

VI - 73 E - 13. Advertisement "Too Much Too Soon" announcement of
Battle Hymn of China Alfred A. Knopf, N.Y., N.Y. - undated.

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TOO MUCH AND TOO SOON

Yesterday, in the New York Times Book Review, we told you about a great book—probably the most remarkable yet written about the Chinese today—**BATTLE HYMN OF CHINA** by **AGNES SMEDLEY**. We announced it yesterday because we had planned to publish it today.

But we cannot publish **BATTLE HYMN OF CHINA** today. We cannot, because since August 9, the closing date for advertising in yesterday's Book Review, new and unforeseen delays have arisen in printing the colored jacket and the map the text requires. It has proved impossible for us to get sufficient stock into your booksellers' hands in time. And, rather than publish while some booksellers have an inadequate supply (and some others none at all) we have decided to postpone **BATTLE HYMN OF CHINA** for two weeks more.

September 7 will be the publication date of this "living, moving procession of the triumphs and betrayals, the suffering and sacrifices and aspirations which constitute New China's awakening," as **LELAND STOWE** has called it. He adds that it is a **MUST** book. And it's just as much of a **MUST** for you as for Lee Stowe. Better go to your bookseller's *today* and reserve your copy in advance. The price will be \$3.50, and well worth it. Octavo, 528 pages plus index, with 19 photographs.

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