

TIME SAYS NORTHROP'S BOOK 'MAY WELL INFLUENCE HISTORY'

THE MEETING OF EAST AND WEST IS 'THE SORT OF VOLUME CAPABLE OF CHANGING THE FACE OF THE WORLD'

—W. G. ROGERS, ASSOCIATED PRESS

Perhaps once in a generation a book appears which is capable of "changing the face of the world." Such a book is F. S. C. Northrop's **THE MEETING OF EAST AND WEST**. In this new work, Mr. Northrop has made a brilliant analysis of the philosophical, economic, political, and religious beliefs of America, Europe, and Asia. He arrives at a basis for world culture which one critic calls "the soundest of all recent statements made about world understanding and peace."

"READABLE BY LAYMAN" TIME MAGAZINE SAYS

A long review in Time Magazine starts: "Professor Northrop, Master of Yale's Silliman College, is a man who has something important to say. What he has to say embraces so many facts with such assurance, and is so radical and so constructive, that his book may well influence history as he seriously proposes that it should."

Time continues: "Written by a philosopher, it is readable by any layman* who likes to see a tough problem figured out step by step—a method which the author uses to create a good deal of intellectual suspense. The book arrives at a philosophical basis for world culture. If the world wants one, as down to earth as Marxism but with more than just economic satisfactions, Professor Northrop suggests that the world can have it."

"PERHAPS THE GREAT BOOK OF OUR GENERATION"

In his column in the New York Post, EDGAR ANSEL MOWER, Pulitzer Prize winner and author of "Germany Puts the Clock Back," writes: "While in Trieste, I've been reading Northrop's immensely ambitious work—perhaps the great book of our

generation.* I owe him thanks for reminding me that all great political and social conflicts are basically philosophical."

"SCOPE IS ALMOST AS VAST AS SPENGLER'S"

In a front-page review in the New York Times book section, HOWARD MUMFORD JONES, noted author of "Ideas in America" and other books, says: "In my considered judgment, the appearance of this volume is the most important intellectual event in the United States thus far in 1946. Its scope is almost as vast as Spengler's, and it is more applicable to the crisis of our time."*

"RECOMMENDED TO THOUGHTFUL CITIZENS"

ORDWAY TEAD, writing in the Saturday Review of Literature, says: "Here is one of the most provocative, penetrating, and thrilling deployments of philosophical insight that has come to light in a generation. Here is a fresh, strong, free, and cleansing breeze blowing through the often musty halls of philosophy

Macmillan Prints 20,000 Additional Copies of The Meeting of East and West

The interest shown in this book by ordinary, intelligent readers is amazing. One reviewer, who praised the book highly, regretted that it was "likely to sell 600 or 800 copies." He completely misjudged the interest of the general public. The first printing was exhausted almost immediately. The second printing was completely sold out in advance. Now The Macmillan Company has rushed through a new printing of 20,000 copies, feeling that this is a modest estimate of the demand for Professor Northrop's book.

which is tonic indeed.

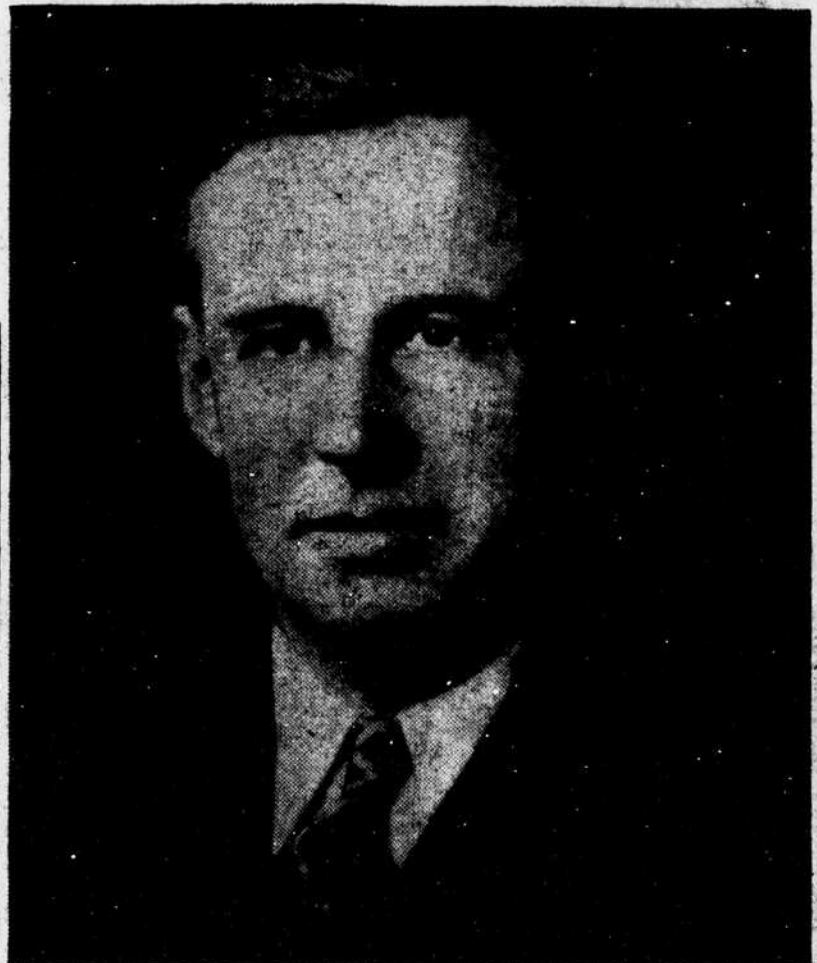
"There is no surrender here to 'mysticism,' obscurantism, passivism, in the mood of some modern Western converts to the religion of the East... Here is one of the most rewarding books which can be recommended to thoughtful citizens..."*

"IMPORTANT"—NOTED CATHOLIC AUTHOR SAYS

In a front page review in the Chicago Sun Book Week, FRANCIS E. McMAHON, Associate Professor of Philosophy at the University of Chicago and author of "A Catholic Looks at the World" (recently selected by the American Library Association as one of the fifty best religious books published during the past year) says: "... Professor Northrop has written one of the most noteworthy and important volumes of the year.* I regard it as important not merely because of its comprehensive vision which provides a healthy corrective to the narrowness inevitable in an age of specialization. It is important also as providing convincing proof that the most important things in the world are the philosophical ideas that sway men's minds."

PRaised BY SCHOLARS; USED IN COLLEGES

PITRIM A. SOROKIN, Professor of Sociology at Harvard University and author of such outstanding books as "The Crisis of Our Age," calls Professor Northrop's book "a first-class contribution to a science of culture, sociology, and philosophy."* The book has been made required reading for Professor Sorokin's graduate and undergraduate students at Harvard and is being used at many other



F. S. C. NORTHROP

colleges as well.

WILLIAM ERNEST HOCKING, Alford Professor of Philosophy Emeritus, Harvard University, and author of many books, calls **THE MEETING OF EAST AND WEST** "an important book," marked by a catholic breadth of appreciation, and a resolute, courageous, and careful analysis."

The Table of Contents will give some idea of the breadth of the subject matter covered in Professor Northrop's book:

1. The Contemporary World
2. The Rich Culture of Mexico

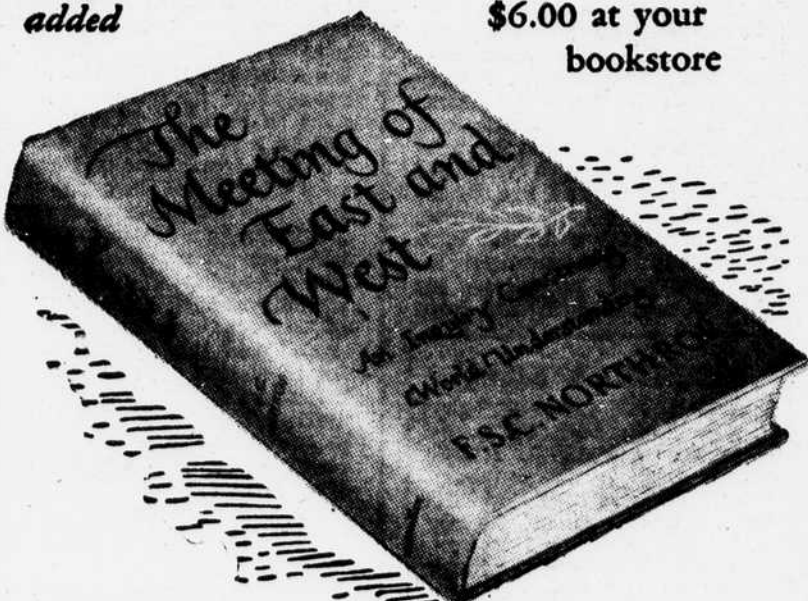
3. The Free Culture of the United States
4. Unique Elements in British Democracy
5. German Idealism
6. Russian Communism
7. Roman Catholic Culture and Greek Science
8. The Meaning of Western Civilization
9. The Traditional Culture of the Orient
10. The Meaning of Eastern Civilization
11. Contemporary India, Japan, and China
12. The Solution of the Basic Problem
13. Practical Wisdom

THE MEETING OF EAST AND WEST will make an ideal

Christmas Gift for your intelligent friends

\$6.00 at your bookstore

* italics added



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