PERTINENT GOSSIP OF PUBLISHERS AND AUTHORS

COOPERATIVE ORGANIZATION OF PUBLISHERS STARTED

Report of First Month's Activity Promises Well for Results in Enterprise.

New Ideas for Cooperating With Booksellers and Stimulating Interest of Readers.

One of the most important steps in the recent development of book publishing is the new organization of the Publishers Cooperative Bureau with offices in the New Centre Building, New York, the result of a widespread feeling that a greater stimulation of book reading is a very necessary step in the advancement of education in this country and our national as well as individual welfare. Some months ago a number of publishers met to discuss this situation and to find if possible ways and means to successfully meet it. It was decided that as the question is an educational one educational methods should be adopted to bring forcibly to the people their actual and great need for book reading and by stimulating in them a greater desire for not only more but better books to bring them to a proper realization of what knowledge and enlightenment the more general reading of books holds for them.

Seventy-two prominent publishing houses in New York, Philadelphia and Boston, completely forgetful of past competitive differences, began to work shoulder to shoulder. Such houses as the Century Company, Dodd, Mead & Co., George H. Doran Company, Doubleday, Page & Co., E. P. Dutton Company, Grosset & Dunlap, Harper & Bros., Henry Holt & Co., Houghton Mifflin Company, Little, Brown & Co., G. P. Putnam's Sons, Frederick A. Stokes Company, Baker & Taylor Company, Cassell & Co., Duffield & Co., B. W. Huebsch, John Lane Company, Lothrop, Lee & Shepard Company, McBride, Nast & Co., Mitchell Kennerley, Penn Publishing Company, Frederick Warne & Co. and Sturgis & Walton Company are among those directly interested.

The bureau is already actively at work spreading an educational gospel of more and better reading. Plans are under way for a countrywide campaign taking in practically every important city throughout the United States. The movement, due to the individual efforts of a number of you as well as to our collective efforts as a bureau, has already won the good will and promised support of many prominent people, and now the interest, influence and cooperation of the public at large is asked for.

One of the important moves to be made will be in the educational interests of the children. Much of the bureau's initiatory work will be modelled to bring parents to a realization of the value of well selected books for their children. And this it is hoped to accomplish through the cooperation of teachers, clergymen and others whose work brings them into close contact with those responsible for the child's education and welfare and whose advice can be counted upon.

The commencement of this programme is planned for New England. Springfield, Mass., has been selected by their executive committee as the starting point. They are planning to begin their campaign within the next few days. The newspapers of Springfield and towns adjacent will be enlisted in the cause; the influence and cooperation of parents, educators, clergymen, social workers, literary, civic and social bodies, always responsive to the call of education, will be sought; the librarians will be given many means of cooperating, and the booksellers will be touched in ways to serve the increased interest in books which it is hoped will be aroused.

Carrying the work still further and striking the higher—and more difficult—channels, book exhibits showing the best that the publishers produce each twelve-month are to be given in the larger cities. Supplementing these, smaller but fully representative exhibits are planned for cities of smaller population, and these will be supplemented in turn by special showings of class, rather than general, interest. Among these will be exhibits of books on sociology, motherhood, the rearing and training of children, juvenile works, holiday volumes, &c. Various clubs are cooperating to this end.

So soon as the preliminary schedule showing cities in which exhibits are to be made and the class of books planned for them is completed, the publishers will supply necessary books, any special bindings they may have, posters (preferably framed) showing illustrations, circular matter and any other material which will tend to make the exhibit not only representative but comprehensive.

In line with this a department, "Selling Helps," has been started in *Publishers Weekly*. Its purpose is to stimulate cooperation on the part of booksellers everywhere and to give them modern and well tried ways for selling more books—store displays, newspaper and circular advertising, window trims, selling methods in the store, sales efficiency of clerks.

The first monthly report to the members of the Publishers Cooperative Bureau, of which Richard B. G. Gardner is manager, includes the following points:

"*New Books*—As all our members know, this monthly pamphlet describing without adjectives two books from each of the nineteen contributing publishers has been extremely successful. Some of the best dealers have now begun to cooperate and have sent names of good book buyers, to whom this bulletin has been mailed, and four additional publishers have come in this month.

"*Book Publicity*—The bureau has succeeded in getting started many newspaper and some magazine articles about books and book news and the joys of book collecting. It is expected that book departments of news and reviews will be inaugurated in many periodicals not now conducting departments devoted to literary matters.

"*Bookselling Helps*—A most important department has been undertaken in association with the *Publishers Weekly*. Mr. Bowker and the editor have put at our service as much space as they can spare or we can properly use to treat fully and regularly 'Selling Helps.' It has been found, for example, that one bookseller has found by experience that certain plans, arrangements of stock, advertising, &c., are successful in enlarging sales. This has been described. Other dealers have discovered other plans for expanding their markets and these are to be fully reported. This new department will give to all booksellers the benefit of all these steps toward efficiency, and it is hoped that the information gathered will increase the sale of books and the success of booksellers.

"Gradually we plan to establish a service department which will answer questions and make itself helpful to increase book sales.

"*Book Selling Surveys*—Mr. Gardner, the manager, is just starting on what might be called a 'survey' of the books selling condition in certain localities, with a view to widening the book market in these places. His first study will be in the section of New England in and surrounding Springfield, Mass. He is visiting all the booksellers in that community, studying the possibility of increasing the activity. He will visit all the libraries, the newspapers, the largest newsdealers who might sell books, and will present to the members an analysis of conditions as he finds them, with recommendations and suggestions for advancing the sale of all books.

"*The Authors League of America*—A letter has been received from Mr. Winston Churchill, president of the Authors League, saying that the society will be glad to cooperate with the bureau in the effort to interest more people to read and buy books. Several ways have been suggested, and within a month or two it is expected that further announcement will be made on this subject."

Rena Cary Sheffield,
Author of "The Golden Hollow" (John Lane Co.)

CRITICAL REVIEWS OF THE SEASON'S LATEST BOOKS

Continued from Eighth Page.

full text, must necessarily be individual and more or less guesswork.

In a small book, "Football for Public and Player" (Frederick A. Stokes Company), Herbert Reed has written as clear and instructive a description of the game as we have ever come across. The principles of the game, the essentials of good play, the duties of the players, the improvements desirable are all explained in plain language. To those who play football and those who understand it Mr. Reed's book will be very helpful; if the general public can learn anything about sports from books this one will teach it something about football. It is notable that with all his conciseness the author never lays down the law in an offensive or arbitrary manner.

The mass of facts which have made the Scientific American Reference Book (Munn and Company, New York) invaluable since it first appeared has been brought up to date in the edition for 1914. Those who have used the book can readily believe the assertion of the editors that they have found little to correct in their last issue; the changes are such as time brings about. The editors are as before, Albert A. Hopkins for the statistical part and A. Russell Bond for the scientific part.

Secrets of the toilet are revealed in the general directions as to "How to Be Beautiful" by Marie Montaigne and others (Harpers). Hints are given about taking care of the hair, the teeth, the hands and feet and about beautifying the eyes, nose, mouth, neck and arms, massage in some form or other being depended on. There are also hints for reducing too solid flesh and exercises for stout women, with illustrations that sentimental young men should not look at.

The thorough mastication, which is the essence of the system, has been applied to the composition of "Fletcherism: What it is," by Horace Fletcher (Frederick A. Stokes Company). The author's system is explained clearly with the benefits to be derived from it. These are exemplified by pictures of the author undergoing the process. That showing his agility on his sixtieth birthday, when he apparently floated through the air like an aeroplane, is certainly startling.

A selection of legal forms in common use fills nearly all of W. L. Mason's "How to Become a Law Stenographer" (Isaac Thomas and Sons, New York), now in a fifth edition. Prefixed are a couple of pages of suggestions and appended are a list of words often used in legal documents and one of stenographic abbreviations. The chief use of the book seems to be to serve as an exercise book for persons who already know stenography and wish to specialize in legal work.

At the present time the analysis of "The Income Tax Law" issued by Harris, Forbes and Company, New York, will prove a convenience to many puzzled taxpayers. It is accompanied by the full text of the law.

In a small vest pocket pamphlet M. B. Johnson has condensed clearly "Ready Reference in Parliamentary Law for Every Club Member" (Ferris and Leach, Philadelphia), which may often prove convenient.

Other Books.

A picture of Mexico as it was before the invasion of the "gringos," which is almost a classic in its way among books of travel, the letters of Mme. Calderon de la Barca, has been published, with an introduction by Henry Baerlein, under the title "Life in Mexico" in the very convenient "Everyman's Library" (J. M. Dent and Sons; E. P. Dutton and Company), of which it is number 664. The author was a Scottish woman, married to the distinguished Spanish statesman who was Minister to Washington for ten years. He had previously been Minister to Mexico from the end of 1839 to the beginning of 1842, the period during which his wife wrote home the letters descriptive of the country she was visiting. The publication is timely, for Mexico is likely to attract attention for some time to come, and much that Mme. Calderon told of holds good to-day.

Intimate pictures of several noted abolitionists, Wendell Phillips, the Buffums, Sojourner Truth and others, will be found in the notes jotted down by Lillie Buffum Chace Wyman in "American Chivalry" (W. B. Clarke Company, Boston), accompanied by interesting contemporary portraits. The best part of the book is that relating the author's personal recollections. The biography of her husband, Capt. John C. Wyman, a notable character in his day, is particularly good.

Slow has been the general recognition of the literary merit of Count Arthur de Gobineau's work, highly appreciated as it was a generation back by the limited public that knew of it. Now he is apparently being twisted into a pessimist and socialist prophet. Five related dramatic episodes have been translated under the title "The Renaissance" (G. P. Putnam's Sons) and give a vivid picture of the period, with the author's interpretation of the characters of Savonarola, the Borgias, Michelangelo and Leo X. Dr. Oscar Levy, who regards Gobineau as a philosopher, prefixes a long essay to prove his contention.

A very interesting collection of fine portraits is issued by the Churchman Company, New York, under the title "The House of Bishops." It contains all the living Bishops of the Protestant Episcopal Church in the United States, with a brief sketch of the growth of the House of Bishops since 1789, by the Rev. Dr. Samuel Hart. The portraits are arranged in the order of seniority.

The second volume of Alfred Dolge's "Pianos and Their Makers" (Covina Publishing Company, Covina, Cal.) is given up chiefly to accounts of the companies engaged in the manufacture of pianos since 1876 and to biographies of men in the piano trade. These are accompanied by good portraits. The alphabetical arrangement facilitates reference.

It is gilding the lily to provide "Mother Goose" with illustrations by Arthur Rackham as is done in the sumptuous edition published by the Century Company. The colored pictures are far too dainty and artistic to be put in the hands of children; we suspect, too, that Mr. Rackham thought less of interpreting the text than of making a pretty picture. It is different with the black and white and the silhouettes; there he has frequently caught the spirit of the nursery rhymes.

Very pleasant essays about various wild creatures, birds, beasts and insects, and even more about life in the open, by Lucius Crocker Pardee, under the title "Folks of the Woods" (Doubleday, Page and Company), have been beautifully illustrated by Charles Livingston Bull. The colored pictures are almost conventionalized in the artist's familiar manner; in the pictures in the text his hand is freer. It makes a charming gift book.

Books Received.

"Across Unknown South America," 2 vols. A. Henry Savage-Landor. (Little, Brown and Company.)

"History of the Reconstruction Period." James Schouler. (Dodd, Mead and Company.)

"Records of Journeys to Venice and the Low Countries." Albrecht Duerer, edited by Roger Fry. (The Merrymount Press, Boston.)

"Progressive Chile." Robert E. Mansfield. (The Neale Publishing Company, New York.)

"War and Waste." David Starr Jordan. (Doubleday, Page and Company.)

"A General History of the World." Oscar Browning. (Edward Arnold; Longmans, Green and Company.)

"Social and Economic Forces in American History." Albert Bushnell Hart, LL. D. (Harpers.)

"Lightships and Lighthouses." Frederick A. Talbot. (William Heinemann; J. B. Lippincott Company.)

"The Story of Life of the Son of Man." Wayne Whipple. (Fleming H. Revell Company.)

"Cambridge Manuals of Science and Literature, 61 to 70." "Bees and Wasps." Oswald H. Latter. "Submerged Forests." Clement Reid. "Wireless Telegraphy." C. L. Fortescue. "The Wanderings of Animals." Hans Gadow. "Beyond the Atom." John Cox. "Mysticism in English Literature." Caroline F. E. Spurgeon. "The Theory of Money." D. A. Barker. "English Monasteries." A. Hamilton Thompson. "Plato: Moral and Political Ideas." Adela Marion Adam. (Cambridge University Press; G. P. Putnam's Sons.)

"Causes and Cures of Crime." Thomas Speed Mosby. (C. V. Mosby Company, St. Louis.)

"Vocations for Girls." E. W. Weaver. (The A. S. Barnes Company, New York.)

"The Working Day Girl." Clara E. Laughlin. (Fleming H. Revell Company.)

"Synonyms and Antonyms." Edith B. Ordway. (Silver, Burdett and Company, New York.)

"Miracles of Science." Henry Smith Williams. (Harper's.)

"Letters to Edward." Malcolm James McLeod. (Fleming H. Revell Company.)

"According to My Gospel." Hugh Black. (Fleming H. Revell Company.)

"Shall Women Vote?" Conway Whittle Sams. (The Neale Publishing Company, New York.)

"Our Friends and Our Foes of the Invisible World." Harvey Hersey. (The Neale Publishing Company, New York.)

"Scientific Proofs of Another Life." Rose Lovejoy. (The Spiritual Science Company, New York.)

"The Trial of Aaron Burr." Joseph P. Brady. (The Neale Publishing Company.)

"Reminiscences of a Rebel." The Rev. William Fuller Dunaway, D. D. (The Neale Publishing Company.)

"The Parable of the Cherries." Edward A. Steiner. (Fleming H. Revell Company.)

"Bonus Tactics." Raymond D. Little. (Outing Publishing Company.)

"Fly-Fishing." Leon L. Pratt. (Outing Publishing Company.)

"Bison Raising." Alice Maclean. (Outing Publishing Company.)

"Intensive Farming." L. C. Corbett. (Outing Publishing Company.)

"The Hosting." Edited by Herbert L. Stone. (Outing Publishing Company.)

"The Wreck." Henry Clay Hansbrough. (The Neale Publishing Company.)

"The Progressive Movement." S. J. Duncan-Clark. (Small, Maynard and Company, Boston.)

"Talks on Thrift." T. D. MacGregor. (The Bankers Publishing Company, New York.)

"A Northern Voyage." Reginald Rogers. (Heath, Cranton and Ouseley, London.)

"The Problem." Charles Percy, M. D. (The Shakespeare Press, New York.)

"Girls' Names." Henry W. Fischer. (Fischer's Foreign Letters, Hensonhurst, N. Y.)

"The Opiulon Shop." Hildric Davenport Owsley. (Harse and Hopkins, New York.)

"A Model Fire Proof Farm House or Country Home." A. L. A. Himmelwright. (The Neale Publishing Company.)

"The Valley of the Moon." Jack London. (Macmillans.)

"Richard Furlong." E. Temple Thurston. (Appletons.)

"The Passionate Friends." H. G. Wells. (Harpers.)

"And Then Came Jean." Robert Alexander Wason. (Small, Maynard and Company.)

"The Thousandth Woman." E. W. Hornung. (The Bobbs-Merrill Company, Indianapolis.)

"Blister Jones." John Talbot Foote. (The Bobbs-Merrill Company.)

"The Sphinx in the Labyrinth." Maude Aunger. (Duffield and Company.)

"Under the Christmas Star." Grace S. Richmond. (Doubleday, Page and Company.)

"Hokum, an Indian Girl." S. M. Barrett. (Duffield and Company.)

"Hazel." Mary White Ovington. (Crisis Publishing Company, New York.)

"The White Slave." Harry Comfort Todd. (The Neale Publishing Company.)

"The Husband in Texas." Ella Harley. (The Neale Publishing Company.)

"The Life of a Wooden Doll." Lewis Sayre. (Duffield and Company.)

"Girls and Boys." Anatole France, illustrated by Rouveyre. (Duffield and Company.)

"Ballads of the Be Ba Boos." D. K. Stevens. (Houghton Mifflin Company.)

"Harper's Beginning Electricity." Don Cameron Shafer. (Harpers.)

"Kwahu, the Hopi Indian Boy." George Newell Moran. (American Book Company.)

"Dearing at Princeton." Latta Griswold. (Macmillans.)

"Bert Wilson Marathon Winner." J. W. Duffield. (Sully and Kleinteich, New York.)

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"Collected Poems." 2 vols. Alfred Noyes. (Frederick A. Stokes Company.)

"The Men Who Blaze the Trail." Sam C. Dunham. (Harse and Hopkins, New York.)

"Ways Toward the Sunlight." Hanford Chase Judson. (Stewart and Company, New York.)

"The Shaffer." Charles Frederick Carlson. (The Eastwood Kilburn Printing Company, Denver, Col.)

"A Short Course in Commercial Law." Frederick R. Nichols and Ralph E. Rogers. (American Book Company.)

"Das Skelett im Hause." Frederick Spielhagen, edited by M. M. Skinner, Ph. D. (D. C. Heath and Company, Boston.)

"Ca et La en France." J. Grant Cramer. (American Book Company.)

"The Kate Douglas Wiggin Calendar, 1914." (Sully and Kleinteich.)

"Great Debates in American History." 14 vols. Edited by Marion Mills Miller, Litt. D. (Current Literature Publishing Company, New York.)

"The Tolling of Felix." Henry van Dyke. (Charles Scribner's Sons.)

"A Source Book for Ancient Church History." Joseph Cullen Ayer, Jr., Ph. D. (Charles Scribner's Sons.)

"The Greater Men and Women of the Bible. Vol. I." Edited by James Hastings, D. D. (Charles Scribner's Sons.)

"Farm Life Readers. Books IV. and V." Lawton B. Evans, Luther N. Duncan and George W. Duncan. (Silver, Burdett and Company, New York.)

"Stories of Our Holidays." Isabel M. Horsford. (Silver, Burdett and Company.)

"At the Open Door." Louise Robinson. (Silver, Burdett and Company.)

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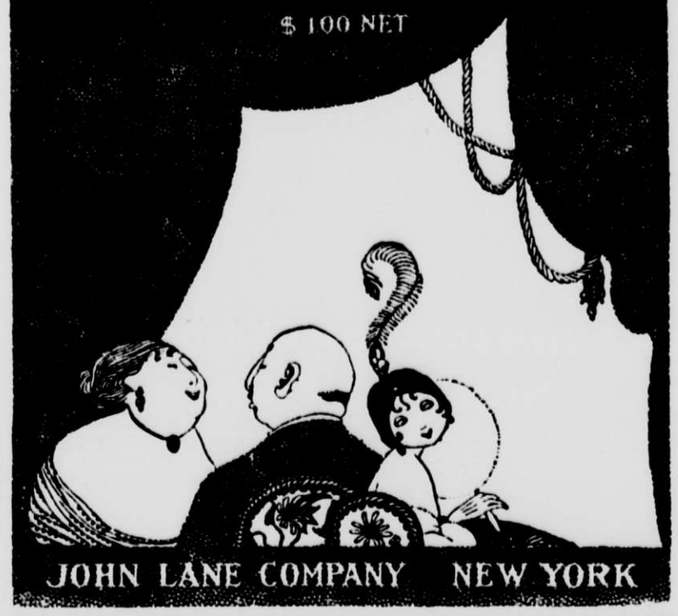

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