

MACY'S

Old & Rare Book Shop

First Editions

Rare Books

Autograph Letters

Fine Bindings

Library Sets

An individual small shop service at Macy's low cash prices.

STREET FLOOR

THE MODERN MUSE

Compiled by the English Association
A unique volume that provides a standard anthology of MODERN VERSE by contemporary writers of English-speaking peoples throughout the world. A world view of the best poetry of today. \$2.00

OXFORD UNIVERSITY PRESS
114 Fifth Avenue, New York

PERSONALS

BIRD LOVER or builder! Plot 200x500, with birches and brook, all improvements. Bargain. West Springfield, Mass. Box 645.

THE SCRIPT SHOP—Manuscripts criticized, revised, marketed. Typing service. 92B Pinckney Street, Boston, Mass.

"OF SHOES AND SHIPS and Sealing Wax . . ." Can the Lost Art of General Conversation be revived by ten mixed congenial New Yorkers meeting weekly? No financial obligations. No twelve-year-old minds or Watch-and-Warders. Mister de Stael.

LATEST COMPLETE. Versification course, only \$2.50. Free circular. Anton Romatka, 6 E. 14th Street, N. Y.

IN RANDOLPH, N. H., foot of White Mts., small new bungalow, furnished; living room with fireplace; bathroom, bedroom, kitchen; porch, electric lights. Address, V. D. Lowe, Randolph, N. H.

W. J. D. call for another letter at S. S. Company under same initials. It will explain. E. F.

WANTED—Two 3-room apartments or one with five or six, near West End B. M. T., clean, well-heated, quiet, with Christians. Please state rent, describe fully. "Gentilla."

STENOGRAPHER, young, good experience, education, etc., wants job. Box 649.

ARE YOU GOING abroad this summer? Do you want a cheerful companion with a pleasant reading voice? Or, do you want a trustworthy, capable companion for your children—one who will be indefatigable in answering questions while you quietly enjoy yourself? Woman teacher of thirty-four, experienced and especially successful with adolescents, seeks summer position. Michigan.

MEDICAL STUDENT, ex-college prof., financially unable to complete studies. Classes end May 12. Suggestions??? Box 647.

INVENTOR, holding valuable patents and copyrights, has interesting proposition for writer or group willing to finance working model. Box 646.

HIGH SCHOOL English teacher, college graduate, desires summer work; tutor, companion, assistant, clerical work, most anything. Knowledge of typing. Pleasing personality. Box 648.

SHUT-IN, who has lived in Haiti and thinks it the most beautiful country in the world, would welcome correspondence with someone who has lived in Haiti or elsewhere in tropics. Tropics.

WOMAN of moderate intelligence, talents, desires intermittent contact with three well-informed women to discuss vital topics and indulge in constructive criticism. Address XYZ.

COLLEGE STUDENT, pre-med, English honors, wishes summer position. Tutor, companion, manual labor, or what you will. 326 Yale Station, New Haven, Conn.

HANDWRITING ANALYSIS DEPARTMENT for your publication. TB convalescent, talented handwriting analyst; former magazine editor, copywriter. Would appreciate opportunity conduct handwriting department or other writing-editorial work. Your analysis for page writing and dollar bill. J. P. L., 2046 N. Dayton St., Phoenix, Arizona.

ALICE in search of the Mad Hatter—for conversation and exploration. New York City.

Book Code Signed

(Continued from page 648)

trade books not only removes competition for the regular bookseller; it does so, quite as directly, for the book clubs, the remainder outlets, and the rental libraries. Stimulation of business in these three lines is on the cards. This raises an important question for authors, since the increase of rental library business does not add proportionally to royalties. It is quite possible for 40,000 people to read 800 copies of a book, the author's royalty remaining the same as if only 800 people had bought it in bookshops. This is admittedly an extreme figure; most books will not stand up for fifty readings. And the tendency will be somewhat counterbalanced if the number of rental libraries continues to increase. If rental library business increases out of proportion to book sales, the result will not be harmful to booksellers who maintain rental libraries, but it will work against the benefits of the booksellers' code to authors and publishers.

The chief consideration for the reader is that the Consumers' Advisory Board, after opposing book price maintenance, has given its approval. The support of this board is *prima facie* evidence that in the long run the booksellers' code will be beneficial to the general public. They have approved price maintenance only in special cases, and on strong grounds. In the dry-cleaning code, their approval was based on the necessity to maintain wages; in the book code, on the vital part played by the bookstore in the cultural and educational life of the community. No one who heard the Consumers' Board representative at the February 3 hearing, no one who has followed the Board's activities (as reported, for instance, in the *New York Herald-Tribune* of March 5, 1934) could question that they have come to this decision only after the most careful scrutiny of the facts.

If the code clears up what promised to become a serious condition of demoralization in the book business, that also is to the benefit of both author and book buyers. The extent to which books have been used as a football in price wars has given a misleading impression. To cite one instance familiar to the trade, a Brooklyn department store, during the week-end of March 10, 1934, advertised Sinclair Lewis's "Work of Art" for sale at \$1.44. This was a \$2.50 book, for which regular bookstores were paying at least \$1.50 a copy. Where did the department store's margin come from? Publishers' discounts vary with quantity, but only in relatively narrow limits. There can be no doubt that many losses on cut-price books have been charged to advertising, and paid for out of sales, at profit, of other articles. If a few customers have managed to beat the game, the effect as a whole has been misleading to the public.

If the code leads to the establishment of more and better bookstores, efficiently operated for the intelligent service of the customer, this will be a benefit to the public. If it leads to lax methods and inefficiency, it will not. There is no doubt that some department stores have given service equal in quality and helpfulness to that of any bookstore. Macy's book department has been particularly noted in this respect. It must also be remembered that existing booksellers have largely learned efficiency during the depression, as a result of keen price-cutting competition—because they had to.

As we have indicated, there is not much danger of a higher price level for books as a result of the booksellers' code.

Trade Winds

☞ To the book trade, the signing of the code is the biggest thing that ever happened. And the book trade knows that there are three men to whom the credit is due: Cedric Crowell of the Doubleday shops, Frank Magel of Putnam's, President of the A. B. A., and Richard F. Fuller of the Old Corner, Boston. But nobody who missed the February 3 hearing could possibly know how much work these three men have actually done. At least two of them have been in Washington every week since February 3; Dick Fuller estimates that he has traveled 15,000 miles on the code. They have only one cause for regret, only one failure. The government wouldn't let them read into the minutes of the hearing Ogden Nash's epic poem, "The Booksellers' Dutch Treat," remembered as the feature of last year's convention.

(Whether a higher price level will follow the Graphic Arts Code remains to be seen, and is another story. At present the scale of manufacturers' prices adopted in this code has been suspended.) Some members of the reading public may overlook the multitude of considerations involved, and leap to the conclusion that they are being bilked. It must be firmly pointed out that the failure to obtain a special privilege, in discounts off list prices or otherwise, does not constitute being bilked.

These are the main considerations involved in the booksellers' code for the book reader. The questions raised can probably not be answered for several months. Meanwhile a big question has remained unspoken: has the booksellers' code brought an end to the thirty years' war for price control? Or is it the beginning of a new system in book distribution? No one can answer. No one can say what effect this code will have on seasonal methods of publishing (more books crowded into the spring season, or vice versa); or on book-buying (will people wait six months for a 34% discount?) The list price system is not the rock of ages; it is almost peculiar to the book trade. Most other articles are sold by manufacturers to retailers at a flat invoice cost, the retailer assuming responsibility for mark-up, i. e., selling price. The application of this system to books looks now like an improbable eventuality; but stranger things have happened. If the code-makers have guessed wrong—if the booksellers' code leads to a serious falling-off in the book business, instead of the expected stimulus—many cherished institutions may go by the board.

To return to actualities, however: the passage of the booksellers' code means one thing surely. The Consumers' Board and the NRA have become convinced of the peculiar, the unique character of the book business. It may be a small business, but it is important, and it works like no other. Once more the fundamental belief of bookmen—the one point on which all publishers and all booksellers will agree—is vindicated: the book business, my friends, is different.

Booksellers Hail Code

By LOUIS GREENFIELD

LOUIS huzzas rang throughout the bookshops when retail booksellers were officially notified that the National Recovery Administration approved the book-selling retail code.

A hurried survey by the *Review* of many New York shops revealed unanimous satisfaction with the code, and many of the booksellers are looking forward to a gradual increase in book sales. In this survey, however, the writer found only one bookseller who immediately abided by the decision of the Administration and remarked his prices accordingly.

"The new price code has our heartiest approval," said Mr. Eastman Brown, manager of Dauber and Pine, 66 Fifth Ave.

"We've sold books at less than publishers' prices for the past three years only because we were compelled to by those department stores who have been slashing book prices to almost nothing. . . . The story now is a different one. On Saturday when we were first notified of the change we put the code into immediate effect."

Mr. Arthur Brentano, Jr., manager of Brentano's, said the new retail book code means "the salvation of the book business." Mr. Brentano looks forward to an increase in the retail book trade, particularly in popular items.

Asked about the six-months clause which prevents booksellers from cutting prices before that time, Mr. Brentano believes it a liberal one.

The Washington Square Bookshop on West 8th Street took the news jubilantly. "We look forward to an increase in business," said Mr. Horton. "Many of our evening customers are mainly library clients. Some of them are book purchasers, but withhold their purchase till the next day when they are able to dash down to those stores who were selling under publishers' prices. Our book purchases will be increased and the general effect upon the entire industry will be healthful."

"It was with the liveliest feelings of joy and satisfaction that we heard of the signing of the Retail Booksellers Code on Friday the 13th of April," say Miss Anderson and Miss Fleming of the Channel Book Shop. "There is no doubt that Mrs. Roosevelt by her courageous coming out on the side of the small bookshops and sending to the press a statement of their dilemma and her point of view about the justice of their cause did the whole book trade an incalculable service."

from THE INNER SANCTUM of
SIMON and SCHUSTER
Publishers, 386 Fourth Avenue, New York



... OGDEN NASH, murderer of the King's English, hammer of fools, and biographer of FOUR PROMINENT SO AND SO'S

After enjoying an under-cover speak-easy circulation in typewritten form [first edition carbon copies will make the ROSENBACHS of 2034 A. D. swoon with ecstasy] the famous and Rabelaisian quartet by OGDEN NASH, first published in amended form in *Happy Days*, is now released on its own, full strength, under the title *Four Prominent So-and-So's*.

This is the crushing answer to an insolent query which has been flung at Your Correspondents ever since that slightly mutilated classic appeared last year: "Are ye mice or men?"

The answer is "MEN!" and the price is two bits at most bookstores or direct from *The Inner Sanctum*.

This twenty-five cent publication of *Four Prominent So-and-So's* is a genuine first edition OGDEN NASH item, embellished with music by ROBERT ARMBRUSTER, pictures by LITTLE MAN SOGLOW and an erudite introduction by WILLIAM SOSKIN, who quite properly points out that this "fierce and forthright anthem . . . is a genuine and authentic contribution to American folk song."



"... The madam was a lady, and a credit to her cult."

"I'm a debit to my country but a credit to my dad, The most expensive senator the nation ever had; I remember daddy's warning that raping is a crime Unless you rape the voters a million at a time."

Inasmuch as *The Inner Sanctum* hasn't staged a contest or reader-response survey for a long time, this seems the logical moment to offer a free autographed copy of any one of OGDEN NASH's immortal masterpieces [*Hard Lines*, *Free Wheeling*, or *Happy Days*] for the wittiest four-line poem acclaiming the publication of *Four Prominent So-and-So's*. Address entries directly to *The Inner Sanctum* within a week from the day this column appears.



The two N's are beginning to click, and in no small way—Nijinsky, a biography of "the eighth wonder of the world" by his wife, ROMOLA NIJINSKY . . . and the *New Dealers* by the UNOFFICIAL OBSERVER . . . they are both outstanding best-sellers and fighting bravely for leadership on the best-seller list in general

literature, not far behind a Viking Press entry, *While Rome Burns* by ALEXANDER WOOLLCOTT, and *The Native's Return* by LOUIS ADAMIC (Harper's), two other books strongly recommended by those unofficial observers of the noun-and-adjective traffic—

ESSANDESS.

BETTER THAN

The Gold Standard!

Now we can supply booksellers everywhere with our new, attractive, blue and silver display stand. It is even an improvement on *The Gold Standard* which has been so successful in the bookshops of New York City. Write for details to . . .

BOOKSTORE DEPARTMENT

The Saturday Review of Literature
25 West 45th St., New York City

She has written
**the book everyone sometime
 longs to write . . .**



Selma Lagerlöf's

MEMORIES

OF MY

CHILDHOOD

IS there anyone who has not sometime in his life yearned to re-capture in lasting words the beauty and the imagination and the crystal magic of childhood?—who has not longed to experience again, unblurred by the years, the joys and the terrors and the exuberant flexibility of youth?

Now—with classic detachment—the first woman to win the Nobel Prize has written just such a book—the rich, glowing story of a little girl in Sweden, who was herself. Here are memories which, though they begin with the return of ten-year-old Selma Lagerlöf to Mårbacka, with city airs and a marvellous Stockholm accent, are universal in their appeal—parallel to the recollections of all childhood, in all nations.

Few foreign authors have so completely endeared themselves to the American public, for few have writ-

ten with the rich coloring, the love of land, the delicate mysticism, the idealism, the romance of Miss Lagerlöf. Beloved of two generations of readers she has given us such children's classics as **THE WONDERFUL ADVENTURES OF NILS**, such great novels



as **THE STORY OF GÖSTA BERLING, THE EMPEROR OF PORTUGALLIA**. Yet in the body of her work she has not created a book more steeped in sheer enchantment, ranging as it does from the gayety and poignancy of *Little Women* to the haunting fascination of Grimm's Fairy Tales. (\$2.50)

How many of the books of Selma Lagerlöf have you read? Here is a checklist of titles which are always in demand at bookshops:

THE STORY OF GÖSTA BERLING. Miss Lagerlöf's great first novel, built on Swedish legends. Mårbacka Edition 2.50
THE EMPEROR OF PORTUGALLIA. A romance of old Sweden.... 2.00
MÅRBACKA. An autobiography. Mårbacka Edition 2.50
CHARLOTTE LÖWENSKÖLD. A novel of rural Sweden. The second volume of the Löwensköld trilogy... \$2.50
JERUSALEM. A story of Swedish peasants. One of her greatest novels.

Mårbacka Edition 2.50
THE HOLY CITY: Jerusalem II. The epic story of a pilgrimage to Jerusalem 2.00
THE RING OF THE LÖWENSKÖLDS. *Anna Svärd* and the other two books in the Löwensköld trilogy 3.00
THE WONDERFUL ADVENTURES OF NILS. A Swedish fairy tale—up to 11 Mårbacka Edition 2.50
 Illustrated Edition 2.50
THE FURTHER ADVENTURES OF NILS. More about Nils for children up to 11. Mårbacka Edition..... 2.50
INVISIBLE LINKS. Short stories based on old Swedish sagas. Mårbacka Edition \$2.50

DOUBLEDAY, DORAN & CO. Inc., Garden City, N. Y.