

- Mumford, Lewis. *The Golden Day*. Boni and Liveright. 283p. \$2.50.  
 Sherman, Stuart. *Critical Woodcuts*. Scribner's. 348p. \$2.50.

#### Drama

- Anderson, Maxwell, and Lawrence Stallings. *Three American Plays*. Harcourt, Brace. 263p. \$2.50.  
 Green, Paul. *Lonesome Road*. Robert M. McBride. 217p. \$2.  
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#### Biography

- Allen, Hervey. *Israfel*. Doran. 2v. \$10.  
 Brown, Rollo W. *Dean Briggs*. Harper and Brothers. 322p. \$3.50.  
 House, Edward M. Ed. by Charles Seymour. *Intimate Papers of Colonel House*. Houghton Mifflin. 2v. \$10.  
 Krutch, Joseph Wood. *Edgar Allan Poe*. Alfred A. Knopf. 244p. \$4.  
 Nock, Albert Jay. *Jefferson*. Harcourt, Brace. 340p. \$2.75.  
 Sandburg, Carl. *Abraham Lincoln*. Harcourt, Brace. 2v. \$10.  
 Yarmolinsky, A. *Turgenev*. The Century Company. 386p. \$4.

#### Science, Natural and Applied

- Andrews, Roy Chapman. *On the Trail of Ancient Man*. Putnam's. 375p. \$6.  
 Beebe, William. *The Arcturus Adventure*. Putnam's. 439p. \$6.  
 Crile, G. W. *Bipolar Theory of Living Processes*. Macmillan. 405p. \$5.  
 Herrick, C. J. *Brains of Rats and Men*. University of Chicago Press. 382p. \$3.  
 Morgan, T. H. *Theory of the Gene*. Yale University Press. 343p. \$4.  
*Naturalist's Guide to the Americas*. Williams and Wilkins. 761p. \$10.  
 Newman, Horatio Hackett, ed. *Nature of the World and of Man*. University of Chicago Press. 566p. \$4.  
 Spoehr, H. A. *Photosynthesis*. Chemical Catalog Company. 393p. \$6.50.

## CALENDAR SIMPLIFICATION AND YEAR-ROUND SCHOOLS

**D**IRECT application of the 13 months calendar principle to the all-the-year operation of the public schools, now favored by many educators, is made by Dr. T. E. E. Finegan, Education Director of the Eastman Kodak Company, former Commissioner of Education of the state of Pennsylvania, trustee and former President of the Department of Superintendence, National Education Association of the United States.

"The logical division of the continuous school year," says Dr. Finegan, "would be into quarters; the proposed simplified calendar of 13 months of 28 days each would adapt itself admirably to this, for the extra month would provide four vacation periods of one week each to be inserted between the school terms."

The year-round school plan is based on the promise that the present limited use made of public school buildings is unjustified, also that for a majority of pupils, the long summer vacation does more harm than good. The short school year, it is contended, had its origin in the necessity during pioneer days of having boys and girls help on the farm during the summer. It is believed that under present conditions many pupils would readily complete in a three years continuous course, the work now required of them in four years with extended summer vacations.

Adoption of a simplified calendar of 13 equal months is being strongly urged by scientists, industrial and agricultural leaders, prominent women, religious authorities and others. A thirteen period system of accounting has long been employed in many large business enterprises, its use having been forced through the misleading data resulting from statistical comparisons of months with varying numbers of days,

weeks, beginning on different days, etc.

The revised calendar has been approved by the League of Nations after exhaustive study and will be the subject of a decisive international conference, in connection with which the various nations have been requested to appoint national committees of inquiry. The originator of the simplified calendar is Dr. Moses B. Cotsworth, an eminent British scientist; the sponsor in the United States is Mr. George Eastman. Briefly described it divides the year into 13 equal months, the additional one falling between June and July and bearing the name Sol, and affixes to the days of the year the same day names forever by introducing an extra Sabbath (the 365th day) on December 29. "In a city of 200,000" Dr. Finegan states, "there are probably 4000 pupils who save six months of regular school work by attending summer sessions. Estimating on a money basis the value of the time conserved by such students, the economic saving to society, taking cities of all sizes in the consideration, runs into huge sums."

FREDERIC W. KEOUGH

### LOST OR STRAYED: A SCHOOL MASTER

WHEN a letter signed by J. A. McPherson, "just" a school teacher in Lawton, Michigan, appeared in the newspapers and magazines of the country as an advertisement of the American Tobacco Company, the *Michigan Educational Journal* got busy. The story is told, with due legal formality, in Exhibits A, B, and C.

#### *Exhibit A—The Advertisement*

Lawton, Mich.  
August 3, 1927.

American Tobacco Co.,  
New York.

Gentlemen:

A word of appreciation for your Lucky Strike cigarettes.

On May 29th last, I was operated upon for gastric ulcer and appendicitis. The day after I wanted a smoke real badly and asked my doctor. He advised strongly against it, stating that even a slight cough would "rip me open" and cause additional pain, and if you've had the experience you know that to be so. However, I had a package of "Luckies" in my coat pocket and persuaded my nurse to get them. She did and I smoked eight that day. To make it short I smoked all the two weeks at the hospital with nary a cough or throat irritation or the least discomfort, and by the way, smoking was prohibited at the hospital but nurse kept my door closed and window open so I enjoyed my smokes to the full extent.

I am just a school teacher in a small town and not setting a good example to my pupils because I smoke, I suppose, but there is certainly "pep" in Lucky Strikes.

Sincerely yours,

J. A. MCPHERSON.

#### *Exhibit B—In Which Honest Advertising is Discussed*

"First. A doctor had forbidden Mr. McPherson to smoke and McPherson disobeyed his physician. Is that a constructive thought to advertise?"

"Second. Smoking was prohibited in that hospital, but that meant nothing to school teacher McPherson. He believes in slipping things over, regardless of rules.

"Third. Not only did McPherson violate instructions and rules, but he persuaded the nurse to do likewise. She was an honor to the fraternity. She would be a splendid person to leave with a patient if you were hoping the patient would die.

"Fourth. Then Mr. McPherson says, 'I am just a school teacher and I'm not setting a good example to the children, I suppose, but there is certainly plenty of "pep" in your smokes.'

"This last statement is a bold bid to encourage young boys and girls to buy this brand of cigarettes, by a man who admits