



*The Powys Society
Newsletter*


No 60 March 2007


from THE INNER SANCTUM of
SIMON and SCHUSTER

Publishers • 386 Fourth Avenue • New York




"...an invocation to hard-won happiness"
JOHN COWPER POWYS, author of
THE ART OF HAPPINESS

 The Inner Sanctum presents a volume designed for the pocket with a message designed for the heart—*The Art of Happiness*, by JOHN COWPER POWYS. (Price \$2.00)

 In a letter written to your correspondents last December, the author of *Wolf Solent*, *A Philosophy of Solitude* and *In Defense of Sensuality* wrote:

"I am trying, in THE ART OF HAPPINESS, to go deeper than I have ever gone before into the nervous and sensational springs of our life. I am trying to dig down to those elementary feelings of pleasure and pain that underlie all our life's activity as well as all our life's passivity; and I am trying to express my discoveries with living words.

"I am writing of the subtle 'art,' for instance, by which a woman can be happy living with a man and a man can be happy living with a woman, when the first thrill of 'being in love' is over and gone. I am writing of all the 'litttle things' connected with food, fire, warmth, cold, rain, sun and air, tea, coffee, cigarettes, newspapers, mechanical work, walks, reveries, love-making, the after-thoughts from books, the casual glimpses of Nature, that in the most ordinary day of the most unassuming life can be given by the use of the IMAGINATIVE WILL a certain twist or a particular emphasis THAT MAY MAKE ALL THE DIFFERENCE."

 *The Art of Happiness* is an invocation, a credo and a declaration of spiritual ways and means. It will be read, *The Inner Sanctum* believes, not only by those devoted followers of JOHN COWPER POWYS who haven't missed a book of his since *Wolf Solent*—but also by many new thousands to whom it carries a direct and not-to-be-forgotten message.

—ESSANDESS.

BECAUSE IT MEANS



me

THERE'S a young woman who runs a bookstore in the east forties. She read a copy of *The Art of Happiness* by JOHN COWPER POWYS before it was published, liked it better than any book she had read in two years. It meant *Me* to her. Since publication date she has sold it to 72 people, saying in effect:

"I think this book will make you enjoy life more than you have. Its price is \$2.00. But I don't want you to keep it if after reading it you don't agree with me. In fact I want you to return it to me so that I may refund you not \$2.00, but \$2.50."

Of the 72 copies she has sold, just one has come back.

A MAN who runs a bookstore down town tells us that *The Art of Happiness* is the most popular book he has in the store. Not only do all of the people who come back tell him how much this book has meant to them, but many others buy earlier books of JOHN COWPER POWYS—*In Defence of Sensuality*, *A Philosophy of Solitude*, *Wolf Solent*, and *The Meaning of Culture*.

The publishers believe *The Art of Happiness* is so popular because:

1. People are so deeply immersed in their own everyday life—in the thousands of duties and drudgeries and bits of routine that they have taken for granted—that they want a book which makes them stop short and wonder what it is that makes them happy or unhappy.
2. There is no other book we know about which analyses the very stuff of which happiness is made. Mr. Powys does not speak in generalities and Pollyanna-isms, but discusses the way people live in the actual world of food, fire, cigarettes, love-making and reading newspapers.
3. *The Art of Happiness* is not only extremely personal. It is provocative and stimulating as well, the sort of book you want to read aloud to your dearest friend.

All of which, boiled down, goes back to what the young woman in the store in the east forties said: "Because. It Means *Me*."

The Art of Happiness

BY JOHN COWPER POWYS

SIMON AND SCHUSTER • PUBLISHERS • NEW YORK