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John Lawrence, railroad magnate and successful business man, had never forgotten the place of his birth, and in the mellow period of advanced middle age he wandered back to Lost Valley. It was a rude and painful awakening he had from the dream he had cherished through years spent in accumulation. When he awoke he found the train which had brought him half way across the continent to the railroad station nearest the home of his forefathers. Hence he was driven from the straggling village of Lost Valley to the quiet town which had been known before, following the example of most of the "strong men" of his generation, he had gone to the booming West to carve out his fortune. The beauty of his native head had not departed, but "Ichabod" had been written on its portals, the splendid hills that encircled Lost Valley in the youth of the returned pilgrim; its glory had departed, and with it had gone the fresh blood, the bone and sinew, the dauntless spirit that for generations had made his homeland a prosperous community. The maimed, the halt and the blind were all that were left to welcome him.

No, there was no remnant of a once robust stock this disillusioned product of an earlier day found in the wreck of his fortune. The beauty of his native head had not departed, but "Ichabod" had been written on its portals, the splendid hills that encircled Lost Valley in the youth of the returned pilgrim; its glory had departed, and with it had gone the fresh blood, the bone and sinew, the dauntless spirit that for generations had made his homeland a prosperous community. The maimed, the halt and the blind were all that were left to welcome him.

JOHN PROSPER

A silhouette of the author of "Gold Killers," a tale of the New York underworld.

SYMPHONY OF STEEL

"Chanting Wheels" a Novel of Music, Athletics and Giant Industry

The clamor, crash and roar of a steel mill have been turned into a human symphony by Hubbard Hutchinson in his first novel, "Chanting Wheels" (Putnam), a book that for originality, keenness of insight and periods of writing of real power, would seem to mark the advent of a writer who will be heard from.

Mr. Hutchinson, himself a student of music, has taken for his main character Dante Rossetti Raleigh, an odd mixture of the superstitious musician and progressive American with real ideals. Although wrapped up heart and soul in his music, he goes to work in his uncle's mill as a laborer. There, although retaining his mannerisms of education with its thoughts and language, he makes friends into the hearts of his fellow-workers, especially the aliens.

Through his fostering of the innate love of music in nearly all foreigners Raleigh unconsciously finds himself doing happy work—work that reaches a happy climax when he foils a plot aimed against his uncle.

Maintaining the musical motif well to the fore Mr. Hutchinson manages to keep the matter-of-fact way in which their savage rites are discussed makes up much of the interesting part of the book. It is all told simply without any literary flourish, but in a direct manner that gives a clear and vivid picture of savagery as it still exists.

HOW TO SELL GOODS

The Psychology of Advertising and Salesmanship Discussed by a Specialist

Since psychologists began to trace conduct to impulses from the subconscious mind much has been written about the nature of the unconscious. The latest contribution to the discussion comes from Frederick Pierce, an analytical psychologist, who has written a book on "Our Unconscious Mind and How to Use It" (E. P. Dutton & Co.). Mr. Pierce has made an attempt to write so simply that the layman can understand what he means. He uses no technical terms save when he finds others fail to convey the idea, but gives an explanation so far as possible what these terms mean. He discusses the relation of the endocrine glands to mental functions and concludes that they have a distinct effect on mental processes. He has a chapter on autuggestion and another on setting the unconscious self to work.

Probably the chapter which will be most interesting to thousands is the one entitled "The New Psychology in Advertising and Selling," in which he explains how a salesman who understands the psychology of advertising can persuade people to buy where others fail and how an advertising writer can write advertisements which will sell goods when a man who has no appreciation of psychology will write advertisements which will repel buyers. He remarks that "good advertising, and for that matter, good selling also, is the active association of one's goods with an acquisitive complex already existing at the unconscious level; and a definite avoidance of all associations which can entail resistance."

Mr. Pierce gives examples of the reactions of groups of people to the advertising of good products which had not been commercially successful. He infers that they had not been successful because they had not been properly advertised. Take, for example, the case of a corset, well designed and well made. Only two out of fourteen women associated with the name of a good brand of corset. Eight of them got the impression of restriction, suffocation and rigidity from the advertising. Another case is that of the name of a good pair of shoes which did not sell. Mr. Pierce found that it suggested death and funeral. And so on, he cites instances after instance in which the advertising writer did not understand the psychology of the buying instinct, but unwittingly aroused a feeling of repugnance in the mind by the way in which he set forth the merits of an article.

NEW BOOKS

General

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England as Leacock Saw It

Stephen Leacock returned recently, after a three months' lecture tour of England and Scotland, to resume his duties as professor of political economy at McGill University, Montreal. He promises, however, to find time to tell all about his "Discovery of England" in a new humorous book which "Dodd, Mead & Co., Inc." will publish later in the year.

them, studying their customs and language. The matter-of-fact way in which their savage rites are discussed makes up much of the interesting part of the book. It is all told simply without any literary flourish, but in a direct manner that gives a clear and vivid picture of savagery as it still exists.

"GOLD KILLERS," A TALE OF NEW YORK'S UNDERWORLD

There is a new underworld. No longer do "yeggs," "dips," "con men" and their "molls" gather in the back rooms of saloons to map out their predatory careers. John Prosper has discovered that prohibition has driven them into the "Roaring Porties" of New York, and that, clad in raiment like unto the Sunday garb of the lilies of the field, they fill themselves with strange concoctions and dish up strange and bloodthirsty deeds. Therefore, "Gold Killers" (G. H. Doran Company) makes its appearance.

"Gold Killers" starts off with a murder during a performance at the Metropolitan Opera House. As the victim is one of the golden pillars of Wall street and has a beautiful daughter, the dash and fearless young physician-hero decides to solve the mystery.

In doing so he is kidnapped a couple of times, takes part in a truck robbery and meets "the chief" of a mysterious handiwork gang. Wireless telephones, airplane rides, hoodlums, presentiments and other 1922 commonplace fit through the strange tale to show that Mr. Prosper is up to date, even if he does not know that Mitchell flying field was named after John Purroy Mitchell, one of the Squamtown Grazers?

But "Gold Killers" is chockfull of unusual thrills and has a mystery that will delight those who like mystery stories and are not too captious about the construction of the story.

OUT OF THE DARKNESS

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By Charles J. Dutton

John Bartley is called upon to solve a mysterious robbery. But serious and baffling complications arise that tax his powers to the utmost. \$1.75.

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History, Travel and Fiction

MORE than twenty-five years ago John Bennett wrote a story for young people about the England of Shakespeare's time and the adventures of a boy of Stratford. The second revised edition of this book, "Master Slicker," has just been printed by the Century Company. It deserves its popularity to say that the book will still be in demand after twenty-five more years have passed, for it has those qualities that make for immortality in literature. Mr. Bennett has faith in human nature and he shows its finer traits in action as well as some of its baser passions, but he makes a boy or a girl good to read. The call for a new edition of it is proof enough that boys and girls are reading it.

DIPLOMACY and the strange Oriental mystery of Constantinople are the foundation of "Sweet Waters" (Houghton, Mifflin & Co.), in which Harold Nicholson spins a tale of once intriguingly interesting and irritatingly disappointing. What fault there is is stylistic style and not with his story or his character drawing or his inability to impart the languid atmosphere of Turkey to his plot. The heroine, unsophisticated daughter of an Englishman and a Greek mother, is shown budding from girlhood to womanhood in the midst of plots and counter-plots. Her first love affair ends in tragedy, and then, when war breaks out of the Balkan peninsula and not the World War—she finally finds true romance, but in an unconventional manner. "Sweet Waters" will prove expensively to the reader through the constant halting of the main movement of the story for elaboration of trivial incidents. But once the main threads are gathered again the reader will persistently stumble along until the end.

"Dangerous Ages" Wins a Prize

Rose Macaulay's "Dangerous Ages" has just won the Femina-Vie Heures Prize awarded by a committee sitting in Paris to honor English works of imagination published between June 30, 1920, and June 29, 1921. This prize was founded in 1918 by the French Femina-Vie Heures Committee.

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An Indian social worker and temperance reformer, write for the Atlantic Monthly an article telling how she got consolation for her daughter's death. In response to hundreds of letters asking it the Atlantic Monthly Press has published the article in a new book, "She Is Not Dead" (Dodd, Mead & Co.). It is written in the confident belief in immortality proved to the satisfaction of Mrs. Bacon by the feeling that her daughter is not dead but is living a happier fuller life than if she had not passed out of this life into the life beyond. As the record of an experience it is of immensely greater value than a mere exhortation to believe in immortality.

NEILSON ANDREWS

has told an interesting story of the experience of a sixty-year-old printer discharged because of his age, who, in a period of discouragement, pulled himself together, found a new job and developed his own philosophy of life. He calls his book "Finding Youth" (Atlantic Monthly Press). The printer had for years been foreman of a printing shop in a large New York establishment, but a younger man was put in his place and less and less responsible work was given to him until at last he was told that he was no longer needed. When in desperation he took a place in a newspaper office in a New Jersey village he discovered that he had been letting himself grow old and stagnant. When he pulled himself together and resolved to stop growing old and to rest as though he were a young man the rest was easy and he is now happier and more prosperous than he ever was before he lost his job.

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