

# TRADE Winds

**HUNTING FOR** an apartment in the city, Sig Greenberg found adjectives instead. A sign at 345 East 56th said: "A distinguished apartment residence."

At 1310 Lexington Avenue: "A fine new apartment residence."

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**ON FORTY-THIRD STREET** between Madison and Vanderbilt avenues, in New York City, at five o'clock on the afternoon on November 29, 1960, a juvenile delinquent seized the pocketbook of a lady and ran away with it.

She cried, "Stop, thief!" and ran after him. Other people in the streets took up the chase, exclaiming, "Stop, thief!" until finally a policeman collared the boy, a couple of blocks down the street.

I stood rooted to the ground, fascinated at hearing for the first time in my life "Stop, thief!" being shouted. It proves that, atomic age notwithstanding, the old-fashioned cries of distress are still the best. And the greatest of these are "Help" and "Ouch."

**IN HIS ARTICLE** about the Canadian author Morley Callaghan in the November 26 *New Yorker*, Edmund Wilson called him "the most unjustly neglected novelist in the English-speaking world." Since Coward-McCann had just published Callaghan's fourth book, "The Many Colored Coat," I asked its president and editor-in-chief, John Geoghegan, to explain. He told me a story that didn't answer my question, but it does show how brave you must be to fight in the front lines of the publishing war.

Wilson was right. Morley Callaghan has been lost to public view for some time. His preceding novel was published in 1951 by Macmillan. His agent, Don Congdon, has said that most of the young editors around New York don't know who Callaghan is. When he showed "The Many Colored Coat" to Geoghegan, however, he took it immediately.

"I first read Morley in the public libraries during the Depression, not having the price of either books or magazines," Geoghegan told me, "and I remembered him well. In fact, it was for me the first instance of being offered a famous name to publish that I had read and admired as a kid. I knew that Morley had dropped from notice, but I had no idea why. I felt that he deserved better treatment. I thought the new novel first rate and knew that Morley was finishing a second. I hoped to start something of a rediscovery for him."

**COWARD BROUGHT OUT** "The Many Colored Coat" in August and had Morley down to the Algonquin for a cocktail party. "I won't say nobody came," Geoghegan recalls, "but thank God for the loyal office staff. Except for Harrison Smith and Whit Burnett, none of his old New York literary friends appeared. It seemed that Morley was a ghost to most people, and I had the suspicion that they would prefer not to have him popping up like this. After all, he had once been mentioned in the same breath with Hemingway and Fitzgerald in the late Twenties and early Thirties, and regularly appeared in *The New Yorker*. After that the war and descent into obscurity."

For skeptics Jack Geoghegan carries with him at all times a clipping from

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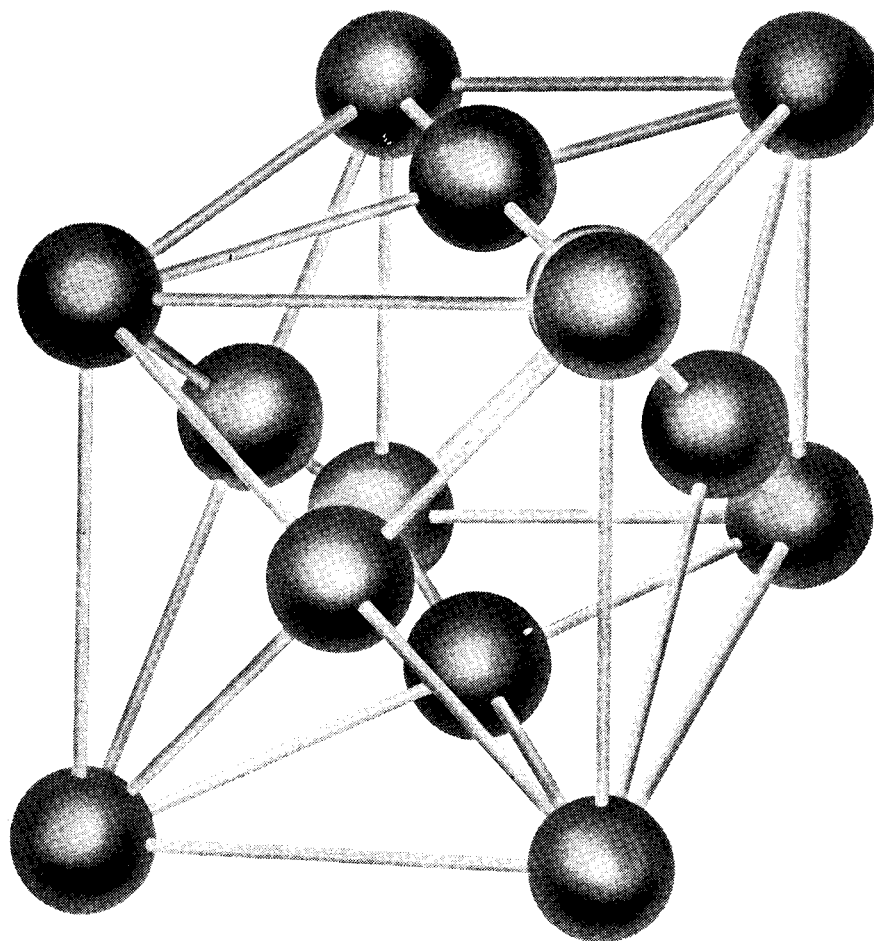


a 1936 issue of the *New York Times*. It says about Morley: "If there's a better short story writer in the world, we don't know where he is."

After the cocktail party, Coward-McCann sent out lots of copies of the novel to important names for advance quotes.

"No one replied," Geoghegan told me sadly, "except Erskine Caldwell—an old friend—and Alfred Kazin, who wrote the only glowing report we got on the book before the Edmund Wilson piece. Then we sent out a long biography on Morley to all the literary

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columnists around the country detailing his life from his Paris days—replete with anecdotes about Hemingway, Fitzgerald, Joyce, and so forth—and explaining the long silence between 1940 and 1950. No one picked up a single item except Bill Hogan of the San Francisco *Chronicle*, who ran his column over a headline that said, 'Whatever Happened to Morley Callaghan?'

"Our salesmen got out a good advance and though we waited patiently the reviews were scattered, small, and damned with faint praise. Nobody mentioned Morley's career, his work to date, or anything like that. They didn't seem to know him, either."

IN SEPTEMBER Coward-McCann heard that Wilson had written a long piece about Morley that was to appear in *The New Yorker*. They held their breath and prayed it would come out soon, for the book had barely made a dent anywhere. The piece didn't appear that month or the next. They ran the



ads the budget would permit, but there were no reorders.

"Even the reprinters who had taken 'The Loved and the Lost' in 1951 didn't want this one," Geoghegan said, continuing his sad tale, "and Morley appeared to be forever lost, lost, lost. By November, when the novel was already past the three-month life span given most fiction in which to do or die, Wilson pronounced his historic words.

"I guess I flipped my lid. I sent wires, air mail letters, postcards, and whispered prayers to the magazines, columnists, reviewers, the book trade, everybody, telling them the news. The silence has continued to be deafening. To date we've had reorders for about fifty copies."

If tears had welled into his blue eyes as Geoghegan told me this story, I wouldn't have been surprised. But, exuding the cheerfulness expected of his profession, he concluded:

"For Morley we all tried very hard. Frustration and cynicism have not set in. I am still an eager-beaver publisher."

Although Morley Callaghan told a Canadian interviewer that he had lived "a life of frustration," he is still an eager-beaver author, for he is at work





## What makes a newspaper great ?

Prominent among Upper Midwesterners who did *not* eat their hats on the morning of last November 9 is Sidney S. Goldish, director of the Minneapolis Tribune's Minnesota Poll of Public Opinion. Goldish's experiment in fedora nibbling is for publicity only (he pronounced the taste 99.7% awful).

In matter of fact, Goldish, Minnesota Poll Editor Robert Coursen & Staff, accurately forecast Kennedy's narrow squeak-to-victory in Minnesota within a whisker-close two-tenths of one percent. The Poll also nailed the Andersen-Freeman gubernatorial race correctly within three-tenths of a percent, a double victory in the art of people-probing that brought personal congratulations to Goldish from the granddaddy of all pollsters ("... the job

you did on all the races was not only wonderful, it was fabulous!" — George Gallup).

Since 1944 the Minnesota Poll has conducted 201 statewide surveys, sampling opinions of more than 175,000 Minnesotans with an accuracy record that has made it one of America's most respected regional polls.

The endlessly-fascinating subject of *what people think* keeps 65 trained interviewers hopping and popping questions while Director

Goldish and his staff labor long and late tabulating answers and polishing and pretesting new queries.

The Minneapolis Tribune and the Minneapolis Star think that knowing what people think is a vital function of good newspapers — the best way to keep pace with opinions, tastes and concerns of readers in these changing times. Such extra efforts have earned for these newspapers the largest audience of regular readers in the 3½ state Upper Midwest.

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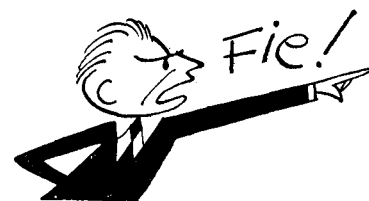
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on two more novels. One of them, "A Passion in Rome," will come out later this year and give Jack Geoghegan another chance to try very hard for Morley.

**SCHEDULED FOR APRIL** by Putnam's is a military history of the Arab-Israeli War, written by Netanel Lorch, a young officer who served in the Israeli Army. The editors were stumped for months for a title, and finally agreed on "The Edge of the Sword." But while they were still casting about, the book went under the working title of "Blitzkrieg."

**IDDZIES AND ODDZIES:** Nancy Paul says she likes what goes on here, but she does not like the word "iddzies" nor even the word "oddzies" very much. She hasn't come up with anything better, so there we are.



► Someone asked Dick Bissell if he was making any money on the big hit, "Goodbye, Ava," and he said he wasn't. Not because it isn't selling well, but because he is making so much money already.

► Among the places Gurney Williams has visited, he says, are Barber, Maine (a summer resort); Mammy, Florida (winter); Saddle, Washington; and Nagger Falls.

► They report from Norfolk, Virginia, that an emergency call sent a patrol car racing through the streets looking for a small boy lying unconscious on the sidewalk. When the officers reached him and raised him up, they asked what was wrong.

"I was sleeping," he said.

"Why on the sidewalk?"

"That's where I was when I got tired," he replied.

—JEROME BEATTY, JR.

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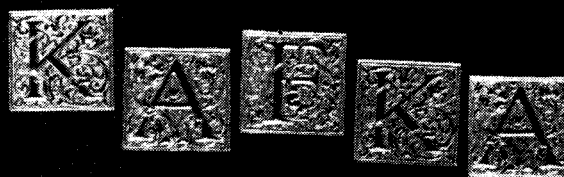
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# INSIDE THE SOVIET ECONOMY



**T**HIS ISSUE of *Saturday Review* is devoted to an important and interesting theme—the Soviet economy, its growth, and what it means to the free world. How this issue came about is also interesting and, I think, important.

The articles on the following pages are adapted from off-the-record talks presented to the annual meeting of the Committee for Economic Development and here published for the first time. The authors are six distinguished economists who spent one month in the Soviet Union under the auspices of the Committee for Economic Development, studying the sources of economic growth in that vast and perplexing country.

These articles are the result of an unusual experiment in the cultural exchange program that, in spite of the cold war, has been conducted between the U. S. and the USSR.

A year ago five distinguished Soviet economists, the first of their profession to do so, toured industrial plants and universities of the U. S. to study American sources of growth.

This venture began in January, 1959, when the Executive Committee of the Committee for Economic Development dined with First Deputy Premier A. I. Mikoyan in New York. At that affair, as a consequence of consultation with the State Department, we suggested that some good results might come if an exchange of American and Soviet economists could be arranged on a basis that would guarantee full and free observation and discussion by both groups.

Deputy Premier Mikoyan, who was here on his famous “trade” mission, agreed enthusiastically to the project. Much correspondence ensued. Then, during his visit to Washington in October, 1959, Premier Nikita Khrushchev personally endorsed the program that CED had prepared.

The CED is a national committee of leading businessmen and educators who work closely with outstanding scholars in our universities to promote research and education and

develop economic policies for the best interest of the nation. The American tour of the Soviet economists followed this pattern.

With the cooperation of friends and trustees of CED in New York, Boston, Chicago, San Francisco, and Washington, D. C., and of leading economists at Columbia University, Harvard, MIT, and the Universities of Chicago, Berkeley, and Stanford, an exciting and comprehensive tour was arranged.

The leader of the Soviet Delegation was Professor Anushavan A. Arzumanyan, director of the Institute of World Economy and International Relations of the USSR Academy of Sciences. This institute is a relatively new establishment that conducts the principal Soviet research on capitalist economies.

The other economists were: Dr. Kirill N. Plotnikov, director of the Institute of Economics of the USSR Academy of Sciences, a former Deputy Minister of Finance and for three years Soviet representative on the United Nations Economic Commission for Asia and the Far East; Dr. Modest I. Rubinshtein, a senior staff member of the Institute of World Economy and International Relations; Dimitri M. Kukin, professor of economic history, Moscow State University; Vladimir A. Vinogradov, lecturer in economics, Moscow State University; Vladimir M. Kolontai, interpreter and senior assistant at the Institute of World Economy.

The American hosts opened their doors to the Soviet economists and told them the story of growth as it was occurring in many places. They took the Soviet economists to the sources of the statistics by which we measure our progress—statistics, by the way, with which they were familiar.

In New York they went from Wall Street to Morningside Heights, from Madison Avenue to Seventh Avenue (where private enterprise in the form of small, competitive business thrives lustily in the garment industry). They were shown the wonders of the newest electronic computers and they