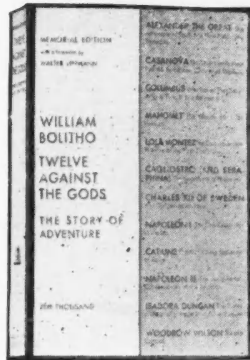





from THE INNER SANCTUM of  
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 In last week's P.W. we ran a page ad announcing the forthcoming appearance of the gift edition of *Twelve Against the Gods*. This week *The Inner Sanctum* column wishes to emphasize the sales importance of this special edition.

 It has a preface specially written for it by WALTER LIPPMANN. It appears a month after publication of BOLITHO's *Camera Obscura* which is receiving widespread discussion. It appears simultaneously with the New York production of MR. BOLITHO's posthumous play, *Overture*, directed by MARC CONNELLY. It is beautifully boxed. Turn to the last paragraph on this page *in re* ordering.

 A word or two about Your Correspondent's friend, BILL WALLING.


THE TWO BILLS




William H. Walling





William J. Hiss


 BILL, man and boy, has been printing *The Inner Sanctum's* jackets, catalogues, leaflets, and some of its books for five years come next Michaelmas. About a month ago he invaded this office with an almost finished manuscript on Backgammon. As a Ten Year Backgammon Player he had studied all the books on the subject, and felt that none of them did more than give the player instructions on initial moves.


 At which point another BILL enters the story, but since I know him less well, I

must refer to him as MR. WILLIAM J. HISS. We had heard about MR. HISS via ABERCROMBIE AND FITCH, the well known New York Sporting Goods (Indoor and Outdoor) Store, who are considered General Headquarters for Backgammon in the Empire State, and, so we are told, the Western Hemisphere. A. & F. had told us they considered that MR. HISS knew as much about the game as anyone anywhere.

 When MR. HISS told Your Correspondent over the telephone that he wanted to come in about a book on Backgammon—ah! we had it! Invite them both to *The Inner Sanctum* for a possible merger. (One of the troubles of 1930 is that there haven't been enough mergers.)

 Big and Little BILL (only they happen to be about the same size) met here, and after the usual howdoyoudos were persuaded to go out together for lunch and for a little Backgammon after. Great enthusiasm for the merger was the later result. The best ideas of each were incorporated into the manuscript.

 But special credit should be given to BILL, who, when the manuscript was finished, set it up in record time, is printing the first edition as this column is being written, and who graciously has offered to send the plates to another printer as soon as the time element no longer is a consideration.

 Well now, ask you, is the book any good? *The Inner Sanctum* thinks so, else it wouldn't publish it. Here are some other opinions.

"We recommend *Backgammon Standards, How to Win at Backgammon* to every player, regardless of his skill, who wishes to play this fascinating game in the modern manner."


—ABERCROMBIE AND FITCH,  
America's Backgammon Headquarters.

"*Backgammon Standards* seem to me to be far and away the best and most complete book that has been written on the subject."

—SIDNEY S. LENZ,  
Bridge Expert.

"This is the book that I have been looking for ever since I started to play Backgammon. It would have saved a good many painstaking hours and more dollars than I like to think of if I could have had it then."

—EUGENE REYNAL, JR.,  
Publishing Trade Backgammon Champion.

 And now back once more to the Basic Merchandising Principles: If you think that your customers are interested in a book on Backgammon and you think that *The Inner Sanctum* can supply one, will you not send in your sample order (be it one or fifty—and if any bookseller orders fifty on the basis of an *Inner Sanctum* ad it will announce the inauguration of a new era—) for *Backgammon Standards, How to Win at Backgammon* by WILLIAM H. WALLING and WILLIAM J. HISS. Price \$1.90 and ready by the time you have finished reading this column.

—ESSANDESS.