of sharply ris-
ing wind,
The sighing of the trees, the rat-
tling door,
The tap against the pane, the
driving snow—
The chorus of the night brings
to me now
The warmth, the calmth, the sweet
serenity
Of this our room—our insulated
world.

From Sidney King Russell, of Palm
Beach:

Murder à la Mode

The plot is deviously spun—
The crime occurs in Chapter One
When members of the upper crust
Succumb to luxury and lust,
Aristocrats whose hidden flaw
Is scornful disregard for law.
The situation, we may guess
Calls for the utmost in finesse;
The murderer, though somewhat
lax

And slow to cover up his tracks
Goes undiscovered till the clue
Of poison in Miss Mary's brew.
The characters, vague pawns of
fate,
Suspect each other, speculate
And waiting for the axe to fall
Resent intrusion one and all.

At last the author cracks the case,
The pieces gently fall in place,
The guilty one declines a plea,
Prepares to face the penalty
As justice looms, sedate, austere,
All riddles solved, all meanings
clear.

The jury bows, the judge is court-
ly—
Expect the reader's verdict shortly.

ROBERT HAAS, noted publisher and dog
fancier, acquired a collie last summer
with such a high I.Q. Haas decided
to send him to college (Collie-rado,
of course). The dog came home for
the holidays, and Haas asked him,
"Well, learned any history yet?" The
dog shook his head "no." "Any litera-
ture?" Another "no." "Any foreign
languages?" The collie barked a hearty
affirmative.

Haas registered pleasure, and asked,
"What was the first foreign word
you learned?" The collie answered
"Meow."
—BENNETT CERF.

NOTHING SAFER AROUND THE GLOBE



**What!
Money Gone,
Mom?**

Certainly not! Mom carried safe First
National City Bank Travelers Checks—
got a prompt refund in full. Safe?—
everywhere. Spendable?—yes, yes the
world over. Famous for 50 years,
they're backed by America's greatest
world-wide bank. Cost only \$1 per
\$100. Good until used. Buy them at
your bank.



FIRST NATIONAL CITY BANK TRAVELERS CHECKS

Backed by The First National City Bank of New York
Member Federal Deposit Insurance Corporation

THE LIMITATIONS OF PSYCHOANALYSIS—1.

This week and next The Saturday Review will present the views on the modern discipline of psychoanalysis of two scientists who are inside the mental specialties. Dr. Erich Fromm has been a teaching and practising psychoanalyst for thirty years, as well as the world-famous author of "Escape from Freedom," "The Sane Society," etc. In this article he emphasizes the bonds of affection and concern which must link an analyst to his patient before any analytical therapy can work. Next week Professor J. A. Gengerelli of the University of California, a psychologist, will discuss certain practical misapplications of psychoanalytic theory.



MAN IS NOT A THING

By ERICH FROMM

THE growing popularity of psychology is interpreted by many as a sign of our approach to the Delphic ideal: "Know Thyself." The idea of self-knowledge has its roots in the Greek and Judaeo-Christian tradition. It was part of the Enlightenment attitude. Men like James and Freud, deeply rooted in this tradition, helped to transmit it to us. But we must not ignore other aspects of contemporary psychology which are dangerous and destructive to human spiritual development.

Psychological knowledge has assumed a particular function in capitalistic society, a function and a meaning quite different from those which were implied in "Know Thyself." Capitalistic society is centered around the market, the commodity market and the labor market, where goods and services are exchanged freely, regardless of clan and blood relationships and other traditional standards and without force or fraud. Knowledge of the customer is of paramount importance to the seller. With

the growing complexity of enterprises and capital, it becomes all the more important to know in advance the wishes of the customer, and not only to know them but to influence and manipulate them. The capital investments of modern giant enterprises are not made by hunch, but after thorough investigation and manipulation of the customer and the whole market.

Beyond "market psychology" another new field of psychology has arisen, based on the wish to understand and manipulate the employee. This is called "human relations." It is a logical outcome of the changed relationship between capital and labor. Instead of crude warfare there is cooperation between the giant colossi of enterprise and the giant colossi of labor unions, both of which have come to the conclusion that it is in the long run more useful to compromise than to fight. In addition, we have also found that satisfied, "happy" men work more productively and provide for that smooth operation which is a necessity for big enterprises. Thus, what Taylor did for the rationaliza-

tion of physical work the psychologists do for the mental and emotional aspect of the worker. He is made into a *thing*, treated and manipulated like a thing, and so-called "human relations" are the most inhuman ones, because they are "reified" and alienated relations.

From the manipulation of the customer and the worker, the uses of psychology have spread to the manipulation of everybody, to politics. While the idea of democracy originally centered around the concept of clear-thinking and responsible citizens, the practice of democracy becomes more and more distorted by the same methods of manipulation which were first developed in market research and "human relations."

WHILE all this is well known, I want now to discuss a more subtle and difficult problem which is related to individual psychology and especially to psychoanalysis. The question is: *To which extent is psychology (the knowledge of others and of myself) possible? What limitations exist to such knowledge? And what*