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Abstract/Excerpt

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The final chapter of H. G. Wells's novel, *Tono-Bungay* (1909) has given rise to surprisingly wide differences of opinion among commentators. Geoffrey West, an early admirer of the novel, thought that 'in the last chapter, one of the most splendid passages Wells has ever written, is focused the whole spirit of the book'; more recently J. R. Hammond referred to the chapter's 'series of brilliant images' and considered it 'one of the most carefully written . . . in the whole corpus of [Wells's] fiction'. At the opposite extreme from these views is Mark Schorer's familiar dismissal of *Tono-Bungay* in his essay 'Technique as Discovery' (1948) and his condemnation of the final chapter as a 'significant failure' because it is merely 'a kind of meditative rhapsody which denies every value that the book has been aiming towards'.

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Tono-Bungay still figures on the hoardings, it stands in rows in every chemist's storeroom, it still assuages the elderly tongue; but its social glory, its financial illumination, have faded from the world for ever. . . . an air that is never still for the clang and thunder of machines, on a table littered with working drawings, air and water pressures and trajectories—of an altogether different sort from 'Tono-Bungay' is a story of capitalism, the advertising industry and the generation of income / creation of products that the buying public never knew they 'needed' until they were actually told that they (apparently) needed them. . . . advertising industry, the wealth consequently generated and the discomfort of George Ponderevo was almost entirely on this basis and the resultant disparities and inequalities in wealth. All the while, the cause of the failure. *Tono-Bungay* summary is updating. Come visit Novelonlinefull.com sometime to read about this novel, Please don't hesitate to contact us or translate team. Hope you enjoy it. *Tono-Bungay* Part 58 Aug-17-17. Part 57 Aug-17-17.