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## The Book Street of Shanghai

**D**URING the first two weeks of the local hostilities, the Book Street of Shanghai, or Foochow Road, experienced a period of unusual stagnancy and trepidation. Many bookstores temporarily suspended their business and quite a few carried on behind half-closed doors. That fortnight was the most barren, unproductive period that Shanghai had ever experienced, as not a single volume of new title in reading matters was put out. This state of confusion and standstill was fortunately broken up and before the end of the present phase of hostilities we began to witness a great boom in the new crop of magazines, pictorials and booklets which flooded every corner of the street and the newspaper stands. Paradoxically, however, almost all the bigger and well-established magazines and periodicals had faced tremendous difficulties due to the scarcity of paper and inadequate printing facilities. For instance, *The Far Eastern Miscellany*, the oldest existing magazine in China, was forced to reduce its size by half. Many other magazines had to issue jointly with one or more other magazines. The four influential leftist periodicals, *Literature, Light, Translation, and Mid-stream*, jointly published a very-small-sized paper, which was at first called *Na-Han* was later renamed *Wild Fire*. The three more or less Lin Yutangesque magazines, *The Yuchowfeng, The Hsifeng and The Iching*, during the first few weeks of the present hostilities, issued three joint publications. The editors of these magazines are to be congratulated upon their sheer inexhaustible energy as well as their extraordinary fortitude. After their three joint issues, they came out again in their own original entities. The two long autobiographies in serial form of General Feng Yu-hsiang and Chen Tu-hsiu published by *The Yuchowfeng* will surely help to increase its already large circulation. As a magazine publisher, *The Yuchowfeng* has no equal in its "scoops," steady maintenance of its style, policy, as well as reader interest, while *The Hsifeng* or "Chinese Readers' Digest," has lately announced its change from a monthly to a fortnightly. This is probably the best magazine in introducing Western life and ideals. A magazine digest, *Wen-chai*, which was started only a few months ago has already become very influential, though it has been forced to reduce its original size by one third. While *The Month*, which was started early this year and instantly became a great success, has been unfortunately forced to suspend indefinitely. Besides these, the other more important magazines such as *World Knowledge, Citizen's Weekly, Womanhood*, have all returned to their original sizes. Many other heavier magazines have also gradually regained their strength. As to booklets on timely subjects there are more of them published during the past three months than the past three years. All these are clear indications that the spiritual hunger of the Chinese is demanding ample reading fare. Such are the activities of the Book Street of Shanghai and we have reason to believe that the end of local hostilities will not curtail them.

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