

[A newlywed working-class man talks about his wife's reading in a 1943 Mass Observation interview] No, I don't read books, the paper's all I can do with...But you should have met my missus before we got married—read—why, she was always at it, morning noon and night. She was crazy on desert stuff and sheiks and all that. The chemist at the corner kept a twopenny library, and she used to go down every day for another book and say to him, 'Haven't you got anything *hotter*?' He thought she was a real bad lot, but she wasn't, she was just nuts about books. When we got married, he made sure it was because we had to; he was quite surprised we didn't have a kid in the first six months. But since she married me, she's quite different—she never opens a book now.

Joseph McAleer, *Popular Reading and Publishing in Britain, 1914-1950* (Oxford: Oxford UP, 1992), 91-92.

The Novel all England is Reading

First Cheap Edition, with new three-colour picture on jacket. Ready February 24th. Crown 8vo. Cloth

Price **3/6** net

THE SHEIK

A STORY OF LOVE IN THE DESERT

ONE of the most exciting and enthralling novels of love and passion beneath the wonderful skies of the desert, as may be guessed when it is revealed that the action centres round the kidnapping of an English girl by an Arab Sheik, who keeps her captive in his tents. "The Sheik" has all the glamour and colour of successful novels laid in the great desert, all the intense passion and tender feeling of the most vivid love stories, almost brutal in its revelations.

Stock "The Sheik" and recommend it freely. There is not a dull page in the book.

Fifth Impression Printing.



As an illustration of
**WHAT A BOOKSELLER
CAN DO WHEN HE
TAKES A FANCY TO
A NOVEL**

The Trade may be interested to know that Mr. W. Dymock, of Sydney, on April 21st, 1920, ordered 1,000 copies of "The Sheik"; on August 13th, 1920, he sent a repeat order for 500 copies; and on January 29th of this year, he cabled for a 100 copies.

Other Big Sellers in Nash's **3/6** Series

Queen Sheba's Ring
By H. Rider Haggard

Magic Hours
(A Romance of the East and the Desert)
By Will Levington Comfort

The Sign of the Cross
By Wilson Barrett

The Bridge of Time
(A Great Re-incarnation Story)
By W. H. Warner

The Fullerton Case
(A Detective Story)
By R. Doubleday

Hands Off!
By Beulah Marie Dix

EVELEIGH NASH COMPANY, Ltd., 148, Strand, London