

Will Durant's 6 Non-Best Sellers

Why Many Popular Books Don't Make the Best Reading, Explained by a Famous Analyst

By WILL DURANT.

Author of "The Story of Philosophy."

THE present day writer has to be reminded occasionally that a book may have a wide sale and yet be worthless. And the present day reader does not have to be reminded that a book may have a poor sale and be a work of genius. I should like to comment, now and then, on the offerings of past and contemporary literature and to recommend volumes, old and new, that are likely to give the stimulating mixture of instruction and delight which characterizes the great books of the world.

Have you read PLATO'S "SYMPOSIUM"? Don't be frightened by the name of Plato—he was one of the most human beings that ever lived. And don't shy at the word "Symposium." It is true that it means a "drinking together" and that the story tells of a convivial affair at the home of the Greek dramatist, Agathon, and ends with everybody under the table except Socrates. But between the cup and the lip what magnificent discourse! And on the most absorbing topic imaginable—What is Love?

Agathon, whose feast celebrated his winning of what we might call the Pulitzer Prize for drama at Athens in the year 416 B. C., would have been glad to admit that he was a novice and bungler in comparison with Euripides. Buy, borrow or otherwise acquire a copy of EURIPIDES'S "THE TROJAN WOMEN"; and no other translation than that of Gilbert Murray's will do. The drama pictures (to a Greek audience) the story of the capture of Troy from the viewpoint of the defeated Trojans. There is nothing in Shakespeare to surpass it.

Of course you have read PLUTARCH'S "LIVES." No? You thought

it was a boy's book? So people think "GULLIVER'S TRAVELS" is a boy's book, whereas it is a terrific satire on all humanity, intelligible only to disillusioned and experienced souls. Read the lives of Solon, Pericles, Alexander, Cicero and Caesar. Live with the heroes, and you will be improved by the company you keep. Can you find time for a little

her chance; and now she would gather a sun-bright and eager with many a wonderful tale, the little Alice of long-ago; and how she would feel with all their simple sorrows, and find a pleasure in all their simple joys, remembering her own child-life, and the happy summer days.

STILL BEST SELLER

Fragment of a Page from the Original Manuscript of "Alice in Wonderland," with Pictures of the Heroine.

poetry? There is a thin volume by W. H. Mallock called "LUCRETIVS ON LIFE AND DEATH." Half an hour will compass it. It is tragically beau-

tiful; avoid it if you must have a happy ending. It is as good as Omar, as mellow as Anatole France and (let us hope) as false as politics. Professor Shotwell calls Lucretius's poem on the Nature of Things "the greatest intellectual achievement of antiquity."

And now we skip 1,900 years, and go to Siberia. There is the but in which Dostoevski, profoundest of all novelists, spent the years of his exile. You may read his account of it, if you wish, in "THE HOUSE OF THE

DEAD." But first find time for his gigantic story of "THE BROTHERS KARAMAZOV." Yes, it more than 800 pages long and the first 100 pages are the hardest. But then—by the side of that unfolding epic of bared souls HUGO'S "LES MISERABLES" is a melodrama for the Bowers. When you read the last page you long for a thousand pages more. No book will teach you more about men. Nietzsche said he had learned more psychology from Dostoevski than in all the formal books of psychology that he had even seen.

BOOKISH THROUGH
Eager Crowd at the Auction of Rare Volumes During Which the Original Manuscript of Lewis Carroll's Masterpiece Was Sold for a Large Sum. Regarded as "frivolous" When It First Was Issued This Satirical Fantasy Is Now Recognized as One of the Finest Literary Products of the Nineteenth Century.



AUTHOR'S INSPIRATION
The Original of "Alice in Wonderland," from a Rare Medallion.

Charles and Mary Beard. Take it slowly; it is difficult; but it will deepen and broaden you like years of life.

"There Is No Short Cut to Success"

ARTHUR J. MORRIS has loaned more than one billion dollars to five and a half million persons—and has launched a new era in banking.

"People are honest," he says. And: "The man of small income is as much entitled to bank credit in times of need as is the great corporation."

And the people proved he was right, because the loss has been less than one quarter of one per cent, and this banking business which, in the beginning, no bankers would touch has flourished until Morris, in a few years, has become one of the truly great financial figures of the times.

He grew up in Norfolk, Va., the despair of his teachers because he was the most brilliant scholar and at the same time a "playing hooky" addict. He was graduated with high honors from the academic department of the University of Virginia and afterwards from the law school before he was twenty-one—before he could be admitted to the bar.

It was while he was legal representative of several banks and frequently recipient of woeful tales from honest workmen of steady earning capacity who could not borrow money in such emergencies as sickness, that Morris conceived the idea which has become the "Morris Plan Bank."

—Says Arthur J. Morris, Founder of the Morris Plan

With \$22,000, nearly half of it his own, and the rest guaranteed against loss to the lenders of it, he began his experiment of lending money to those persons no bank would trust and whom the loan sharks victimized. The poor man's bank was a success. Another followed, in Atlanta.

Today there are "Morris Plan Banks" in 181 cities, and they have a working capital of approximately \$125,000,000. Morris also heads, as president, the Industrial Acceptance Corporation, which finances installment buying of motor cars, electric and radio appliances and even homes.

"Young men have a tendency to hunt for short-cuts to success," he declares. "There is no short-cut which avoids work. But there is a shorter, surer road to achievement than most people find."

"I would say that the development of absolute integrity and dependability of judgment is the short-cut to success. I am not preaching morals. I am talking about practical advancement in business."

"The development of a habit of absolute truthfulness in word and act gives one two clear advantages: "First—Somehow the ingrained habit of integrity, of dependability, creates in the individual an instinctive recogni-

tion of the 'true' objective. Confronted with various alternatives of procedure, the person of absolute integrity chooses the right course by instinct.

"By training the conscious mind in honesty, the individual has trained the subconscious mind to react instinctively—correctly. It adds up the right answer to a given situation before the individual can arrive at a decision by conscious thought. We say that that man decided dependably, instantly—'by intuition.'

"Some think this intuitive faculty 'just happens'; I tell you that it can be built up, that anyone can build it up—and thereby become a more able individual, worth more to his employer.

"Second—Business has become so big in this country, with so much at stake; and steady, safe management so difficult, that the directors of it constantly are searching for the rarest of all traits—absolute integrity and dependable judgment. The man who has these two capacities is able, in time, to 'write his own ticket' as regards compensation. The directors of big businesses know that if they cannot find those traits their great edifices cannot stand.

"So I say integrity and dependable judgment are the short-cuts to success; and there are no others."



LOANED BILLION
Arthur J. Morris, Who Launched a New Era in Banking and Tells in the Accompanying Article How Success Can Be Attained.

What Do You Know—About War Songs

1. What song is called "the nursery rhyme of the American Army?"
2. From what was the music of "The Star-Spangled Banner" taken?
3. When was "John Brown's Body" first sung?
4. Who attempted to supply new words for it?
5. What was the greatest song of the Civil War?
6. Who wrote "Marching Through Georgia?"
7. Who was a prolific writer of Northern songs during the Civil War?
8. What British songs were sung to a great extent in the American training camps during the World War?
9. What songs were added to American collections of war songs during the World War?

ANSWERS.

1. "Yankee Doodle," first sung by our soldiers during the Revolutionary War. Many different words have been set to it, and, after the original doggerel, the most popular is "The Battle of the Kegs."
2. From the tune of "Anacreon in Heaven," an old English drinking song, which fitted the words of Francis Scott Key's poem to perfection.
3. On the anniversary of the death

of John Brown. His regiment, the 12th Massachusetts Infantry, stood in formation around his grave and sang the song.

4. Mrs. Julia Ward Howe's great "Battle Hymn of the Republic" was originally intended to supply a different set of words to "John Brown's Body."

5. "Dixie," the song of the South. It was written by Daniel D. Emmet for a minstrel company playing in New York in 1859 and immediately became the great favorite of the Southern people.

6. Henry Clay Work. General Sherman, the leader of the Northern Army in its devastating march through Georgia, is said to have disliked the song intensely.

7. George F. Root, whose "Just Before the Battle, Mother" was first given to the public in the Chicago Court House Square by the Lombard Brothers, a popular singing duo of the day.

8. "It's a Long Way to Tipperary," and "Pack Up Your Troubles in Your Old Kit Bag."

On the River Bank.
ON any night you care to look
You'll see my light
Burning in that high window
Life is my study,
Yet I myself sit high above life...



MISS MURRAY

Copyright, 1929, International Feature Service, Inc. Great Britain Rights Reserved.

By Clare Murray, New Girl Poet-Artist

SOMETIMES I lay aside my books
To walk along the drive
In company with thousands
Yet alone, remote,
In spite of longing to descend
In spirit also from my peak.
How I have longed to mingle with the crowd!
But always unborn fear has held me back
And throttled every wild impulse new-fangled
Keeping me a slave to caution,
Fear of self
That made my mother merry for security
Rather than risk life
With a strong uncultured love.

JENVY that boy and girl
Who, arm in arm, stroll through the park
Oblivious of the world
I envy the pauper
Who hears the life-ful
Of a half-blind idiot:
I envy more the cautious fool
Who, being foolish, does not know
How much he misses, being cautious,
Life is my study—
Yet I myself sit high above life.



"Life is my study, yet I myself sit high above life..."

Wooden Shoes for Ladies

CAPRICIOUS womankind, which has borrowed haircut styles from the Zulus and "lifted" slave bracelets from Arabians, has made another geographical foray and came back with a most surprising innovation in attire.

Wooden shoes! One associates such clogs, usually, with nursery tales and the fairy stories of Andersen and Grimm. But Miss America, 1929, snatched her latest inspiration from those beguilingly picturesque Breton and Basque peasant girls, who, white-capped and vivacious,



VARIETIES
Miss Marie Simnett, of N. Y. City, Displaying Diverse Types of Smart Wooden Shoes.



BORROWED FROM BRITANNY
Two Lateral Views of the New and Fashionable "lumber clogs," Showing the Exquisite Craftsmanship.

can be seen—and heard—clattering through the winding streets of Brest or Barbastro.

You must not assume, however, that the modern American or English debutante is going to be content with those crude, uncomfortable affairs that their French and Spanish cousins are content with. No, these stylish wooden shoes are exquisitely fashioned, carefully moulded to the instep, and held in place with brilliant crossed ribbons or thongs, in some cases.

Before long, Fifth Avenue, it is predicted, will resound to the rhythmic thump of the new Goody Two-Shoes.