

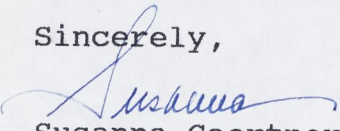
there will be announcements beforehand in the local press, so I shall be very curious to see whether this generates more sales and the general awareness.

Imagine growing up in Montana! Because I grew up partly in Berlin (parents both born there...I have dual citizenship), I always assumed that were I to leave NY, it would be to return to Germany, but that country has grown increasingly inhospitable over the past decade. Australia was a fluke: I'd gone there on assignment early in 1991 and returned later that year as Correspondent for the (now defunct) JOURNAL of ART. Had to return to NY, where I worked temporarily at Harper's and then completed a large project for NEW YORK MAGAZINE, which may turn into a book...my agent has the proposal with Harper/Collins; we should know soon. While I'm waiting to hear about that, I've just started a new assignment from NEW YORK MAGAZINE (on massage therapy!). And the Australian travel magazine I write for has given me several assignments, including ones in Idaho and ... Montana! I'll be spending the last week of June at Hidden Creek Ranch in northwestern Idaho; in September I'll be visiting Lone Mountain Ranch in Big Sky. Is that near you? Perhaps you will drop by?

Did you know that 200 years ago the air was 39% oxygen and 1% carbon dioxide, while today it contains only 19% of the former and a whopping 25% of the latter? I love such factoids...here's another: in this century, life expectancy has grown by 30 years. Between 1970 and 1985, the number of people over 65 increased more than 35% and women over 85 form the fastest-growing group of the elderly in the US, indeed, in the entire world. At the other end of the spectrum, 23% of America's sixth graders are sexually active and 1/3 of all American adults are functionally illiterate.

That last figure is truly frightening, isn't it, and doubtless explains much of the inchoate rage afflicting a growing percentage of the urban population. I mustn't ramble on now, so will close with renewed thanks for Portugal and best wishes for whatever project you're currently embarked on.

Sincerely,


Susanna Gaertner

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New York City 10007-2151
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Worldly Virtues

A Catalog of Reflections

Johannes A. Gaertner

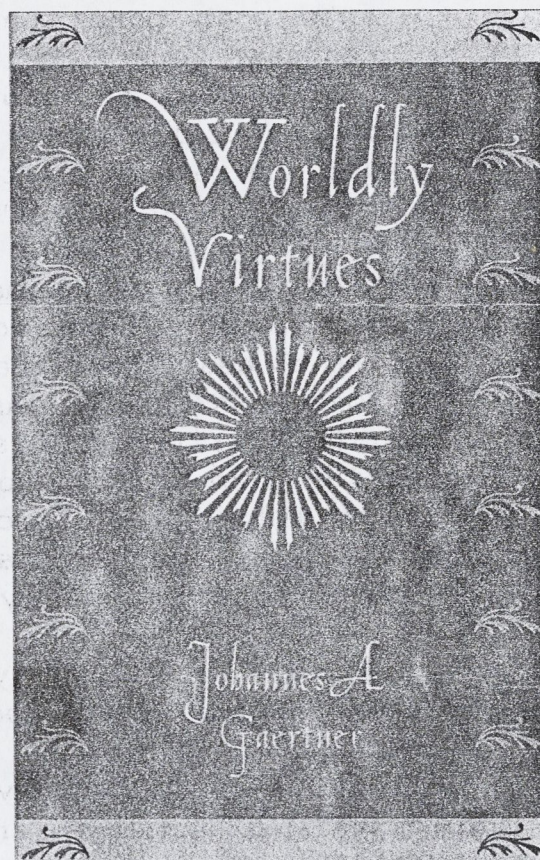
Eloquent distillations of timeless strengths and graces we had almost forgotten

This elegant collection of strong, luminous, and pragmatic reflections on the great classic virtues by which we may endeavor to live our lives was conceived as a gift book from the start. The author—a professor with a world view enriched by a long life in many cultures—assembled them over the course of many years; his daughter found and published them privately as a Christmas present to him. Since then the book has sold steadily to discerning readers weary of the saccharine sentimentality that gluts the “Inspiration” shelves today.

From Vigor, Frugality, and Prudence to Creativity, Intellect, and Joie de Vivre, to Tact—“the courtesy of the heart”—and the value of Absurdity, Gaertner’s one-to-a-page philosophical reflections often shed contemporary light on Old World virtues. Published with deluxe production values—including full-cloth binding, a ribbon marker, top stain, and printed endpapers for inscription—*Worldly Virtues* is a marvelous gift of wisdom for a birthday, bar mitzvah, graduation, marriage, or holiday.

Johannes A. Gaertner left Berlin for Peru in 1936 and has lived in the United States since 1945. He is a retired professor of art history, a poet, and a theologian. He lives in Easton, Pennsylvania.

• In stores for Christmas



Inspiration

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Dear Datus,

August 7, 1994

Thanks for your reply: yes, I'd love to stop by before my Lone Mountain sojourn which I imagine will take place around the middle of next month. The week in Idaho was simply wonderful; I felt as though I'd traveled to a foreign country. The first time someone smiled at me in the airport I turned around only to find no one...that was just a friendly smile meant for me. Wow. The Open Road now has "Idyll in Idaho," as I plan to call it, for the scenery and the food were simply magnificent. Not to mention that I actually learned to ride a horse with more than rudimentary aplomb, all the more amazing for my hitherto fractious encounters with the equine species.

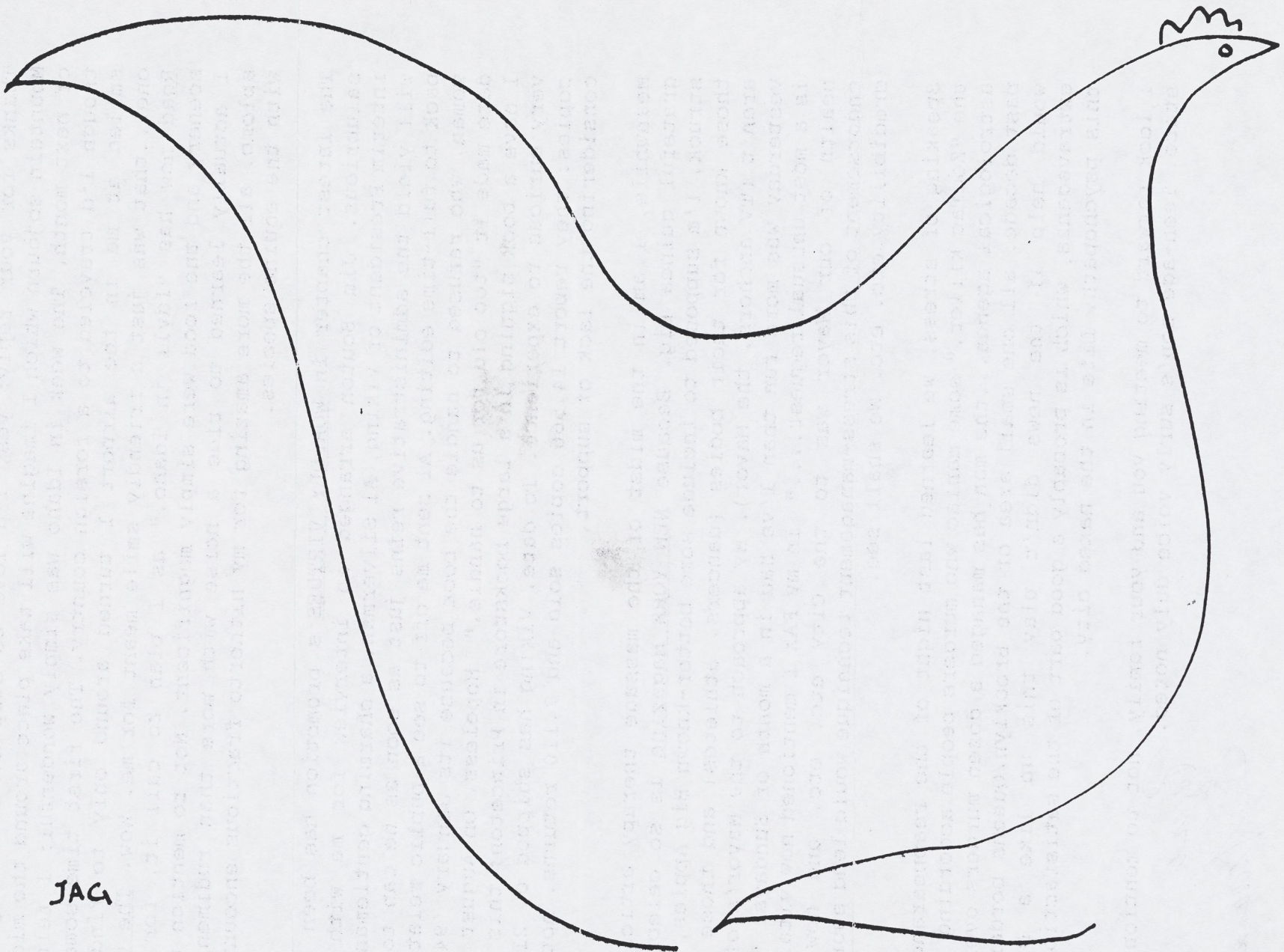
The latest chapter in WORLDLY VIRTUES's promotion has been less salubrious. Jim Bouton arranged an interview for me with the interim President of Viking, Al Silverman, a charming gentleman who will yield the administrative reins just as soon as he can to get back to full-time editing. Al sent me off to see a public relations woman, who refused to handle the book because its January '94 pub date made it "too old for us to handle." Hopeless. On August 20th I have a book signing in a large bookstore in Princeton; this I am very curious to experience. To date, Viking has shipped c. 21,000 copies: they report 14,566 copies sold and 7,110 returns, not bad considering the lack of support.

Meanwhile, I am in the midst of the massage therapy article, a grateful guinea pig. Because NEW YORK Magazine is so celebrity-struck, I'm supposed to include some better-known Big Apples, both those known for their bodies (dancers, athletes) and those that aren't (TV anchors, the Mayor). My approach to the Mayor's office yesterday was more fun than I've had in a month of Sundays: "This is a most unusual request...." In my FAX I mentioned how vital the health of our Mayor was to the City etc. etc. and how his endorsement of this stress-management technique would lend enormous credibility etc. etc. We shall see.

Speaking of stress, we learned last night of the reappearance of the "Zodiac killer," some maniac who murders people according to an astrological agenda...the man has managed a dozen murders over the past decade, all one small area of the Brooklyn/Queens border. It would help if the news didn't play this up like a Disney extravaganza, which is probably a good part of the satisfaction for this psychopath. Life in the naked city.

I look forward to meeting you and your family, not to mention your state. Teen-age son's surly voice duly noted.

Regards,
Suzanna



JAG

Dear Sirs:

August 1, 1964

Dear Datus,

June 17, 1994

Thanks for your reply. How generous of you to call the typos I ran across "hidden jewels" but of course it was just a natural outgrowth of close reading.

I readily sympathize with the non-intervention of your publisher in promoting Portugal, as I received your letter right at the end of a week spent solidly doing the publicity for Worldly Virtues which the Vikings or Penguins should have engaged in months ago. Turns out our book was sold out everywhere and then just not reordered, partly because it is consistently misshelved in the Philosophy or Psychology sections, partly because a gift book like this must stay out in little stacks to attract the browsing public. (Did I mention our book, ie., the book I produced as a tribute to my father?) I had no idea when I signed the Viking contract and they asked for publicity material, including a photo of my father and me, that they would do nothing beyond sending the book to those scores of potential reviewers who are only going to throw the often unopened book into a corner, where the office staff can help themselves (I know, I worked at Harper's, which doesn't even feature reviews and the volumes kept pouring in from the publishers. There was a shelf by the bathrooms for people to help themselves...when the shelves overflowed, the Strand sent someone to collect the bounty.) A friend who has just had two articles in the NYTIMES tried to interest them in a piece about the book's genesis as a timely topic for Father's Day...an editor even evinced interest but said it was too late. Damn! Two visible reviews and we'd be on a roll. We have a glowing one from the Baton Rouge Gazette: charming and flattering but it's not going to initiate national interest. The drill would appear to be passive promotion until one's book has spawned enough interest to warrant active (read, money) promotion...at which point it presumably isn't critical any more. Our book is really much better than those Robert Fulghum ditties, but we're not a household name. Very frustrating.

In truth, I have had excellent luck promoting the book for Father's Day: of the 34 stores I called or visited in the city, 30 have ordered or reordered. And I've had similar luck telephoning book stores across the nation, which I have been doing from the Viking offices. Meanwhile, the first foreign rights have just been sold: To Norway, a nation of readers, I understand (and then they commit suicide). Well, perhaps the sentiments in my father's book will stem that tide! And last night I learned of my first "signing" engagement: at a Princeton bookstore on August 20th, for which

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LUCE PRESS CLIPPINGS

Worldly Virtues by Johannes A. Gaertner (Viking, \$15.95) — Kindly read this little book in a quiet corner of your world. It is a collection of reflections on the great classic virtues by a retired professor of art history, also a poet and theologian. They are words to live by, especially in a hectic, materialistic world.

"Worry...is an eminently healthy, normal and human trait...In my experience the best way of coping with worry is to do it consciously, to worry out loud, to say to oneself: now I am worrying and while I am at it, I might as well do a good job of it...Worry wholeheartedly until worry disappears by itself."

"Talk...Thinking is inward talking, except for cerebral activities such as music composition or recall. Next to reading, it is our prime source of information, which women seem to know better than men....Good talk nourishes the soul, brightens the mind, and renders us happy and content."

"Cheerfulness — Joy is a precious gift, but it is for ourselves alone; we share it with others by cheerfulness. The ugliest face becomes attractive through cheerfulness... As the Christmas carol says, 'God rest ye merry gentlemen, let nothing you dismay,' or the *Bible*: 'Be of good cheer,' which is not an admonition but a command."

Gaertner assembled these one-page entries over the years of teaching. His daughter Susanna found them and published them as a Christmas gift to him. Now, they are available as a source of inspiration for others.

—Cynthia V. Campbell