

Jacket of “Are you a bromide by Gelett Burgess. [The word “blurb” had its origin in the exploitation of this book [194].

YES, this is a “BLURB”!

All the Other Publishers commit them. Why Shouldn't We?

MISS BELINDA BLURB IN THE ACT OF BLURBING

ARE YOU A BROMIDE? BY GELETT BURGESS

Say! Ain't this book a 90-H. P., six-cylinder Seller? If WE do say it as shouldn't, WE consider that this man Burgess has got Henry James locked into the coal-bin, telephoning for “Information”

WE expect to sell 350 copies of this great, grand book. It has gush and go to it, it has that Certain Something which makes you want to crawl through thirty miles of dense tropical jungle and bite somebody in the neck. No hero no heroine, nothing like that for OURS. but when you've *READ* this masterpiece, you'll know what a BOOK is, and you'll sic it onto your mother-in-law, your dentist and the pale youth who dips hot-air into Little Marjorie until 4 Q.M. in the front parlour. This book has 42-carat THRILLS in it. It fairly BURBLES. Ask the man at the counter what HE thinks of it! He's seen Janice Meredith faded to a mauve magenta. He's seen BLURBS before, and he's dead wise. He'll say:

This Book is the Proud Purple Penultimate!!

NOTICE

HOW TO READ A BOOK

LIE on your back, on a table or smooth surface. Place your feet on the chandelier, then, holding the Book in one hand, look it over with the other. Begin at the Back, cursing the pictures gently. This should be done two or three times. Never buy a book when you can look it over and suck its blood from the bookstalls, or get it from the library. It is liable to make the Author and the Book-Seller too conceited and Affluent.

Gift B. W. Huelsch Feb. 21 1944

In preparation by Frederick A. Stokes Co.

The Maxims of Methuselah By GELETT BURGESS

Author of "ARE YOU A BROMIDE?"

HERE'S another grand, great Josh! Any man who's ever been in love. or ever intends to be, should peruse this text-book. It gives every Recipe known; you'll never be afraid of Women again, after reading Methuselah's advice—you can rope. tie and brand 'em with a mere twist of the wrist. The Patriarch, *per* Burgess, betrays a more colossal conceit than ever before snuggled in between covers. 969 years of experience with women! 505 Lady Friends! Centuries spent amongst the Summer Resorts of the Land of Nod! Decades and decades in the watering places of the Tigris and Euphrates. This is Burgess's Wildest and Woozliest Pipe-Dream. It will raise up for him 23,567,321 enemies amongst women, howling in protest against these Secrets of Feminine Psychology.

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Broadside portfolio 242 no. 36

part 2 of 2

Burgess, Gelett.

Jacket of "Are u y you a bromide."