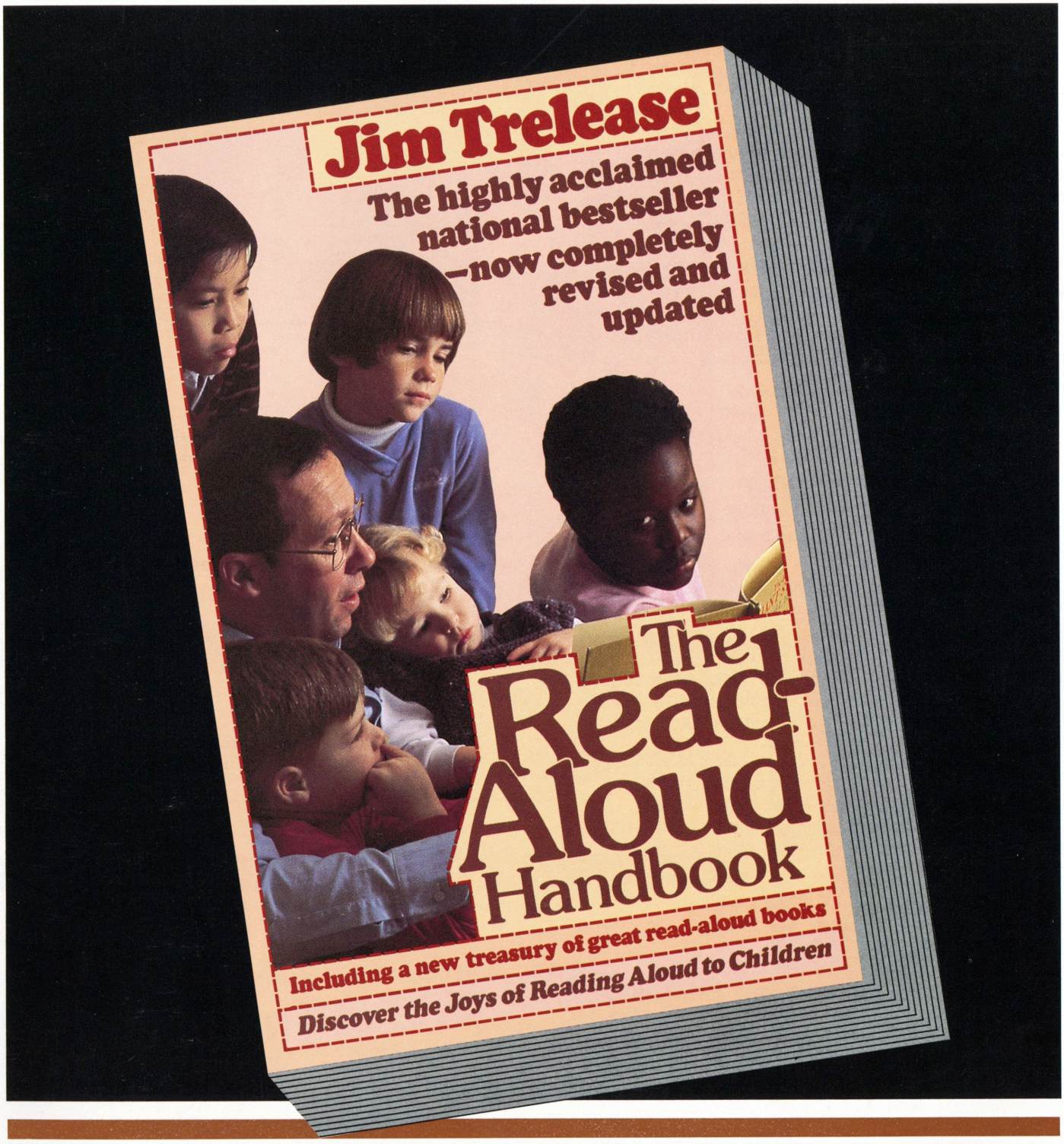
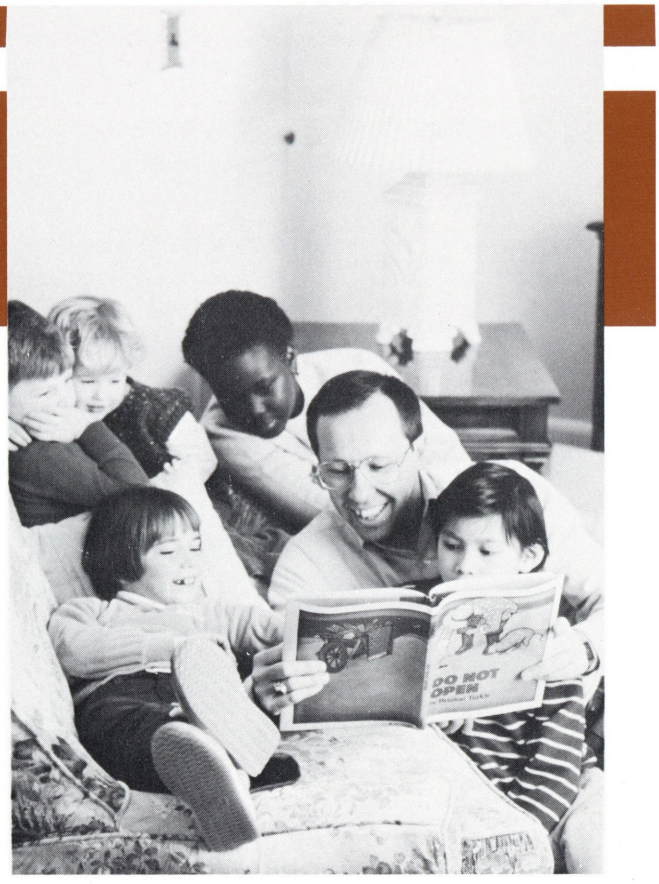
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The Read-Aloud Handbook

Revised Edition

Jim Trelease

An updated edition of the classic common-sense approach that helps parents, teachers, and children rediscover the joy of reading aloud

In the original edition of his bestselling book, Jim Trelease made the read-aloud concept a clarion call in his campaign to turn every child into a book-lover. Now, in this newly revised edition, he expands his persuasive handbook with in-depth discussions of the home-school connection, new library strategies to promote books and reading to children, and the pitfalls of the superchild syndrome.

This exhilarating guide tells you:

- how reading aloud awakens children's imaginations, improves their language skills, and opens new worlds of enjoyment
- how to coax children away from television
- what to read to children and when to begin
- how to make reading aloud a special occasion for both reader and listener

The popular Treasury section—a detailed list of picture books, fairy tales, short novels, novels, volumes of poetry, and anthologies ideal for reading aloud—has been enhanced with more than a hundred additional entries.

The revised edition of *The Read-Aloud Handbook* is eagerly awaited by Jim Trelease's legion of admirers and fans, and will be a joy for those about to discover the pleasures of reading aloud.

Jim Trelease is a frequent lecturer to parents, teachers, and professional groups on the subjects of children, literature, and television. A graduate of the University of Massachusetts, he lives in Springfield, Massachusetts, with his wife, Susan, and their two children.

Child Care/Education • 6 1/8″ x 9 1/4″
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"Fresh, vital, and inspirational...bravo for Trelease! I urge everyone who cares about literacy—and that should include people without children—to read this book."
—Digby Diehl, *Los Angeles Herald-Examiner*

September is Read-Aloud Month!

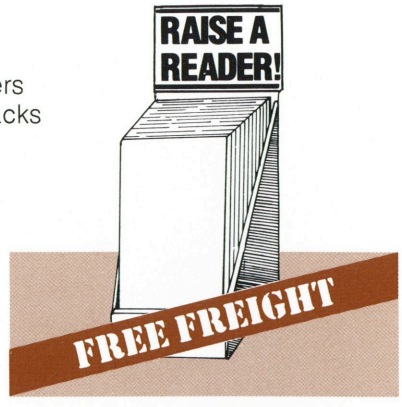
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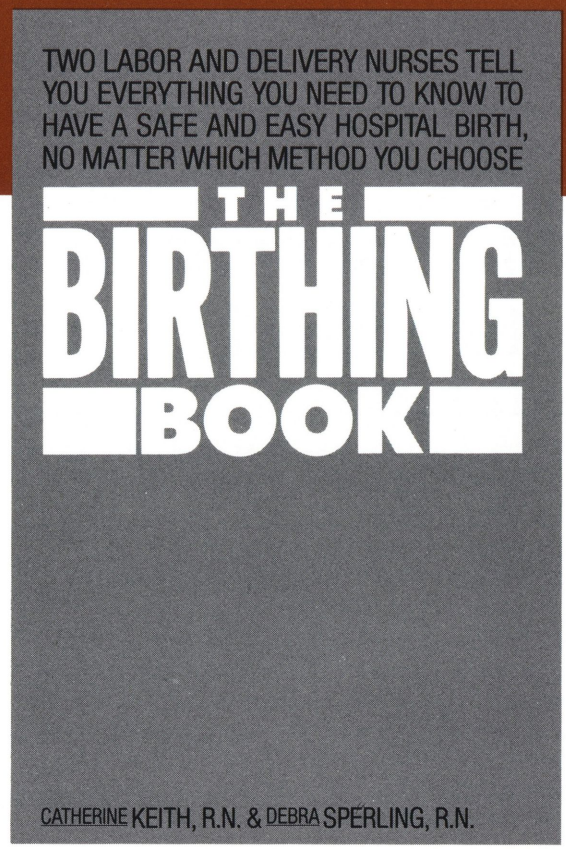
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Now there is a warm, honest sourcebook for prospective parents with questions about labor and delivery. Catherine Keith and Debra Sperling, drawing on their experiences as labor and delivery nurses, deal frankly with the likelihood of pain in labor and how to cope with it, and discuss in detail relaxation and breathing, the stages of labor, exercises, anasthetics and analgesics, possible complications, and the post-partum period.

Keith and Sperling are experienced and compassionate professionals who spend more time in the labor and delivery room than doctors. Intimately acquainted with the minute-by-minute experience, the anxieties, and the joys of labor and birth, they do not focus on the 'shoulds' and theories of giving birth, but on practical information that leads to "prepared childbirth."

Illustrated with case histories and amusing informative anecdotes about hospital life, this innovative guide will help, inspire, and reassure every expectant parent.

Catherine Keith, R.N., has taught childbirth preparation for two years and is now studying nurse midwifery at Columbia University. **Debra Sperling R.N.,** has been a certified childbirth instructor for two years and is currently Head Nurse for Labor and Delivery at Mt. Sinai Hospital in New York City.

"Every first-time pregnant woman wonders what labor and delivery will really be like. Sperling and Keith give realistic information on those subjects and answer belated questions." —ALA *Booklist*

"You could not ask for a more down-to-earth, practical, and technically reliable book...it covers all aspects of labor and delivery. A woman who reads this book will be better prepared for childbirth and, will have an easier delivery and a healthier baby."
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The Memory Palace of Matteo Ricci

Jonathan D. Spence

A compelling masterwork of world history—the life and work of the first Jesuit missionary in China

This highly acclaimed history focuses on Matteo Ricci, the Jesuit priest who left his native Italy in 1577 and journeyed to India and then to China, where he worked and lived until his death in 1610.

To capture the complex emotional and religious drama of this extraordinary life, Jonathan Spence has shifted away from conventional biographical techniques and relates his subject's life to several images that Ricci himself created —four images derived from events in the Bible and four others from a book on the art of memory that Ricci wrote in Chinese and circulated among members of the Ming dynasty's elite.

The Memory Palace of Matteo Ricci is a rich and compelling narrative about Ricci's life—and a significant work of global history, in which intellectual, social, military, maritime, and religious themes are drawn together, juxtaposing the world of Counter-Reformation Europe with that of Ming China.

"A gripping portrait of late sixteenth-century cultural history in both the West and the East...by one of our finest historians of Chinese history and civilization"
—Natalie Zemon Davis, Princeton University, author of *The Return of Martin Guerre*

" An extraordinary tour de force, a work of literature and at the same time a remarkable wide-ranging use of historical sources. This is a kind of history that most people in the profession cannot begin to write....It will stand out for its novelty of conception and constant use of a creative historical imagination."
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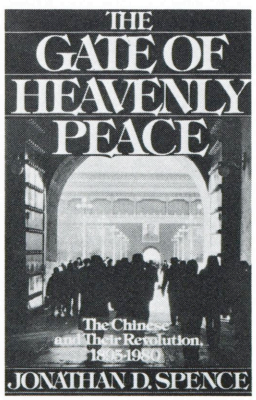
"Resembles the portrait of an age, and it is perhaps as remarkable for its form as its content....It is organized about a series of visual representations ...that create a richly layered and compex impression of Ricci's world, while also introducing us to a conception ot memory that categorically sets that world apart from our own. It is an extraordinarily delicate achievement...moving and strangely beautiful."
—Paul Robinson, Stanford University, *The New York Times Book Review*

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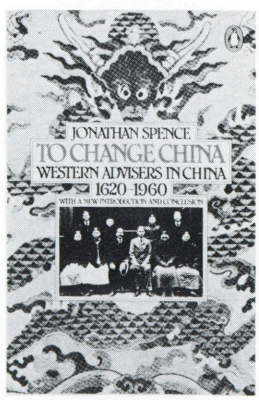
Jonathan D. Spence is the author of many books of Chinese history, including *The Gate of Heavenly Peace* (Viking and Penguin). He is the chairman of the department of history at Yale University, where he has taught since 1965.

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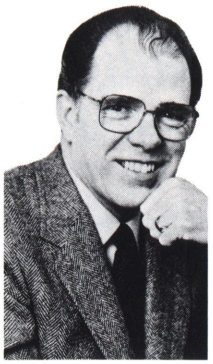


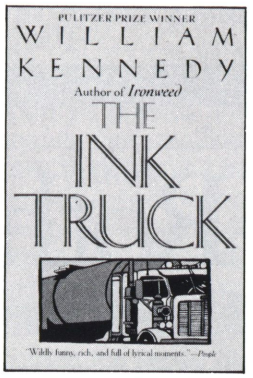
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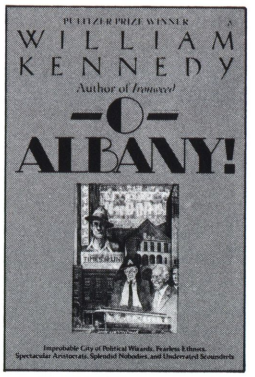


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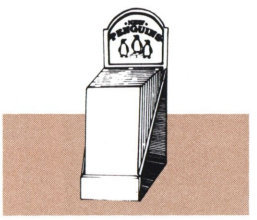
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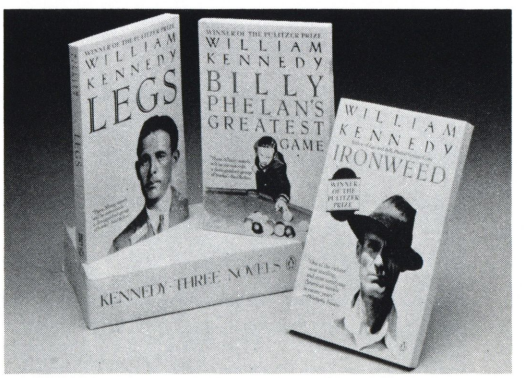
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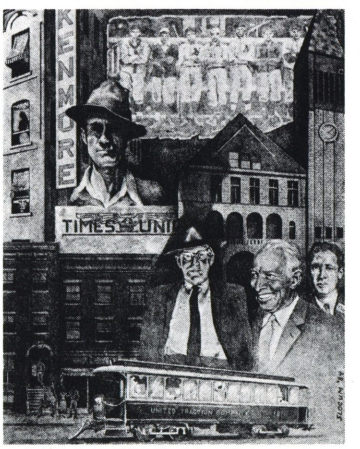
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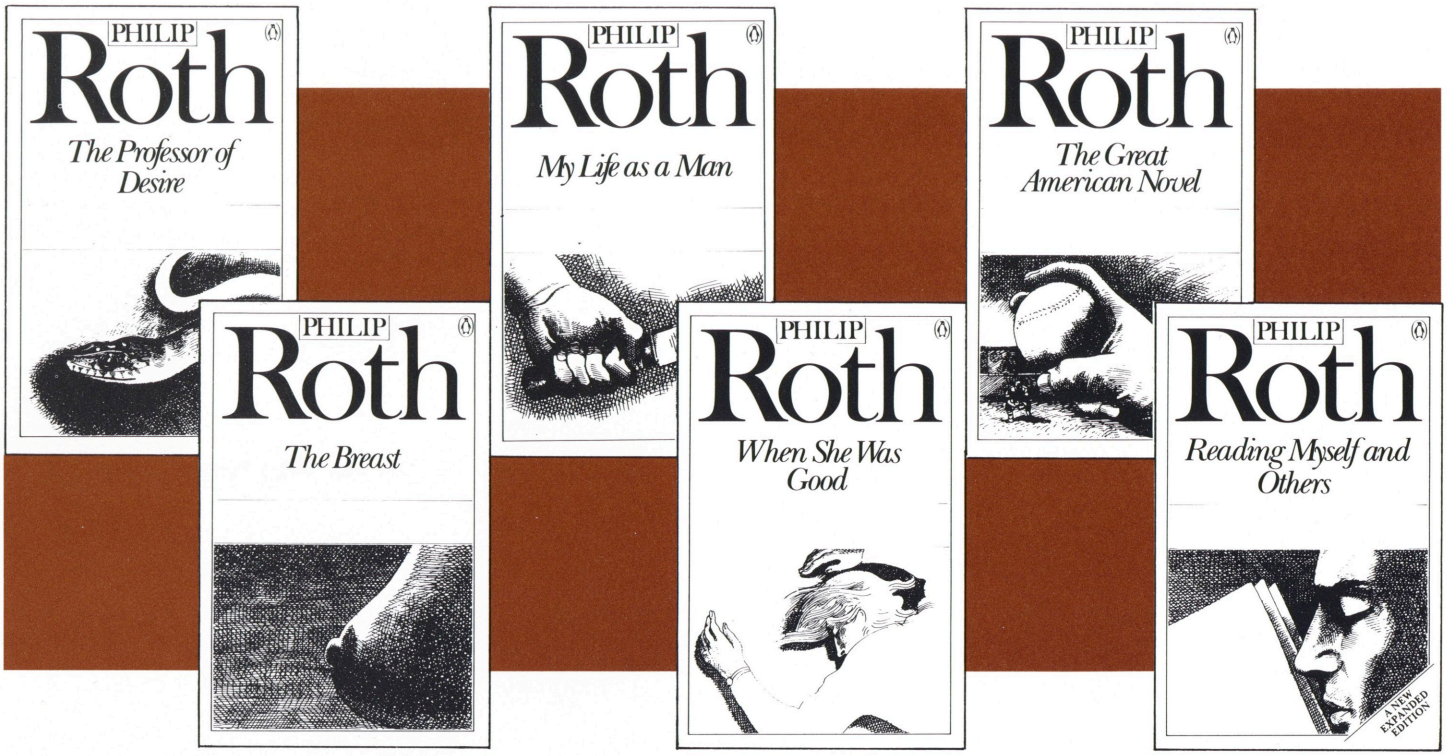
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William Kennedy is a lifetime resident of the Albany area, where he teaches at the State University. In 1984 he was awarded a MacArthur Prize Fellowship and the New York State Governor's Arts Award. Mr. Kennedy is the coauthor, along with Francis Ford Coppola, of the screenplay for the film *The Cotton Club*.

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Philip Roth is the author of twelve novels. He was elected to the American Academy of Arts and Letters in 1970. He is general editor for the Penguin series *Writers from the Other Europe.*

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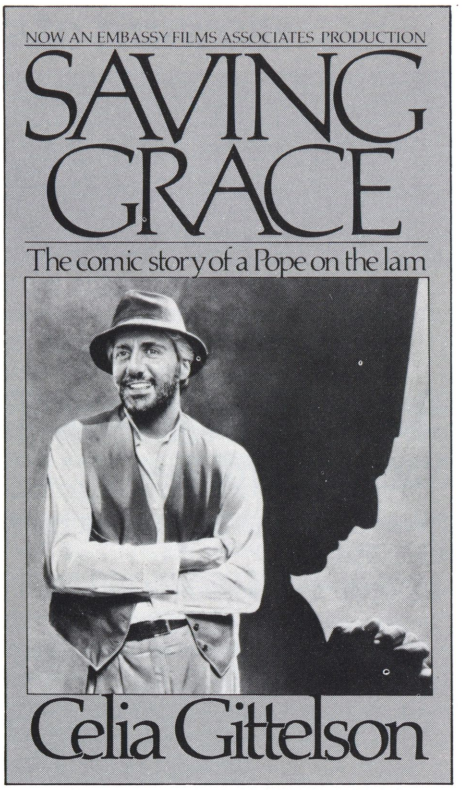
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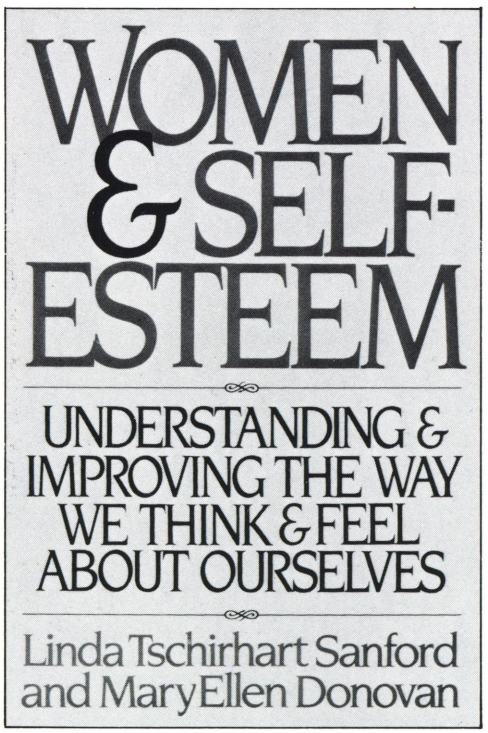
Celia Gittelson was born in New York City, where she now lives. She studied at Bennington and Sarah Lawrence. This is her first novel.

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Women and Self-Esteem

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Linda Tschirhart Sanford is the coordinator of a sex abuse treatment center in Massachusetts. She is coauthor of *The Silent Children.* **Mary Ellen Donovan** has worked as a newspaper reporter, teacher, writer, and editor. She lives in New York.

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Nadine Gordimer

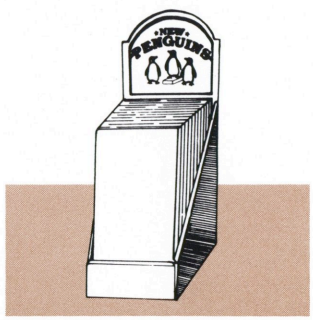
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Ingmar Bjorksten

Nadine Gordimer was born in and lives in South Africa. Nine of her books are published by Penguin, including *The Conservationist*, which won England's prestigious Booker Prize.



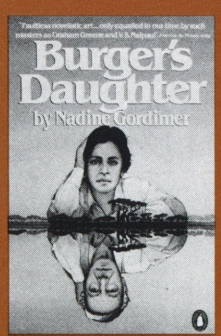
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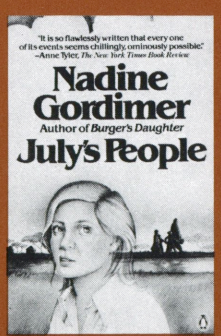
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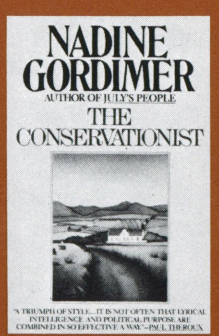
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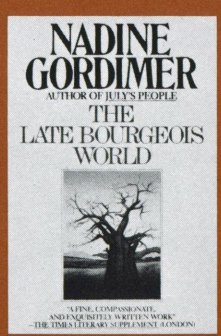
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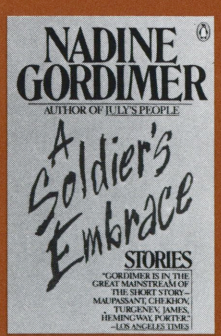
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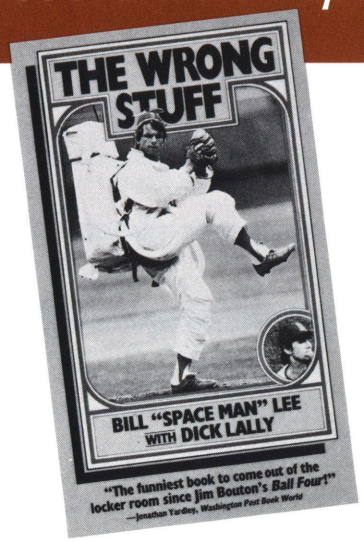


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Bill Lee, baseball's irreverent free spirit



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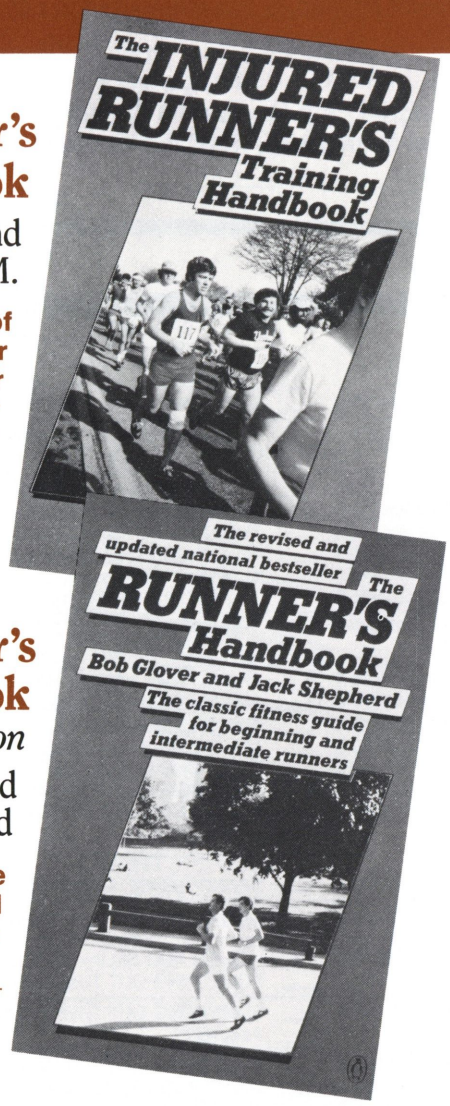
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Bill Lee played for the Boston Red Sox from 1969 to 1978 and the Montreal Expos from 1979 to 1982. He was affectionately known as "Spaceman" because of his antic personality and disarming honesty. He has been invited by the San Francisco Giants to try out in their 1985 Spring Training Camp.

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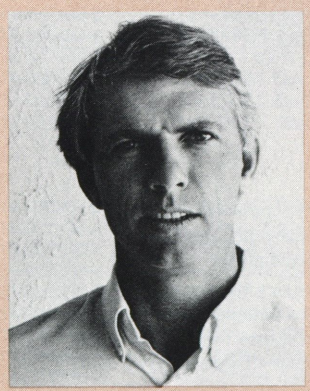
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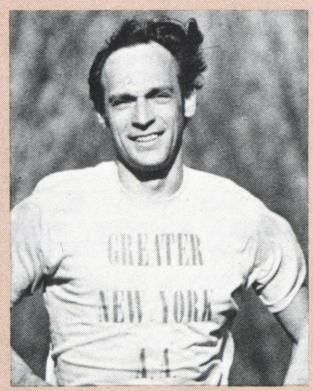
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Bob Glover, a competitive runner for twenty years, is the founder of Robert H. Glover & Associates, Inc., a physical fitness consulting firm.



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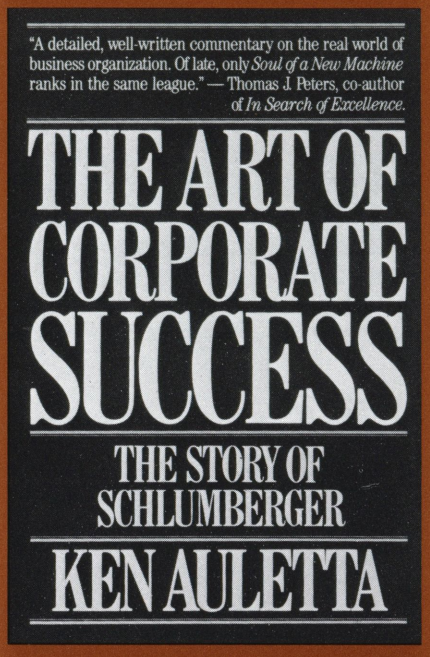
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The Art of Corporate Success

The Story of Schlumberger

Ken Auletta

A fascinating look at an innovative, high-performance corporation that was featured in *In Search of Excellence*

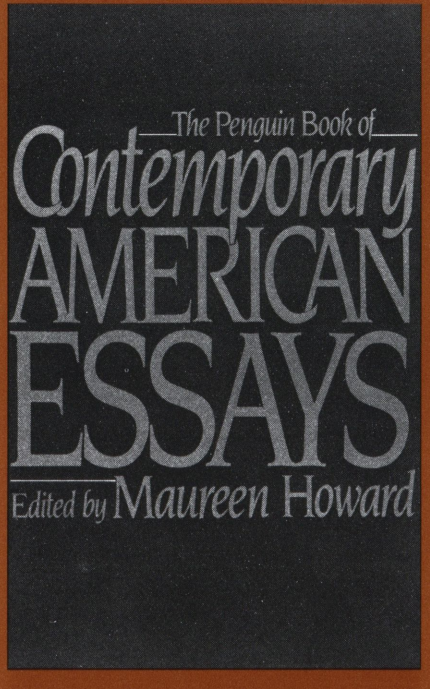
Schlumberger Limited is the multinational, high-tech oilfield services corporation that generated the highest profit margin among the world's leading industrial corporations in 1981. Its chief executive officer for the past nineteen years, Jean Riboud, is far from the typical manager. Ken Auletta gives the reader a privileged insider's perspective on this complex, idiosyncratic executive—a demanding perfectionist, frenetic traveler, cultivated cosmopolitan, and hard-headed capitalist who describes himself as an ally of socialism. The hallmarks of Riboud's managerial style, including his emphasis on investment in technological innovation, on decentralized management, and on special long-range planning, are systematically explored and explained in *The Art of Corporate Success*. Every reader will be infinitely wiser in the ways and means of outstanding corporate management after reading this enlightening and exciting book.

"A portrait of fascination to anyone, oriented to business or not. It is cheering to read Auletta's excellent profile." —*Baltimore Sun*

"Schlumberger is one of the most successful companies we studied in our search for excellence. This book helps explain why."
—Robert Waterman, Jr., coauthor of *In Search of Excellence*

Ken Auletta is a columnist for the *New York Daily News* and a writer for *The New Yorker*, where *The Art of Corporate Success* originated as a two-part profile. He lives in New York City.

Business • Trade trim • 192 pp. • 0-14-007950-5 • $5.95
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The Penguin Book of Contemporary American Essays

Edited by Maureen Howard

A superb celebration of postwar American writing

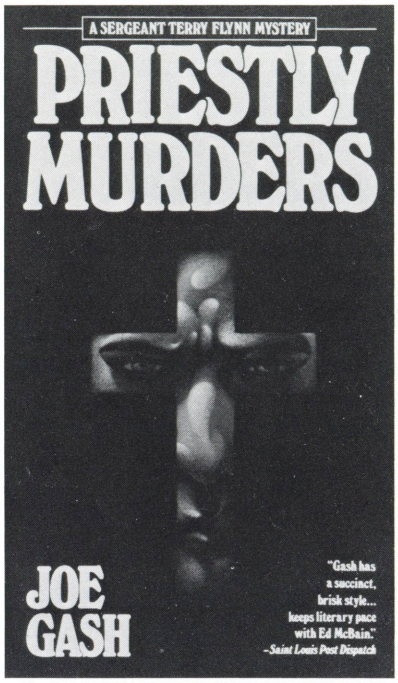
This important anthology collects the best American essays by the finest American writers of the postwar years, selected by one of our most acute literary intelligences, Maureen Howard. Her final selection of twenty-six masterpieces of the form proves that the contemporary essay is vital, imaginative, and very much alive. This collection includes essays of every description, by writers who command both critical esteem and the passionate devotion of millions; among those represented are Norman Mailer, Eudora Welty, Leslie Fiedler, Ralph Ellison, and Joan Didion. The publication of this book is a literary event, a long-overdue tribute to an indispensable form and its equally indispensable practitioners.

"[A] bright, inviting collection...a fine celebration of American voices" —*Publishers Weekly*

"This anthology makes a convincing case for the essay's dappled energy and pleasures....Miss Howard has rendered a valuable service."
—*The New York Times*

Maureen Howard is the author of four widely acclaimed novels—*Not a Word About Nightingales, Bridgeport Bus, Before My Time,* and *Grace Abounding*—and a nonfiction memoir, *Facts of Life.* All are available from Penguin.

Literature • Trade Trim • 284 pp.
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Priestly Murders

Joe Gash

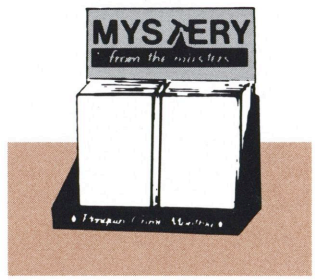
A gritty, suspenseful tale about murder Chicago-style—a sequel to the Edgar Award-winning *Public Murders*

More than any other American city, Chicago *is* its politics. So when a priest is shot—in church, while distributing Holy Communion, by a man in a police uniform—the heat comes down on the special squad. The brass—the commissioner, the press, the mayor, and the archbishop—want to see someone behind bars. The unenviable assignment of finding this person falls to Sergeant Terry Flynn, a tough Irish-American detective who discovers that his job is actually twofold: He must find the cop (was he really a cop?) while at the same time preventing the wrong man from being railroaded in the community's rush to judgment. As Flynn threads his way through these political, religious and social minefields, he takes readers on a thrilling journey through the power structures of the city.

"A brilliantly tough, realistic, incendiary novel"
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Joe Gash is a native of Chicago and a veteran journalist and columnist. Under another name, he is the author of a bestselling series of spy thrillers.

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Staying With It

On Becoming an Athlete

John Jerome

How a middle-aged man keeps middle age at bay—physically, mentally, spiritually—through the rigors of athletic training

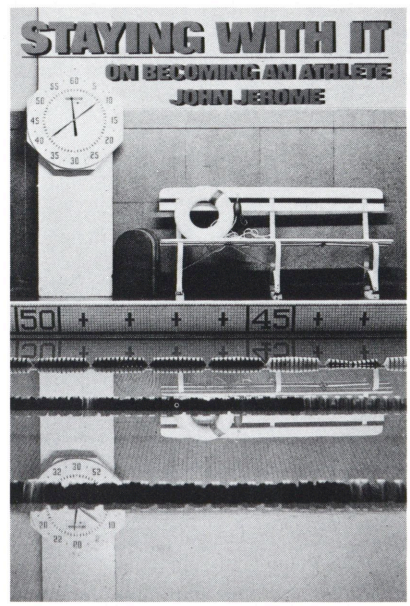
Because physical exercise made him feel good and because he was intellectually interested in the biological mechanics of the training process, John Jerome decided to become an athlete at the age of forty-seven. Jerome put himself into serious training for masters competition swimming—weight-lifting, calisthenics, swimming—and investigated the science of this process. Along the way he came to think that athletic training might actually work in opposition to aging. The result of the investigation is this lyrical, funny, and suspenseful book, a personal exploration of the idea of athleticism—what it is, what it means, how it is achieved—and of its corollary, the idea of age.

"[An] exciting...warm, amusing story of victory over internal limitations...consistently informative, invigorating performance" —*Los Angeles Times*

"This beautifully written study of what it means to be an athlete follows Jerome on a personal odyssey that begins with laps in a pool and ends wih insight, understanding, and contentment." —ALA *Booklist*

John Jerome, a regular columnist for *Outside* magazine, lives in western Massachusetts and is the author of *Truck, On Mountains,* and *The Sweet Spot in Time.*

Sports/Psychology • Trade trim • 225 pp. • 0-14-008270-0 • $6.95
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Timid Virgins Make Dull Company

And Other Puzzles, Pitfalls, and Paradoxes

Dr. Crypton



***Science Digest's* Dr. Crypton presents a tantalizing collection of conundrums**

Dr. Crypton's puzzle column in *Science Digest* has attracted thousands of fans who enjoy his offbeat mind-benders and deft introductions to fascinating branches of science, such as particle physics and topology. *Timid Virgins Make Dull Company* (the title is a mnemonic device—one of the many included—for the calculations a navigator must make to determine position) offers magic squares, riddles, anagrams, and scientific limericks, as well as cryptograms, chess problems, and historical curiosities, such as the first crossword. This book is sure to delight those who appreciate the challenge of sophisticated puzzles and the elegance of their solutions.

"Guaranteed to challenge even the most avid puzzle-doer" —ALA *Booklist*

Dr. Crypton concocted the series of riddles called *The Mind Game* for the Museum of Science and Industry in Chicago; he is also the author of *Treasure* and *Dr. Crypton and His Problems.*

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The Idea of Economic Complexity

David Warsh

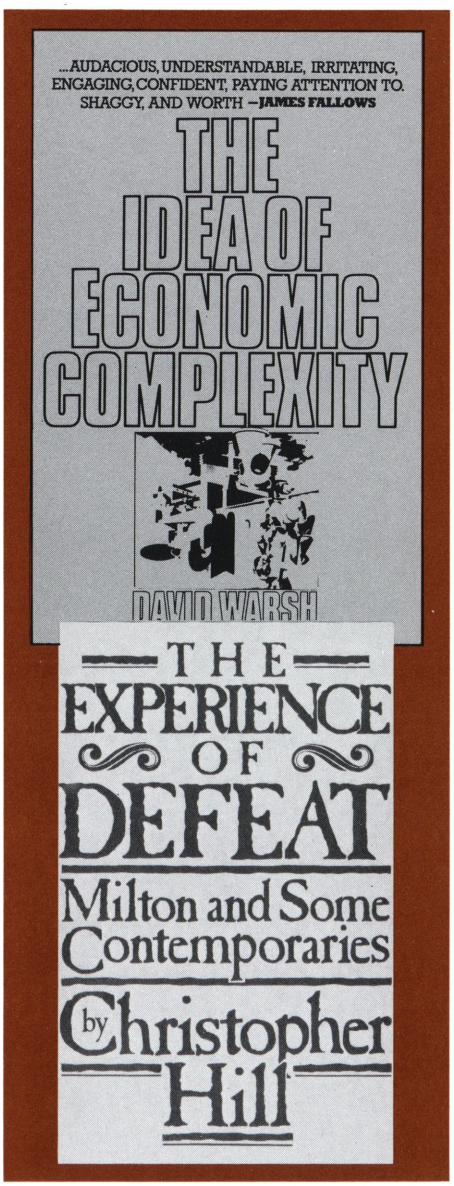
A provocative challenge to the accepted explanations of inflation

Traditionally, the alarming rise in the cost of living has been attributed to "inflation"—too much money chasing too few goods. But in this cogent examination, David Warsh argues that economic complexity—the number of different jobs in an economic system and the manner of their interconnection—is responsible for the drastically reduced purchasing power of the dollar. Touching on such seemingly diverse matters as rising medical expenses, the expanding defense budget, the skyrocketing cost of energy, and price explosions in the twelfth, sixteenth, and eighteenth centuries, *The Idea of Economic Complexity* offers a thoughtful look at the real reason why prices won't go down.

"Audacious, understandable, irritating, engaging, confident, shaggy, and worth paying attention to" —James Fallows

David Warsh is an economics reporter for the *Boston Globe.*

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The Experience of Defeat

Christopher Hill

How the Puritans were affected by the failure of the English Revolution

In this eloquent work, Christopher Hill explores how Puritan clergy, intellectuals, and writers responded to the defeat of their proudest hopes when the monarchy was reestablished after the English Revolution. Arguing that Milton's revolutionary beliefs, savage social judgments, and disillusionments (expressed in his writings before 1660) were shared by many of his contemporaries, Mr. Hill offers an informed analysis of the writings of the Levellers and Diggers, and of Fox and other early Quakers.

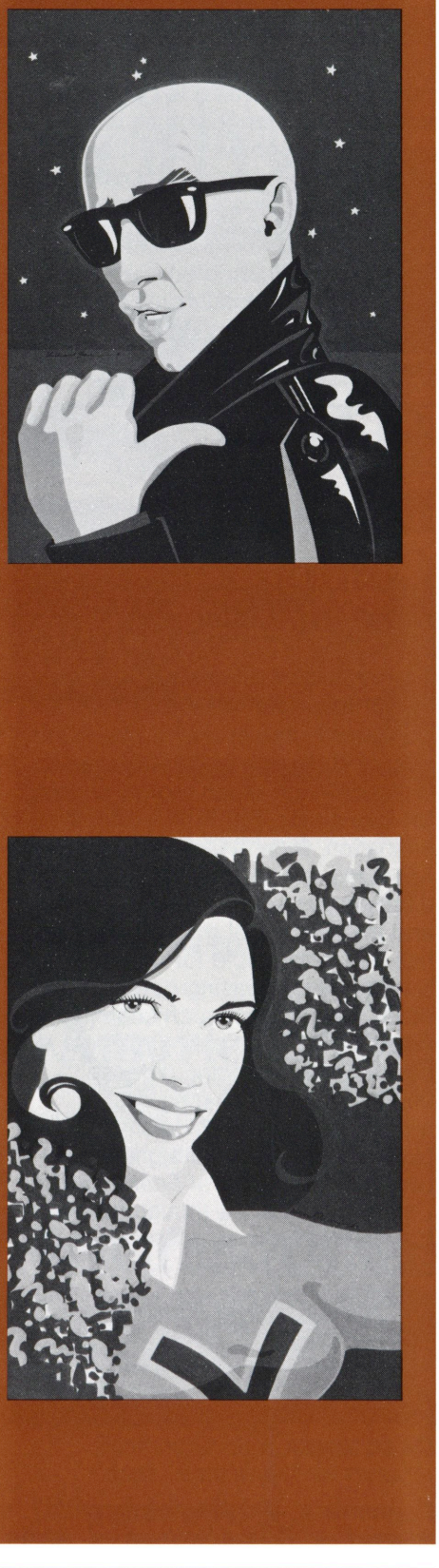
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Christopher Hill was for many years Master of Balliol College, Oxford, where he taught history.

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Two exceptional novels about life in the South by Jill McCorkle



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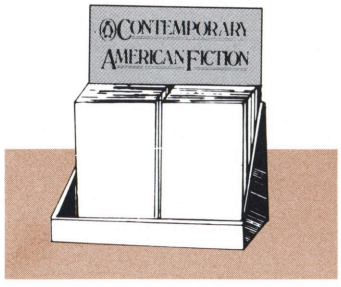
"A book bighearted enough to embrace a whole small town"
—The New York Times Book Review

Marshboro, N.C., is filled with the sort of folks who could live anywhere in America. Meet Kate and Ernie Stubbs, the *nouveau riche* couple who betray their lower-class origins when socializing with neighbors in their fashionable subdivision; Juanita Suggs Weeks, the sexy electrologist who buys her clothes at Woolco and falls into marital infidelity at the Winn-Dixie; and Fannie McNair and Granner Weeks, one black and one white matriarch, the latter haunted by crank phone calls from an imagined Iranian suitor. Most of them are gathered at Granner Weeks's eighty-third birthday party when the cashier at the Quik Pik is found dead—suffocated with Saran wrap—under the Slurpee machine. Sam Swett, a youthful hitchhiker on the run from his middle-class background, had just arrived in town, having shaved his head and thrown away most of his clothes. With his inopportune arrival Sam is bound into the complex web of Marshboro relations that Jill McCorkle deftly weaves in this unforgettable comic masterpiece.

"Jill McCorkle...invades her characters, writing so close to them that the book seems to happen inside your head." —Lee Smith

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The Cheerleader

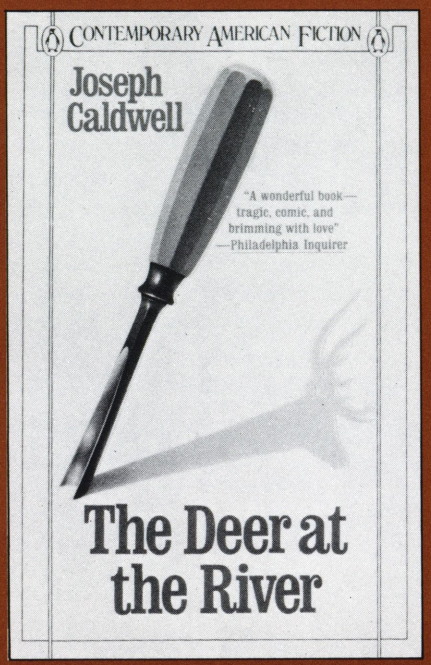
A far from typical coming-of-age tale

Cheerleader, May Queen, and A student, popular Jo Spencer is growing up in flat county North Carolina, a land of fast-food dinners, subdivisions, and middle-class ritual. But All-American Jo is less in control than she seems to be, and it is her feel for the darker side of life that makes the story of her adolescence—told largely in diary form by the twenty-year-old Jo—so riveting. Up until the summer at Moon Lake, Jo is the kind of girl who knows what to be and what to do. Enter the assured, experienced Red Williams, however, and exit the perfectly "normal" Jo. Caught between the newly permissive social mores of the early seventies and the family-centered values of a small town, she falls into a tailspin. Crafted by a gifted storyteller, *The Cheerleader* is a memorable album of slumber parties, "I Dream of Jeannie," and old 45s, as well as a strikingly original look at a traditional but unique coming-of-age.

"What if one combined elements from J. D. Salinger's *Catcher in the Rye* and Sylvia Plath's *The Bell Jar*, updated the events to the '60's and early '70's, and shifted the action from the Northeast to the South? One would have Jill McCorkle's *The Cheerleader*." —*Houston Post*

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Jill McCorkle is a native of Lumberton, North Carolina. She has been awarded the Jesse Rehder and Andrew James Purdy prizes for her fiction.



The Deer at the River

Joseph Caldwell

"A wonderful book—tragic, comic, and brimming with love"
—Philadelphia Inquirer

Noah Dubbins is a fortunate man—his carpentry work, his wife, Ruth, and his children have made him a loving person. When a deer appears in his yard very early one morning, Noah sees this visit as a blessing on himself and his family. Then tragedy strikes as Ruth suddenly goes crazy and Noah's life begins to dissolve.

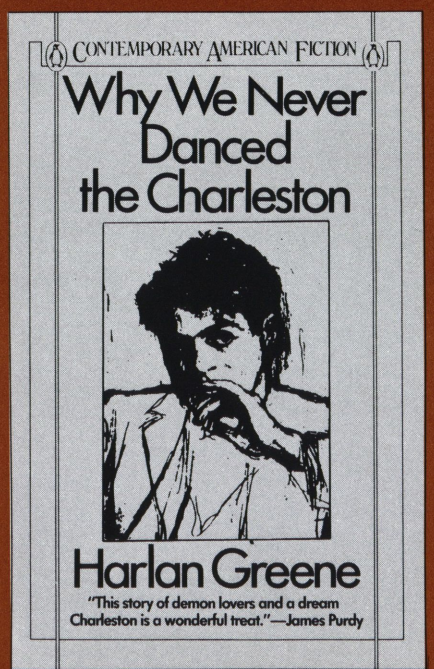
Throughout this moving novel, Joseph Caldwell sensitively portrays Noah's efforts to assume his wife's role in keeping the family together, to be faithful to her, and to pay off her medical bills. But the strain of Ruth's behavior and his dwindling resources have severely tested Noah's strength and good intentions, and, in desperation, he finds an unsettling comfort in wearing (in secret) her worn dresses and robes, the fabric soothing him like gentle hands. With its careful balance of humor, irony, anguish, and hope, *The Deer at the River* is an involving work of complex power.

"Enormous tension and emotional power"
—The New Yorker

Joseph Caldwell is the author of *In Such Dark Places*. He lives in New York City.

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Why We Never Danced the Charleston

Harlan Greene

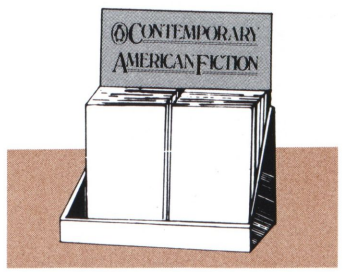
A dreamlike first novel about gay life in Charleston, South Carolina, in the twenties

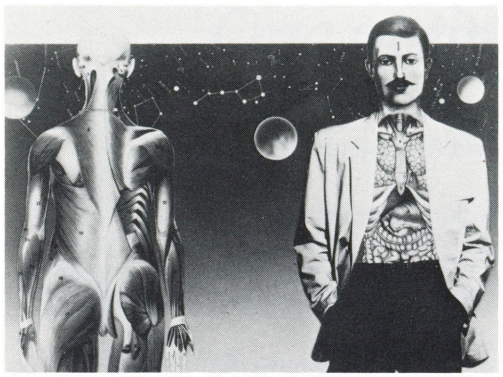
Charleston in the flapper era was a place that demanded conformity; where performing the Charleston, the new jazz dance that was sweeping the country, was shocking. It is against this evocative setting of societal restrictions, secret bars, and private waterfront alleyways that the narrator (who remains anonymous) tells the story of a passionate love triangle that involves himself, Hirsch Hess, a darkly handsome Byronic Jew, and Ned Grimke, an elfin, club-footed, determinedly innocent artist. At first the narrator falls in love with Hess, but Hess soon drops him for Grimke. Ned's seeming innocence and complete devotion turns Hess, for once, into a normal human being and a caring lover. But Hess's passion inevitably leads to scandal and tragedy in this conservative southern milieu. Counterpointed by themes of class and race barriers, *Why We Never Danced the Charleston* is an extraordinary story of yearning, guilt, and the deadly effects of sexual repression.

"Harlan Greene's story of demon lovers and a dream Charleston is a wonderful treat from a shimmery new eloquent talent."
—James Purdy

Harlan Greene lives in Charleston, South Carolina.

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Lewis Thomas, Stephen Jay Gould, and many other notable writers explore the moment when philosophy and science, technology and literature meet.

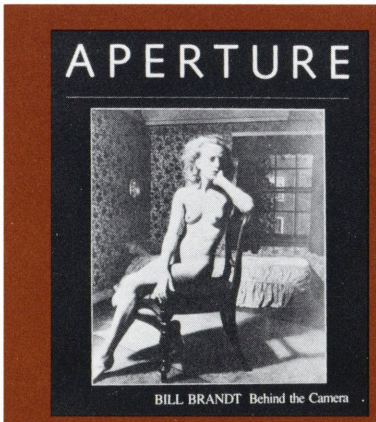
Recent examples of the best science writing have received the acceptance usually only accorded great literature. World class scientists have proven that scientific investigation involves not only research and experiment, but also the accidents of geography, politics, and social prejudice. And science, not unlike the novel, is another way of describing the mystery of the world; both can explore and explain. This special science issue of Granta includes a selection of brilliant essays on breakthrough theories and as-yet-unexplained scientific history: Oliver Sacks reveals not what we can learn about the mind but how little we will ever know of it; Peter Ford investigates medical aberrations in history that have never been illuminated; Stephen Hawking offers a theory of creation meant to explain nothing less than the entire universe. These articles and many others share the excitement of the scientific while broadening our understanding of what the literary can be.



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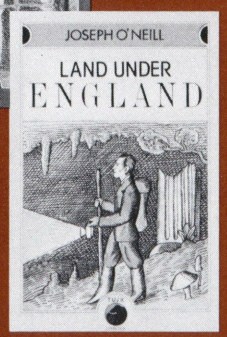
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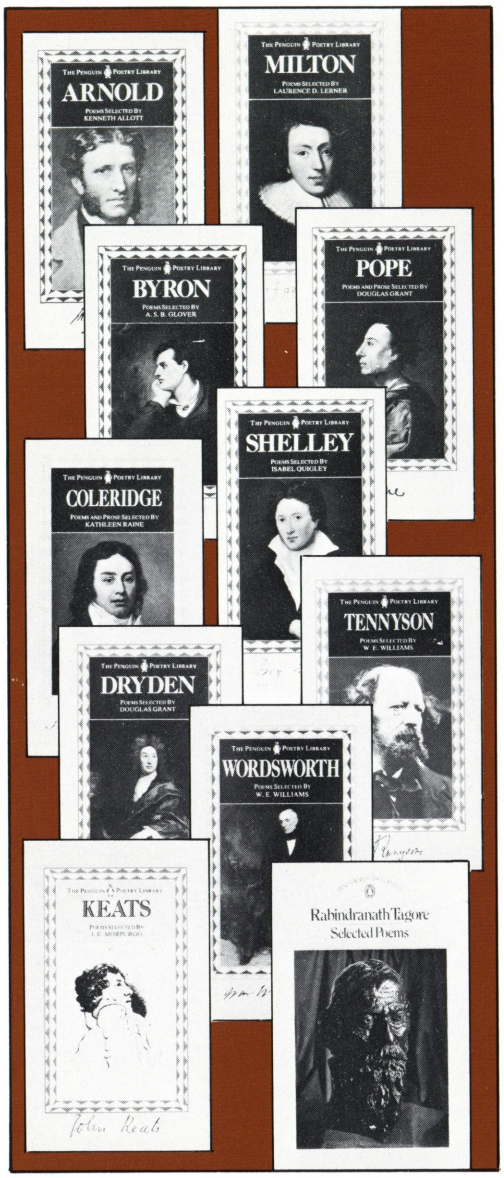
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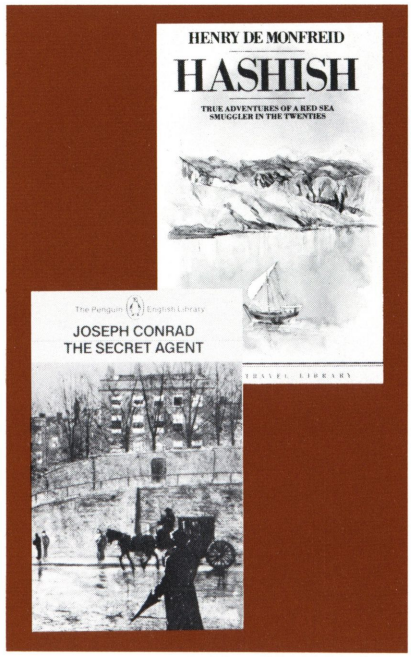
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Joseph Conrad

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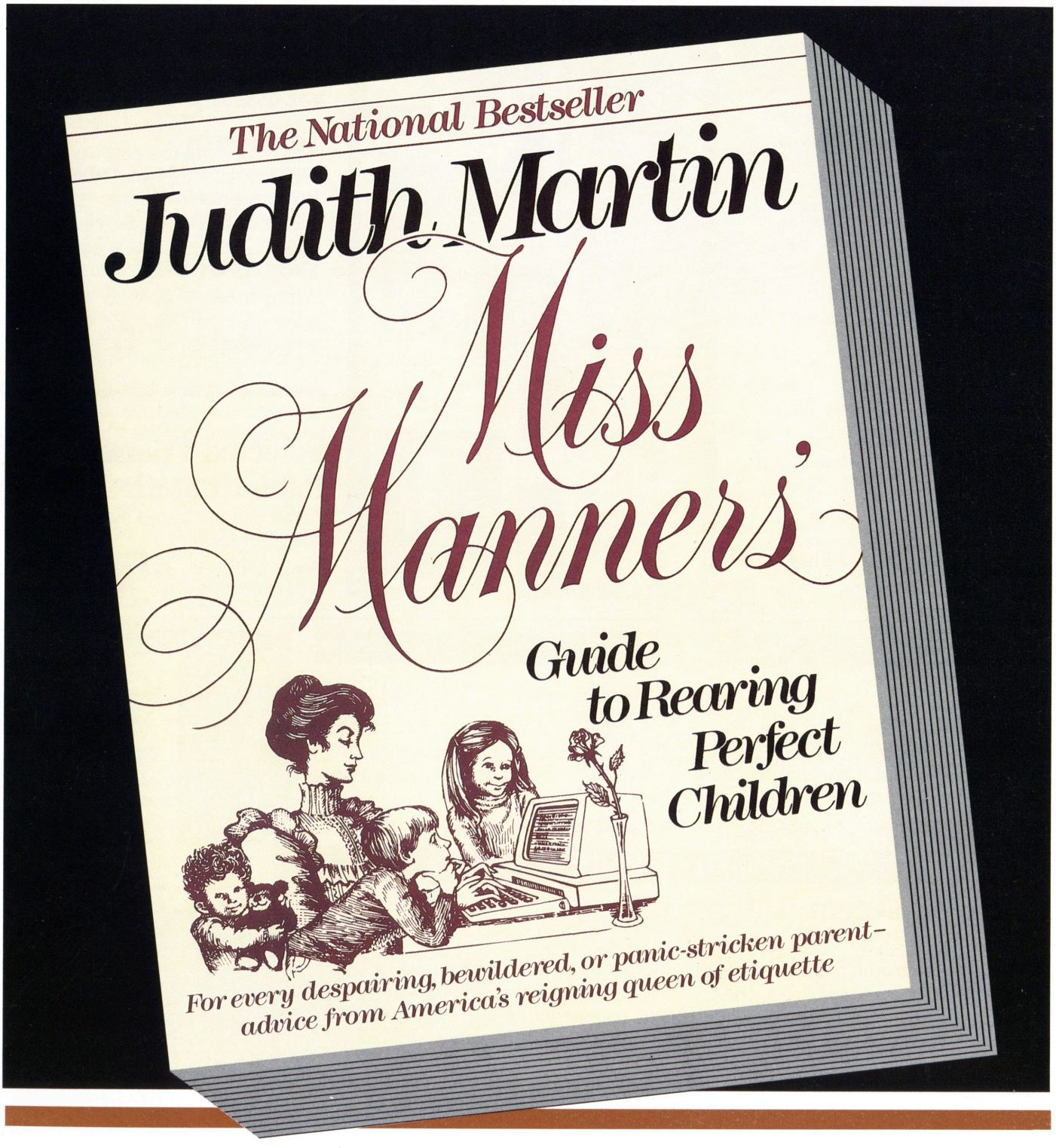
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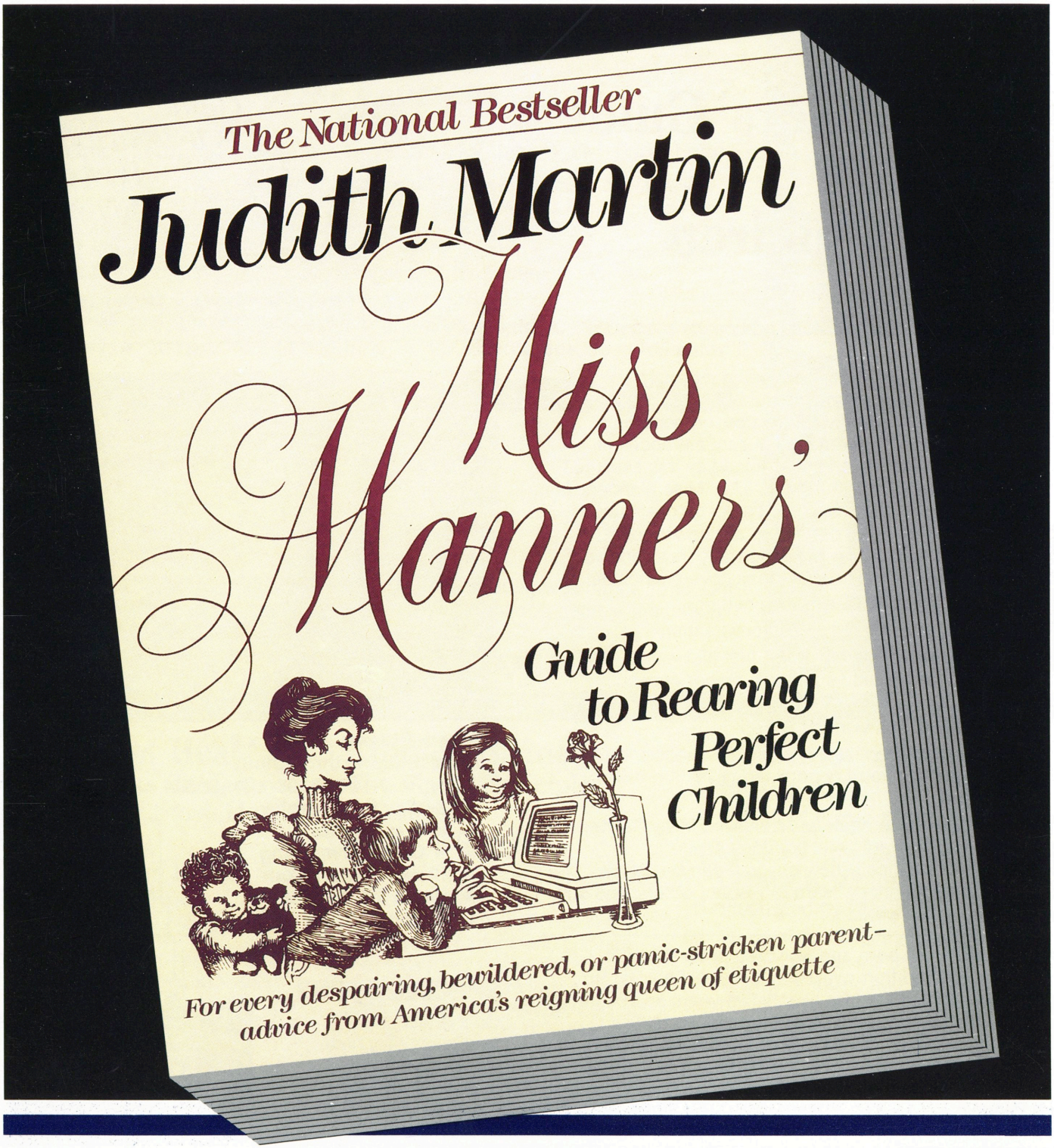
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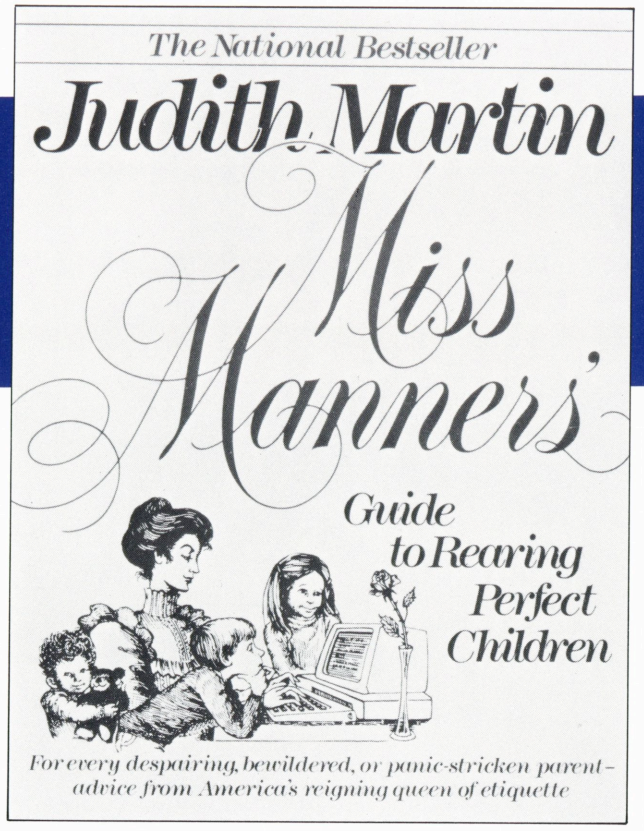
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Civility for children —from the queen of etiquette



Miss Manners' Guide to Rearing Perfect Children

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Charming, funny, and flawless advice for parents and children

Finally, for every despairing, bewildered, or panic-stricken parent, here is the first complete guide on how to get children to behave tolerably. In addition, grandparents, best friends of parents, even casual acquaintances of parents will be informed and entertained by this essential handbook. Its author, Judith Martin, a.k.a. Miss Manners, is etiquette incarnate, and this book, based on questions from hundreds of readers of her popular newspaper column, proves the point in her exquisitely frank and very funny style. Some of the crucial areas covered include:

- using a fork (up to five at one setting)
- suitable family dinner table conversation
- how to give a child his or her first allowance, and how a child should negotiate a bigger one
- rules for divorced parents; and for weekend parents, alternatives to a visit to the zoo
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With a firm insistence on proper behavior, Miss Manners uses high-minded hilarity and common sense to demonstrate dramatically how children can be happy, make their parents happy, learn to respect others, and add some civility to the world.

Judith Martin was born and well-bred in Washington, D.C., and was graduated from Wellesley College. She worked for *The Washington Post* for twenty-five years and began her "Miss Manners" column for that paper in 1978; it is now syndicated internationally to more than two hundred publications. She lives with her husband and two perfect children in Washington, D.C. Her novel *Gilbert* is available from Penguin.

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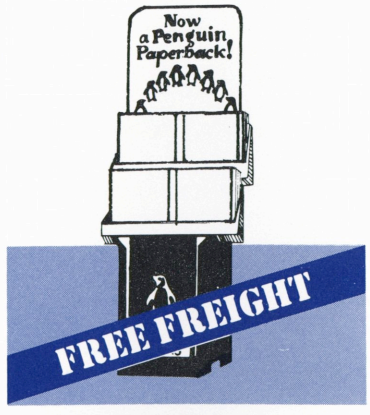
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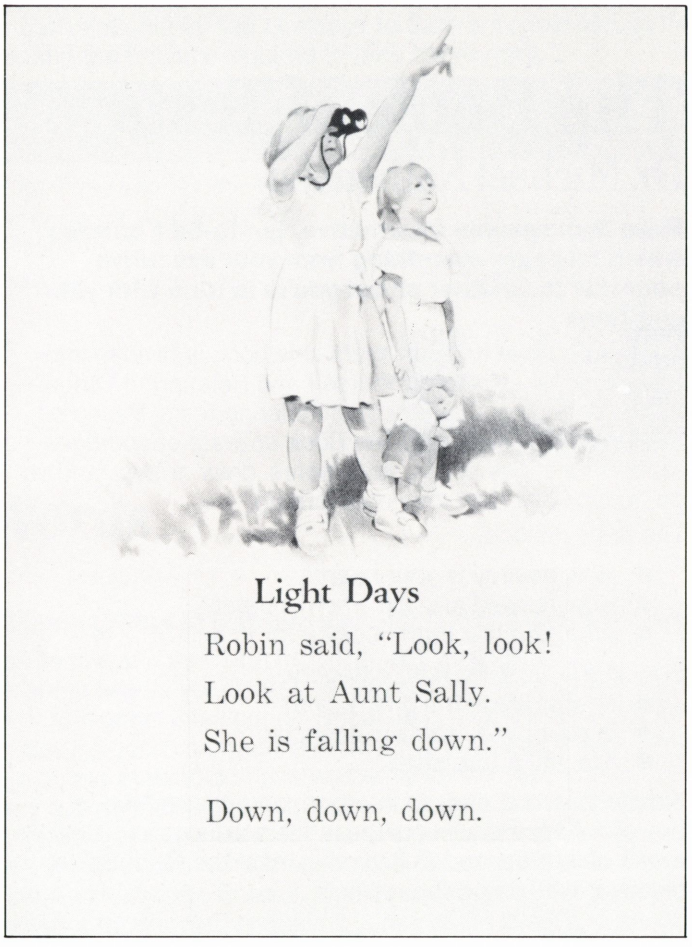
Marc Gallant

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Light Days

Robin said, "Look, look!
Look at Aunt Sally.
She is falling down."

Down, down, down.

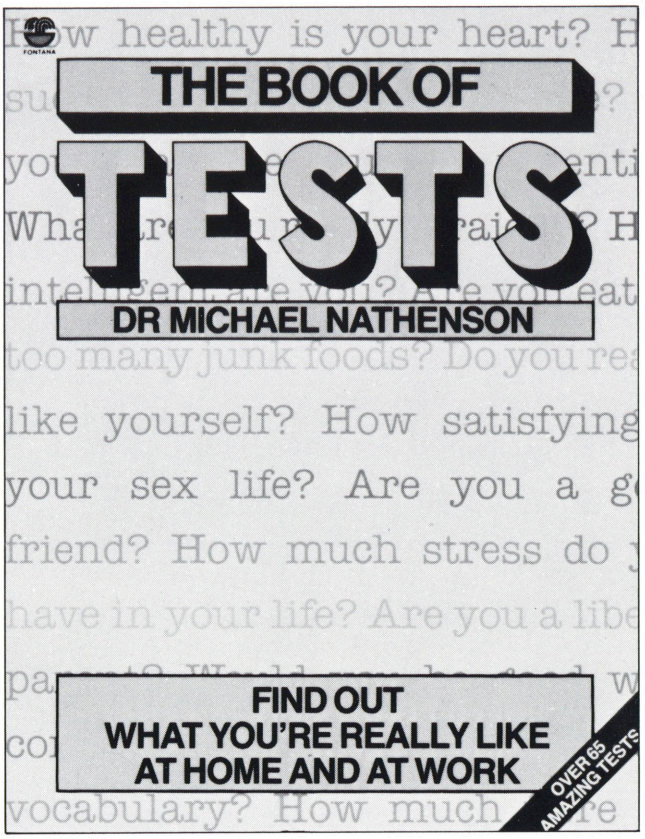
Marc Gallant, a free-lance writer and designer, was born in Canada and now lives in New York City. He is also the author of *The Cow Book.*

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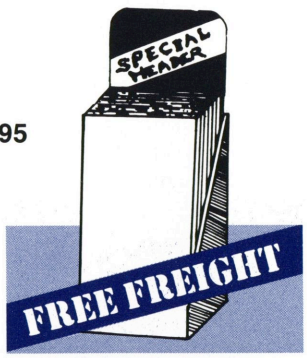
- Is your life one big fairy tale?
- Is your child "socially desirable"?
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Dr. Michael Nathenson is a senior lecturer for the Open University's Institute of Educational Technology in England. He has published a number of articles on educational testing and two books, *Using Student Feedback to Improve Learning Materials* and *Are You Ready for Your Driving Test?*

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Is your life one big fairy tale?
Example:

Chapter 1

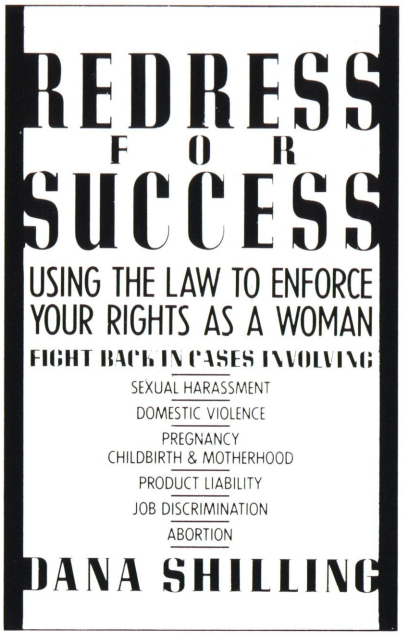
Once upon a time (like tomorrow or next week), all the transport workers go on strike. You have to walk to work, and you take a short cut through an enchanted forest. A wolf sidles up beside you and starts chatting. Do you:

a. Compliment him on his hairy chest and big teeth.
b. Return his conversation politely without giving encouragement.
c. Say firmly, 'Lay off, or I'll call the police.'

Chapter 2

Having shaken off the attentions of the wolf, you sit by a pond to recover your composure. A frog jumps up on to the bench beside you and croaks that he is a prince under a spell which can only be broken by the loving kiss of a girl. Do you reply:

a. 'I hate ugly frogs, especially lying ones,' and throw him back.
b. 'My poor prince, I shall gladly kiss you to break the spell.'
c. 'I like your inventiveness and sense of humor, frog, so I'll kiss you anyway.'



Redress for Success

Using the Law to Enforce Your Rights as a Woman

Dana Shilling

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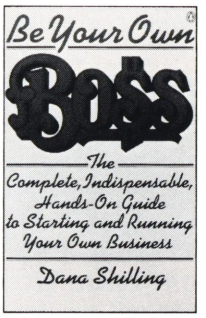
This is a detailed, hard-hitting handbook—written from a feminist perspective—on taking legal action in crucial areas concerning women's rights. Using fictionalized case histories as a starting point, this comprehensive book examines sexual discrimination in and out of employment, sexual harassment, self-defense and domestic violence, rape, pregnancy, childbirth, motherhood, sterilization, and abortion. Written by a graduate of Harvard Law School, and completely up-to-date about the present state of the law, this guide shows clearly how to make an intelligent assessment of whether a grievance is legally enforceable, and then if it is, how to be an informed client. *Redress for Success* is the most detailed and authoritative legal guide for women ever published for a general audience; it is an invaluable and enlightening resource that makes our complex legal system more accessible to everyone.

Dana Shilling is the founder of Plaintext, a publisher of plain-English legal documents. She has written articles on business, finance, and the law for *Vogue, Woman's Day*, and many other publications. The author of *Be Your Own Boss*, which is also available from Penguin, she lives in Jersey City, New Jersey.

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"Clear, authoritative, and very important" —Herman Wouk
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Martin Gilbert is the author of more than twenty books, notably *Auschwitz and the Allies* and four volumes of the official biography of Winston Churchill. His latest book, *Jerusalem*, will be published by Elisabeth Sifton Books/Viking in September 1985.

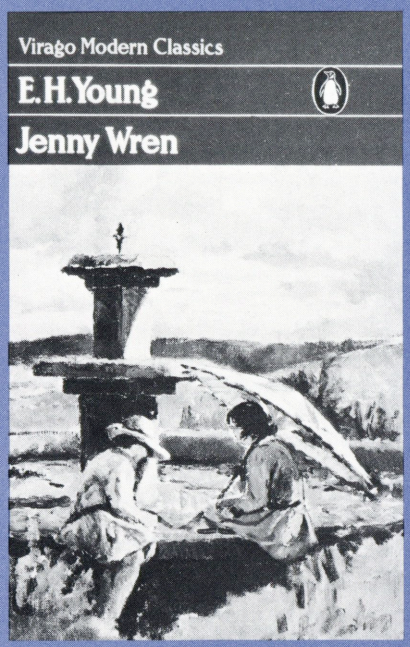
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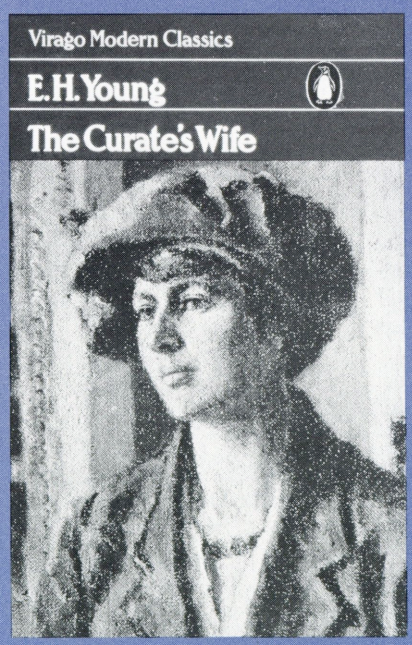
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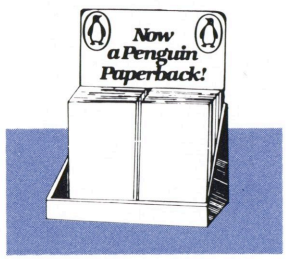
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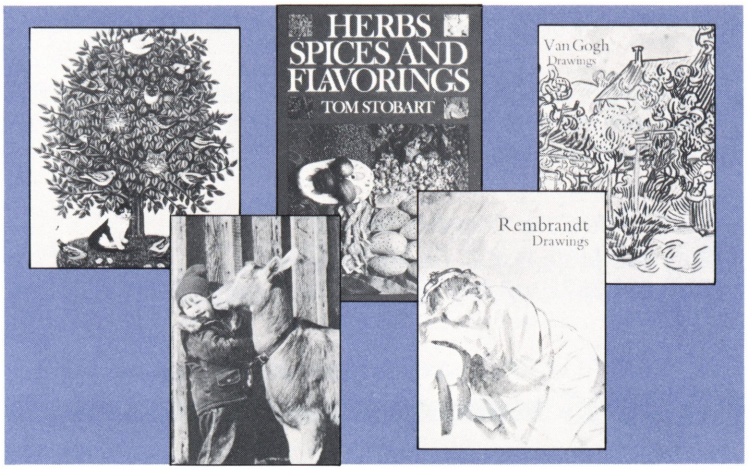
Dahlia Rendall has moved not many yards from her family home in Upper Radstowe. While her sister, Jenny, sojourns in the English countryside, the lovely, unconventional Dahlia launches forth on what appears to be the most conventional of marriages—to a curate, the Reverend Cecil Sproat. As Cecil struggles with his sermons, Dahlia battles with domesticity, her naturally irreverent wit, and her weakness for handsome young men. And Dahlia's vision of marital perfection is at odds with Cecil's. But she has intelligence, determination, and a sense of humor—all useful weapons in that age-old battle of the sexes called marriage. First published in 1934, this sequel to *Jenny Wren* is an unusually perceptive and entertaining novel.

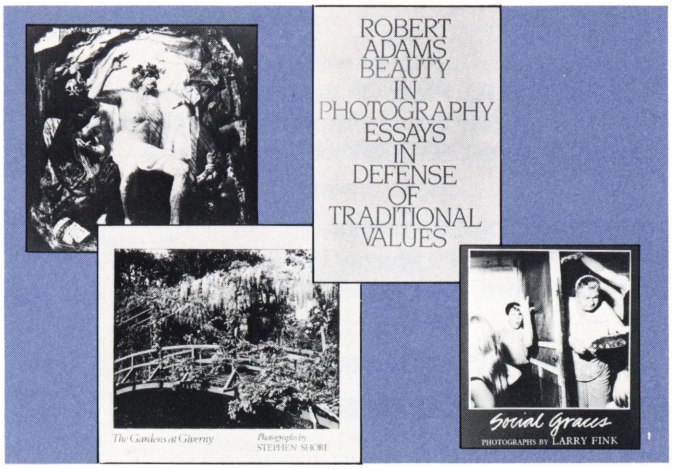
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E. H. Young was born in Northumberland, England, in 1880 and lived for many years in Bristol, which became the setting for most of her eleven novels. She died in 1949.

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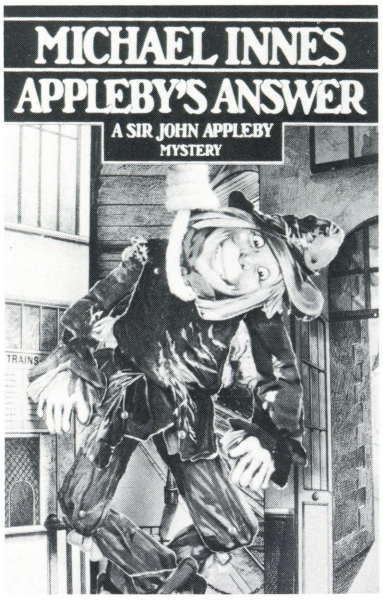
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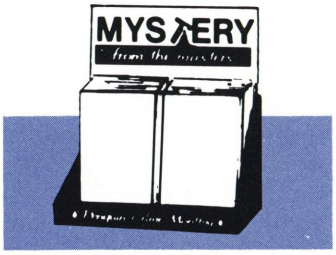
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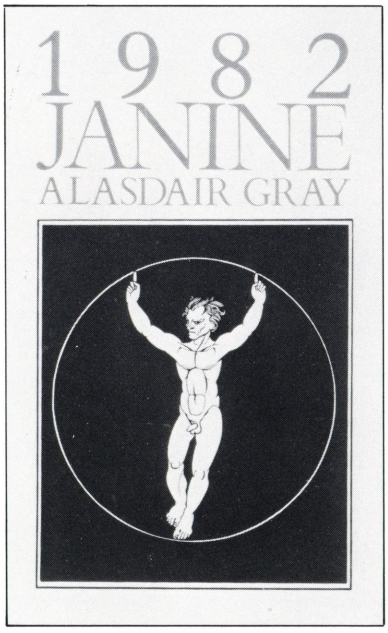
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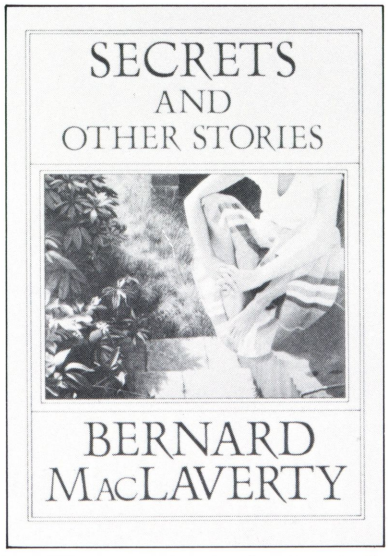
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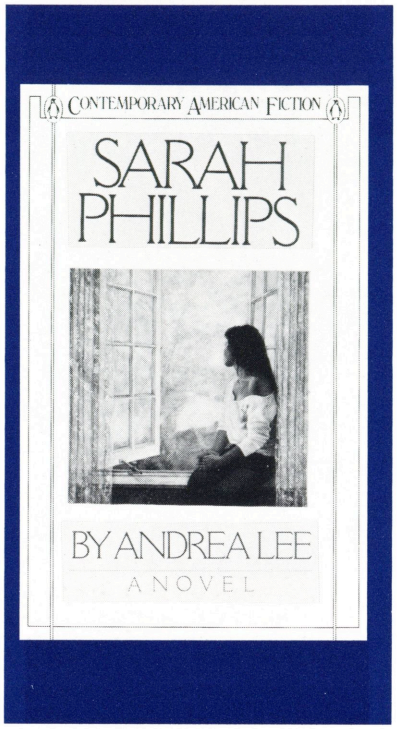
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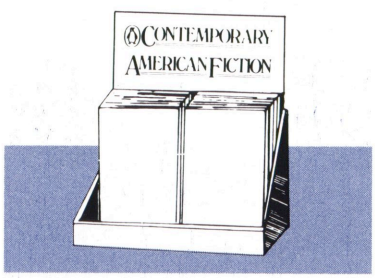
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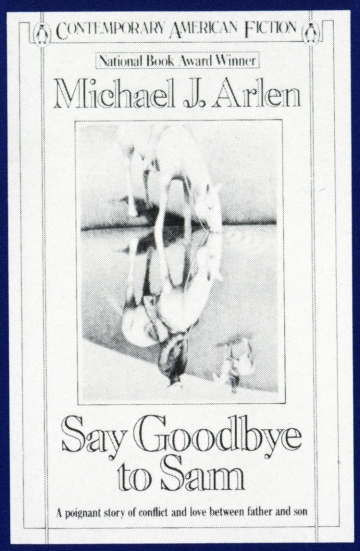
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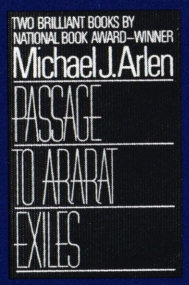
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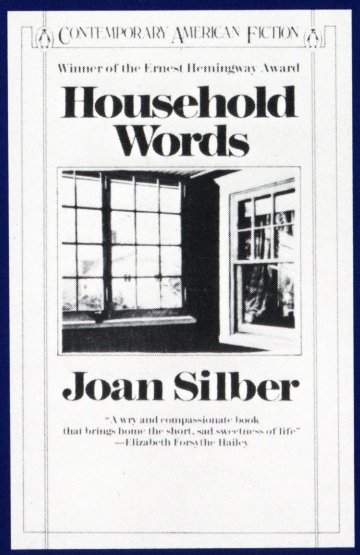
Michael J. Arlen is a writer for *The New Yorker.* His books include *The Camera Age*, *Living-Room War*, and *Thirty Seconds* (all available from Penguin).

Fiction • Trade trim • 240 pp.
0-14-008224-7 • $5.95
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0-14-006311-0
$8.95





Household Words

Joan Silber

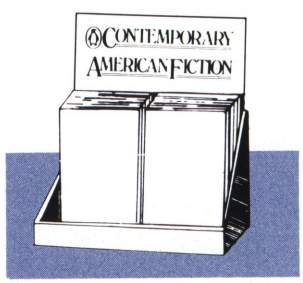
"A beautifully drawn, convincing profile of a strong woman" ***—Chicago Sun-Times***

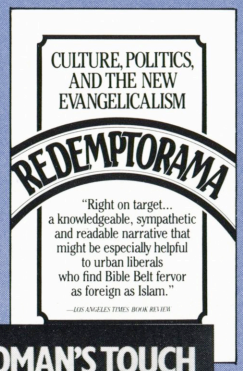
This extraordinary novel takes its title and its vision from Dickens as it traces the life, from first pregnancy to death some twenty years later, of Rhoda Taber, a suburban New Jersey housewife of wry humor and grave intelligence. Rhoda and Leonard have everything in front of them in 1940: a good marriage, a prospering business, a baby on the way—two ordinary people on the threshold of postwar America's dream. But suddenly everything goes awry. Leonard dies of a heart attack, and Rhoda is left alone to raise her daughters. Ill-equipped and unprepared for the events that overtake her, Rhoda must also cope with an elderly parent who is failing, the unsatisfying men she meets, and the demands of sex and sexuality. Rhoda's journey is Everywoman's; and, at its end, *Household Words* evokes a tender yet compelling sense of life lived, and an ardent faith in the worth of it.

"A character you will embrace like an old and dear friend . . . Brings home the short, sad sweetness of life."
—Elizabeth Forsythe Hailey
WINNER OF THE 1980 ERNEST HEMINGWAY AWARD FOR BEST FIRST NOVEL

Joan Silber's short fiction has appeared in *Redbook* and in *Redbook's Famous Fiction Anthology.* A recipient of a Guggenheim Fellowship for 1985, she is currently working on a second novel. She lives in New York City.

Fiction • Trade trim • 256 pp.
0-14-008401-0 • $5.95
• 12-copy counterpack





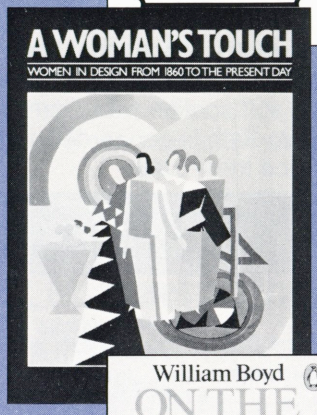
Redemptorama

Culture, Politics, and the New Evangelism

Carol Flake

This is an informative, balanced, and unflinchingly honest account of the culture of evangelical Christianity in America in the eighties. *Redemptorama* examines closely the alliance between this religious movement and conservative politicians, and surveys the electronic pulpits, mass rallies, pop-gospel music, corporations, publishing houses, bumper stickers, T-shirts, and stage-set cathedrals that have helped to build congregations numbering in the millions. Carol Flake, who was raised in the fundamentalism of rural Texas, writes the chronicle of a colorful and powerful phenomenon that has implications for all Americans.

Religion/Current Affairs • Trade trim • 320 pp. • 0-14-008265-4 • $6.95



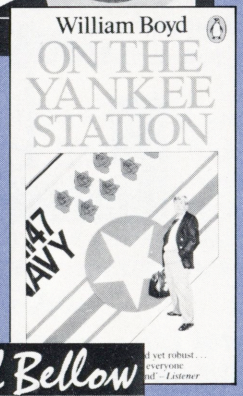
A Woman's Touch

Isabelle Anscombe

This richly illustrated book is the first to discuss the contributions of women interior designers in Europe and America, from 1860 to the present day. Isabelle Anscombe vividly shows how the textiles, tableware, and furniture created by designers such as Vanessa Bell, Sonia Delaunay, and Elsie de Wolfe revolutionized ideas about the form and function of the home.

Art/Architecture • 7 1/4″ x 9 5/8″ • full-color and b/w illustrations throughout 216 pp. • 0-14-008100-3 • $12.95

ELISABETH SIFTON BOOKS

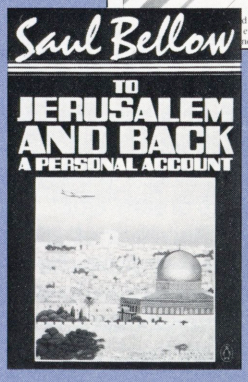


On the Yankee Station

William Boyd

This first collection of short stories from the author of *A Good Man in Africa* and *An Ice-Cream War* (both Penguin) is assured and flawlessly executed. From the anguish of an English schoolboy's desire ("Hardly Ever") to the title story's portrayal of a napalm-happy pilot in Vietnam and the mechanic who hates him, William Boyd has produced an exceptionally entertaining and masterfully written set of stories.

Fiction • Trade trim • 192 pp. • 0-14-006087-1 • $4.95



To Jerusalem and Back

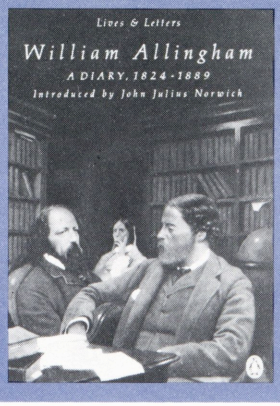
A Personal Account

Saul Bellow

Based on Bellow's extended visit to Israel in 1975, this probing work deals with the complex problems of a country struggling to survive. In fascinating reports of his encounters with Israelis from all levels of society, Bellow captures the vitality and spirit of the people and their ideas.

Literature/Travel • Trade trim • 192 pp. • 0-14-007273-X • $3.95

LIVES AND LETTERS



A Diary, 1824-1889

William Allingham

Introduction by John Julius Norwich

William Allingham was a Victorian, an Irishman, and a poet. He was also an intimate of many of the great artistic and literary figures of the nineteenth century—Tennyson, Carlyle, Rossetti, and Millais, to name only a few. His diary is a wealth of contemporary anecdotes told with the wit of a born raconteur, interspersed with lyrical descriptions of the countryside, country manners, and the intimate, revealing trivialities of everyday life.

Biography • 5 ¾″ x 8 ¼″ • 416 pp. • 0-14-057025-X • $5.95

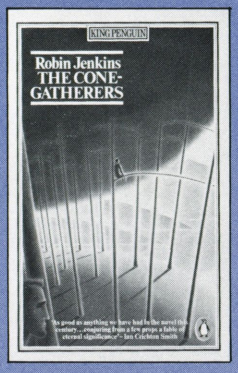
The Cone-Gatherers

Robin Jenkins

Introduction by Iain Crichton Smith

Set in the patrician country estate of Lady Runcie-Campbell, *The Cone-Gatherers* follows, to its tragic conclusion, the story of the bitter enmity between the gamekeeper, Duror, and Calu, a simple-minded hunchback who gathers pine cones for their seeds. Written by one of Scotland's finest novelists, this is an extraordinary story of violence, lost innocence, and sorrow.

Fiction • Trade trim • 240 pp. • 0-14-006292-0 • $6.95



Rugs & Carpets from Central Asia

The Russian Collections

Elena Tzareva

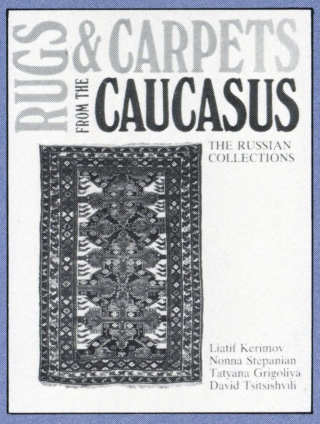
Rugs & Carpets from the Caucasus

The Russian Collections

Liatif Kerimov, Nonna Stepanian, Tatyana Grigoliya, David Tsitsishvili

Published in conjunction with Aurora Art Publishers of Leningrad, these beautifully produced books offer detailed analyses of various types of carpets from Central Asia and the Caucasus, many of which have never been seen outside of the U.S.S.R. Written by renowned experts in the field, these works are an invaluable source of information and pleasure to all carpet scholars, collectors, dealers, and interested laymen.

Art/Crafts • 11 3/8″ x 10 5/8″ • $19.95 each
Central Asia • 224 pp. • 0-14-006369-2 • 163 illustrations, 107 in full color
The Caucasus • 208 pp. • 0-14-006370-6 • 127 illustrations, 99 in full color



PENGUIN PLAYS

Three Boulevard Farces

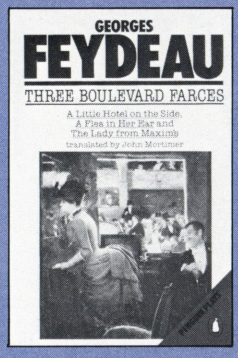
A Little Hotel on the Side, A Flea in Her Ear, The Lady from Maxim's

Georges Feydeau

Translated by John Mortimer

Written by the irreverent master of the genre, these three outrageous farces, filled with improbable plot complications and exaggerated characterizations, capture the foibles and vices of French life at the turn of the century.

Drama • Trade trim • 288 pp. • 0-14-048191-5 • $5.95



STEPHEN GREENE PRESS

The Book of Heat

A Four Seasons Guide to Wood and Coal Stove Heating

Updated

Edited by William Busha and Stephen Morris

Illustrations by Vance Smith

The only complete and readable manual from acknowledged leaders in the field, *The Book of Heat* is the one source needed for understanding how to heat with wood or coal.

How-to/Energy • 11″ x 8½″
b/w illustrations throughout
192 pp. • 0-8289-0491-X • $9.95

Ethnic Cuisine

The Flavor-Principle Cookbook

Elisabeth Rozin

With more than three hundred recipes from around the world, this unique cookbook defines cuisines in terms of flavor combinations and cooking methods used in traditional ethnic cuisines: Cantonese (soy sauce-sherry-gingerroot), Middle Eastern (cinnamon honey-nut), or Mexican (lime-chile).

Cooking • 7″ x 10″
288 pp. • 0-8289-0564-9 • $8.95

The International Book of Christmas Carols

Walter Ehret and George K. Evans

Illustrated by Don Martinetti

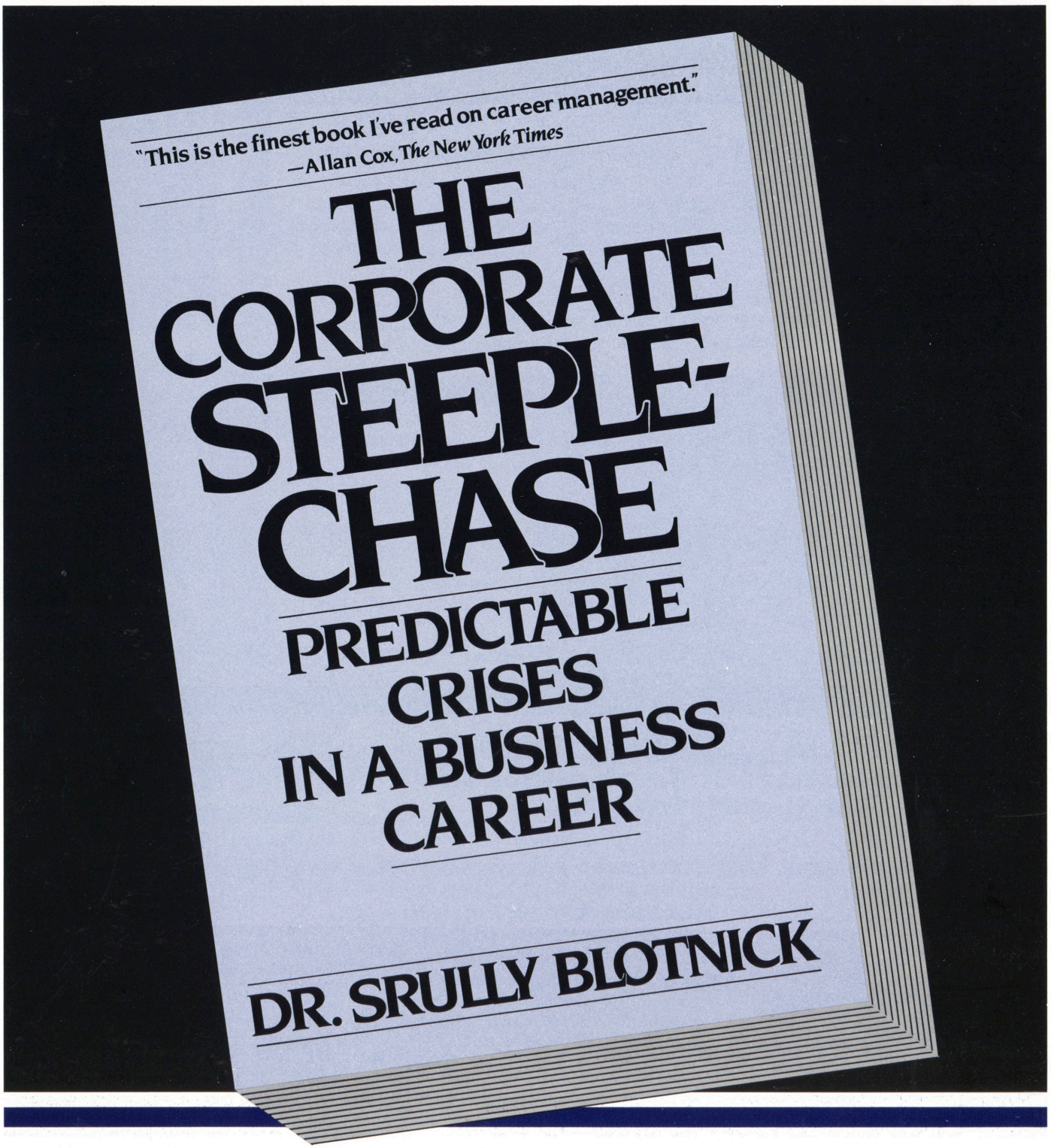
The spirit of Christmas Past, Present, and Future infuses this charming volume of music and lyrics for 164 traditional carols and sacred hymns from many countries.

Music • 8½″ x 11″
352 pp. • 0-8289-0378-6 • $12.95

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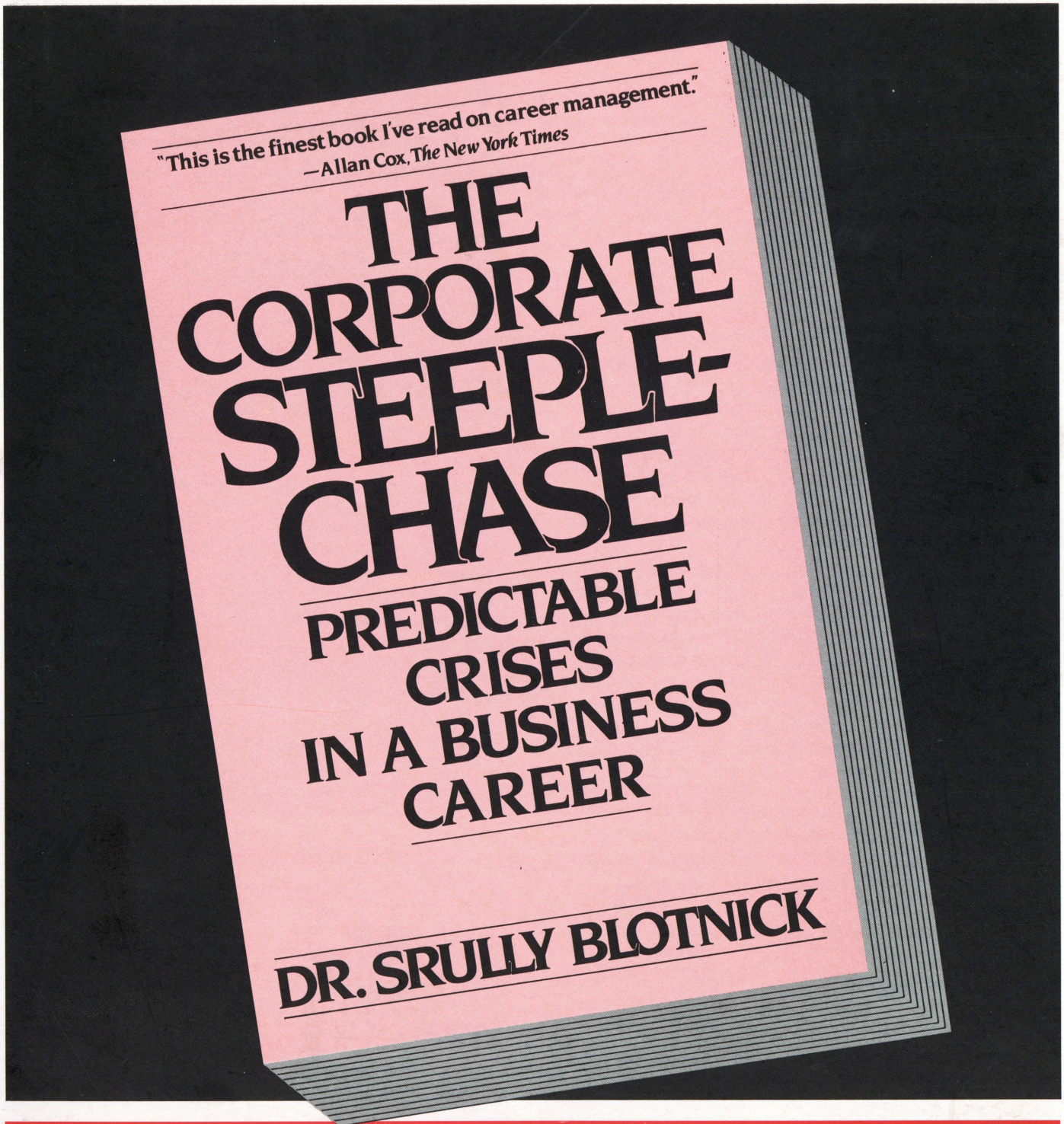
PENGUIN BOOKS



November 1985

Fifty Penguin Years

PENGUIN BOOKS



The business classic... The truth about career success

The Corporate Steeplechase

Predictable Crises in a Business Career

Dr. Srully Blotnick

For everyone seeking a smoother path to the top—the landmark study of careers

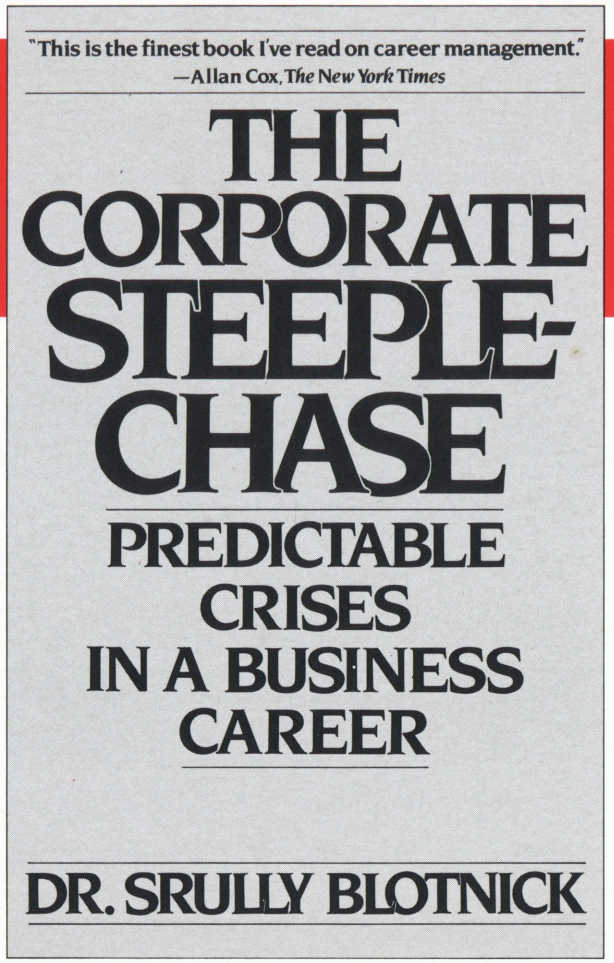
This eye-opening book on career advancement is based on a ground-breaking twenty-five-year study that tracked the business lives of five thousand American men and women. Using fascinating case histories, Dr. Blotnick demonstrates that the primary factor in determining success is an individual's ability to overcome key age-related career crises. He explains how the stages in a career correspond to the decades of a person's life from the twenties to retirement age.

Crucial issues related to success, many previously obscured by myths, are discussed, including mentors, job changing, dress standards, teamwork, self-employment, and burnout. Interpersonal dynamics of the workplace—reading the career crises of fellow employees, choosing the right boss, being independent rather than insubordinate—are knowledgeably explored. Every reader will find this book an invaluable guide to identifying, anticipating, and overcoming inevitable career obstacles and for selecting successful strategies that lead to a rewarding career.

Dr. Srully Blotnick heads his own research and consulting firm and writes a regular column for *Forbes* magazine. He is also the author of the just-published book *Otherwise Engaged: The Private Lives of Successful Careerwomen.*

Business/Careers ● Trade trim ● 304 pp.
0-14-008009-0 ● $7.95

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"The questions that are answered are of interest to just about anyone at any stage of any career. [*The Corporate Steeplechase*] is similar in appeal to Gail Sheehy's *Passages*, but it has a stronger foundation." —*Newsday*

"Almost any given reader is sure to find himself or herself mirrored in these pages . . . a book which is about—and for—nearly everyone."
—*Los Angeles Times Book Review*

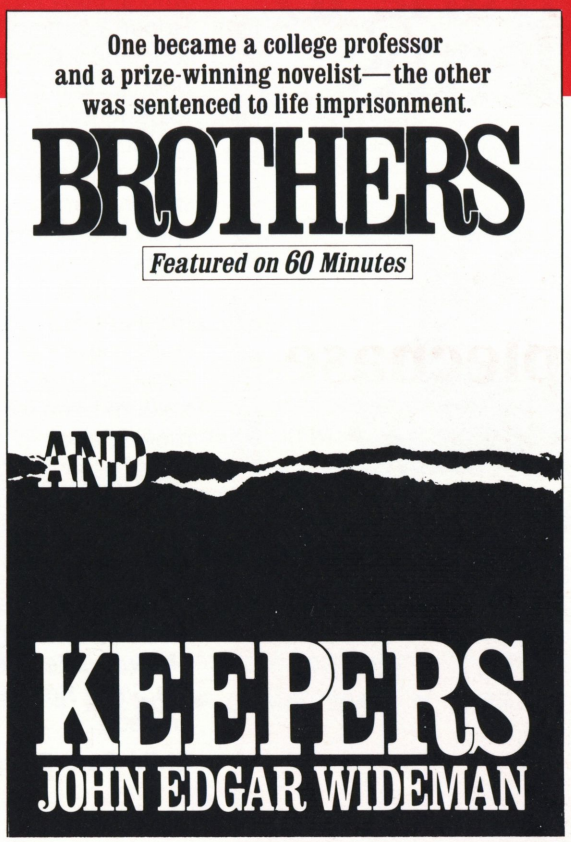
"The soundest, best-researched guide to business success this editor has yet seen . . . this book is going to become a classic." —James W. Michaels, *Forbes*

A BOOK-OF-THE-MONTH CLUB SELECTION
A FORTUNE BOOK CLUB SELECTION
A QUALITY PAPERBACK BOOK CLUB SELECTION



From the winner of the 1984 PEN/Faulkner Award

*"A rare triumph"**



Brothers and Keepers

John Edgar Wideman

A prominent black writer tells of the events, social pressures, and psychological responses that led his brother to prison and led him to a middle-class life as a professor of English

John Edgar Wideman and his younger brother, Robby, were raised by the same parents in the same environment: the black ghetto of Homewood in Pittsburgh, Pennsylvania. But today John, a Rhodes scholar, is a college professor and a highly acclaimed novelist; Robby is in prison, serving a life sentence for murder.

When Robby was little more than an overgrown kid, he became involved in petty thievery, then the drug scene, and, finally, robbery. Eventually, he and his friends organized a heist during which someone was killed.

In *Brothers and Keepers*, John tries to answer the searing question: "Why Robby there behind bars—why me here?" Two voices speak: John's—cool, analytical, judicious, and deeply anguished; and Robby's, scrappy, brave, but at times filled with pathos. Together, these voices add up to a work that is unavoidably provocative and deeply moving.

John Edgar Wideman has written six novels, including *Homewood*, *Hiding Place*, and *Sent for You Yesterday*, the last of which won the prestigious PEN/Faulkner Award in 1984. Millions of TV viewers saw the story of John and Robby on *Sixty Minutes*. Mr. Wideman is professor of English at the University of Wyoming in Laramie.

Autobiography/Biography • Trade trim
256 pp. • 0-14-008267-0 • $6.95

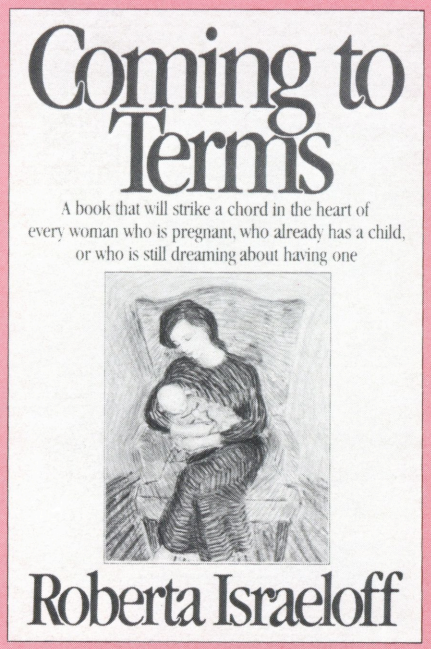
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"A book that has the impact of reading Claude Brown's powerful *Manchild in the Promised Land* and James Weldon Johnson's elegant *Autobiography of an Ex-Colored Man* in alternating paragraphs. . . . Mr. Wideman has succeeded brilliantly in both understanding his brother's life and coming to terms with his own."
—Ishmael Reed, *The New York Times Book Review**

"*Brothers and Keepers* did more to open the doors for me to an understanding of black ghetto experience than anything I've read before. . . . If you care at all about brotherhood and dignity and other such things, this is a must-read book." —*Denver Post*

ONE OF *THE NEW YORK TIMES BOOK REVIEW*'S BEST BOOKS OF 1984





Coming to Terms

Roberta Israeloff

A personal account in the tradition of *Good Morning, Merry Sunshine*

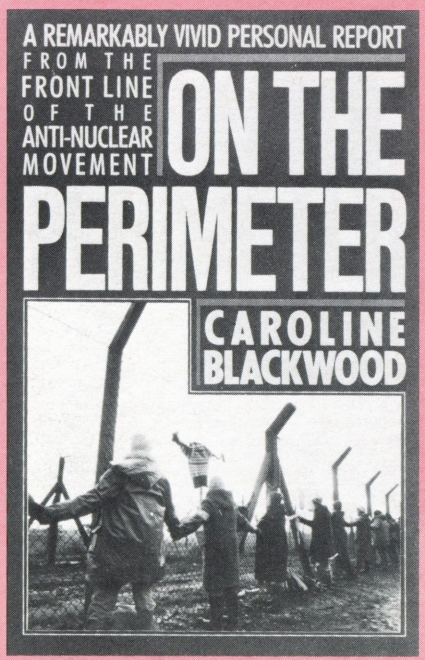
This is a book that strikes a chord in the heart of every woman who is pregnant, who already has a child, or who is dreaming of having a child. Drawn from Roberta Israeloff's personal journal over a twenty-one-month period, it is the touchingly honest story of her complex reactions to pregnancy and motherhood. She shares the vast and often confusing range of feelings that she experienced—the exhilaration and panic, the joy and frustration, the awe and doubt. She deals with the startling differences between her expectations and the realities: the constant demands of the newborn, the intense loneliness, and the dramatic changes in her life and her relationships with her husband, her friends, and, most profoundly, herself. She writes freely of her most unnerving fears, her concern for the health of the fetus and later the child; her reactions to the ritualistic advice of her mother and her elderly aunts; and the challenges from her feminist friends. Israeloff explores the wonder and boundless mystery of the developing parent-and-child bond, as well as the emergence of her new family. These shifting emotions—both negative and positive—which have seldom been explored in similar works are now dealt with in a revealing and moving book.

"[A] lovely book . . . rich, gracefully written" —*Publishers Weekly*

"[Bob] Greene's book [*Good Morning, Merry Sunshine*] is eloquent. So is Israeloff's. It's quick-moving, insightful and downright instructive for parents and potential parents." —*Columbia Missourian*

Roberta Israeloff teaches writing at Hunter College and New York University. She was cited as an outstanding writer in *The Pushcart Prize IV: The Best of the Small Presses, 1979–1980*. She lives in New York City with her husband and son.

Child Care/Biography • Trade trim • 176 pp. • 0-14-008342-1 • $5.95



On the Perimeter

Caroline Blackwood

The riveting story of a grueling demonstration

In March 1984, Caroline Blackwood visited the women's peace camp that had been set up around the perimeter of the Cruise-missile base in Greenham Common, England, in protest of the deployment of nuclear weapons there. In this remarkable work of reportage she depicts the lives, fears, and prejudices of those involved on both sides: the women themselves, local shopkeepers, bystanders, policemen, members of RAGE (Ratepayers Against Greenham Encampments). She witnesses the evictions, sexual abuse of the women by the paratroopers, the trials of women who entered the base, and the surreal intrusion of a fox hunt at the encampment. This is a sharply observed, often blackly humorous account of a journalist's unexpected personal involvement with an important phenomenon, and an engrossing account of life literally "on the perimeter."

"A lucid and compelling record . . . written with an intensity that carries the narrative along at a powerful pace" —*The Guardian* (Manchester)

"[An] absorbing, witty and compassionate narrative" —*The Times Literary Supplement*

Caroline Blackwood was born and raised in Northern Ireland. Her latest novel, *Corrigan*, is available from Viking. She lives in London with her children.

Current Affairs • Trade trim • 128 pp. • 0-14-008322-7 • $5.95

The Sophisticated Traveler

Winter: Love It or Leave It

Edited by A. M. Rosenthal and Arthur Gelb and the Travel staff of *The New York Times*

An uncommon guide for the literate traveler

In this entertaining and practical compendium of superior travel writing, thirty well-known writers offer their solutions for the winter season. The choice is love it—snow and skis—or leave it—sun and surf. Extraordinary literary talents share their personal travel experiences, both here and abroad, in a cornucopia of impressions and suggestions. Muriel Spark, Maureen Howard, Margaret Atwood, and Harold Schonberg sing the praises of the city in winter—London, Venice, Bethlehem, Rome, and Montreal. James Salter, Peter Benchley, and Donal Henahan celebrate winter outdoors in Vail, Taos, and Tyrol. Alison Lurie, Roger Tory Peterson, Derek Walcott, and Peter Maas head south or to the beach—to Savannah, Kenya, Martinique, and Portugal. This array of fine writing is well complemented by *The New York Times* staff writers, who have compiled the most up-to-date information on hotels, restaurants, food, nightlife, and day trips. This book is a joy for the vicarious traveler and an inspiration for those who aim to travel well.

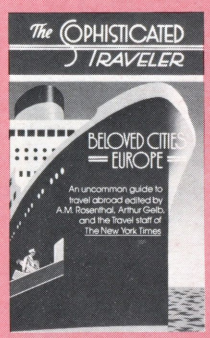
"One book that will satisfy" —*Newark Star-Ledger*

"Great, not only for the armchair traveler, but also for those who venture abroad" —*San Francisco Review of Books*

A. M. Rosenthal is executive editor of *The New York Times*. **Arthur Gelb** is deputy managing editor of *The New York Times*.

Travel • Trade trim • b/w illustrations throughout • 544 pp.
0-14-008148-8 • $7.95





0-14-008147-X
$7.95

George Eliot

A Biography

Gordon Haight

A fascinating account of the great novelist's life

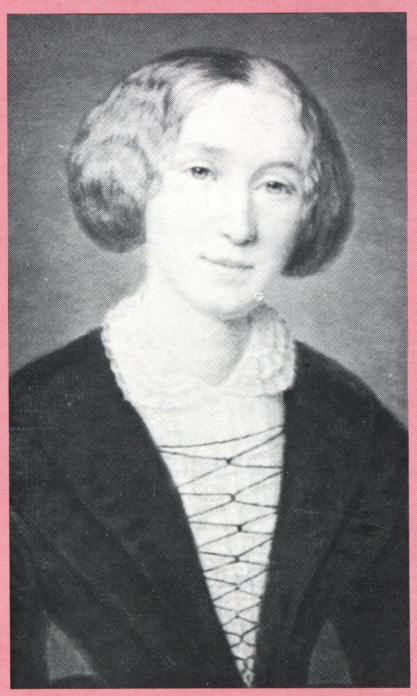
Unrivaled for its completeness, sympathy, and drama, this book stands alone as the definitive biography of George Eliot. Professor Haight explores Eliot's "need to be loved," the dominant motive of her character as it appears in her relations with John Chapman, Herbert Spencer, and other men before she formed the union with George Henry Lewes that scandalized the Victorians for twenty-five years. With his thorough knowledge of George Eliot and her nineteenth-century world, Gordon Haight explains the personal circumstances underlying the creation of her novels and reveals the warmth, courage, independence, sensibility, industry, and intellect that drew to her such diverse people as Charles Darwin, Frederic Harrison, Edward Burne-Jones, and the young Henry James. This is a monumental, scholarly account of a remarkable woman and a brilliant picture of Victorian life and letters as well.

"Just about all we will ever need to know about [George Eliot]. . . What *Middlemarch* is to the English novel this biography is to George Eliot."
—*The New York Times Book Review*

"This is a masterly biography, in which industry is matched by urbanity."
—*The New York Review of Books*

Gordon Haight served on the Yale University faculty from 1933 to 1969. *George Eliot: A Biography* won the James Tait Black Award, the Van Wyck Brooks Award, the Heinemann Award, and the National Academy of Arts and Letters Award.

Literature/Biography • Trade trim • 640 pp. • 0-14-058025-5 • $9.95



Coming of Age on the Continental Divide

English Creek

Ivan Doig

A tender, lyrical, and forceful evocation of adolescent awakening

In this affecting novel of Montana in the 1930s, Jick McCaskill vividly recalls his fourteenth summer, when his family was changed and shattered forever. Set in the isolated Two Medicine country, a region whose stark beauty is superbly portrayed, Jick's story begins when his idolized older brother decides to forgo college and become a cowboy. The resulting family conflict shadows all the events of the summer: the Fourth of July picnic, haying time, an expedition into the mountains with the seedy ex-ranger Stanley Meixell. In a stunningly rendered climax, a forest fire threatens the entire community. Doig's exceptional prose catches magnificently the flavor and speech of the West in a warm, finely crafted novel that transcends regionalism in its treatment of family love and conflict.

"A marvelous stretch of writing from the heart of the big sky country, at once an homage and a celebration of a way of life that is passing" —Wright Morris

"Doig's sure and lovely prose carries us miles, sustaining and fulfilling us with its power." —*Denver Post*

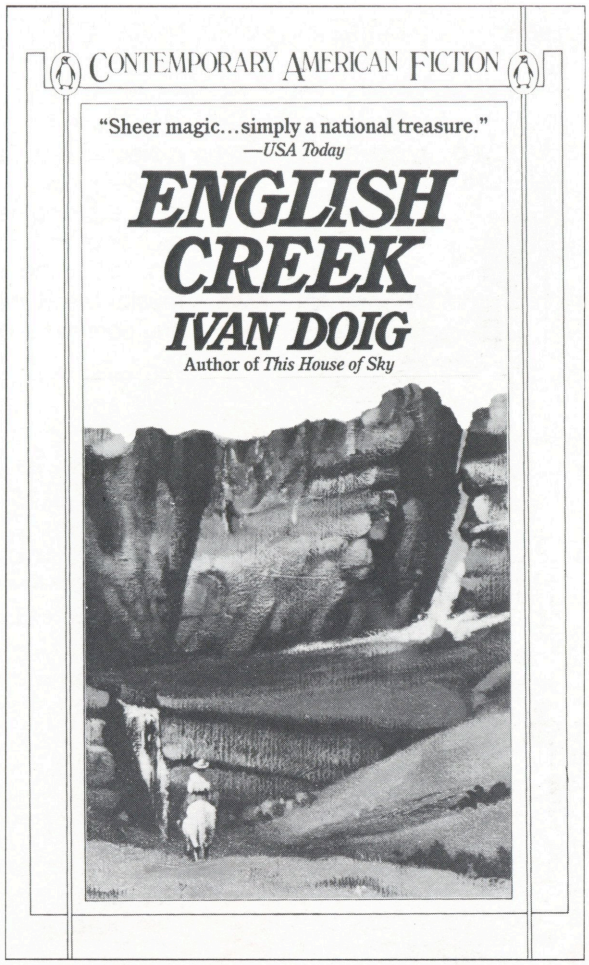
"Here is the real Montana, the real West, through the eyes of a real writer." —Wallace Stegner

"*English Creek*, just like *Kidnapped*, can be read by both old and young with equal pleasure, fascination and excitement." —*Washington Post Book World*

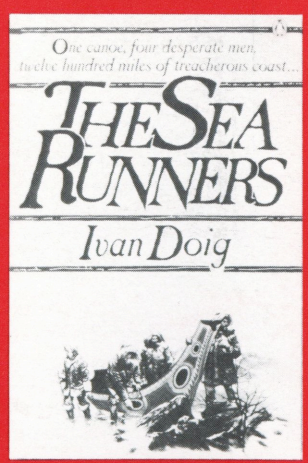
Ivan Doig grew up in Montana and worked as a ranch hand and a newspaperman. His 1978 book, *This House of Sky*, was nominated for a National Book Award. He is the author of *The Sea Runners* (available from Penguin) and *Winter Brothers*. He is at work on the second novel of a trilogy about the McCaskill family.

Fiction • Trade trim • 339 pp.
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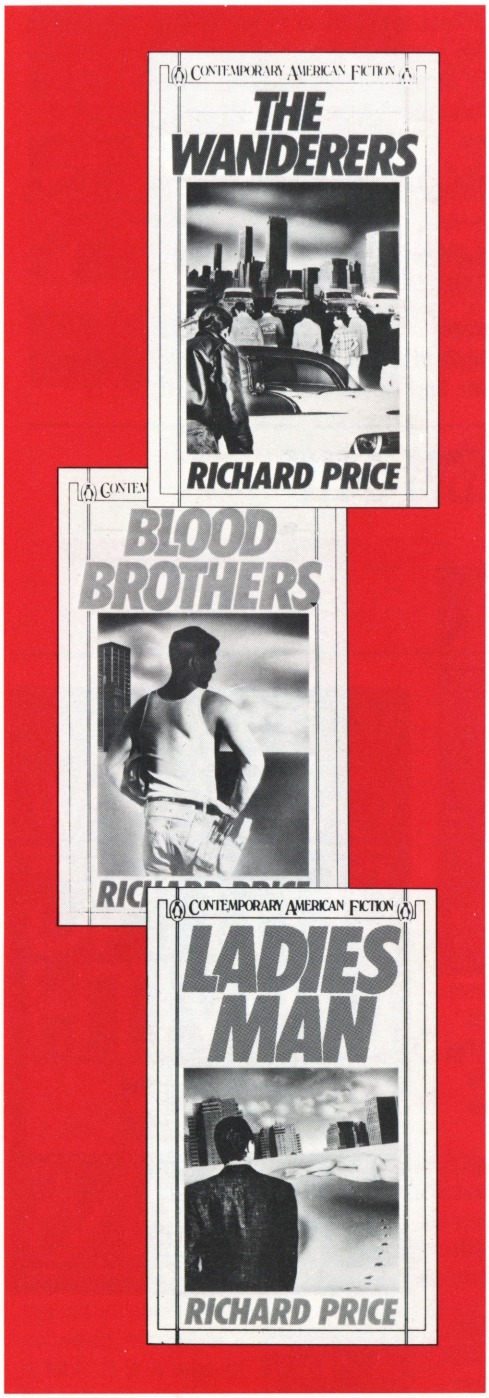




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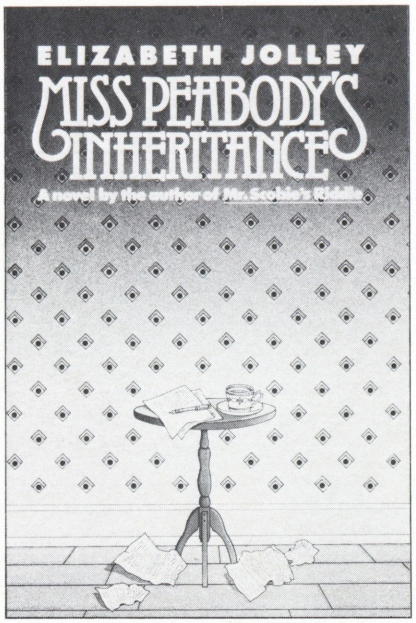
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Richard Price lived in a Bronx housing project for eighteen years of his youth. After graduation from Cornell University, he was a Mirillees Fellow in fiction at Stanford University. He won both a MacDowell Fellowship and a Mary Roberts Rinehart Foundation Grant for *The Wanderers*. He lives in Manhattan.



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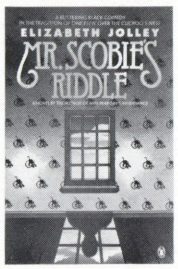
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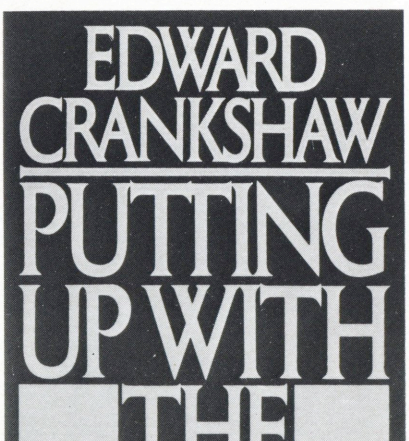
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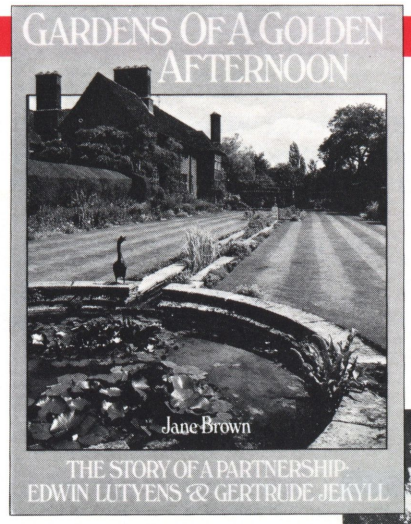
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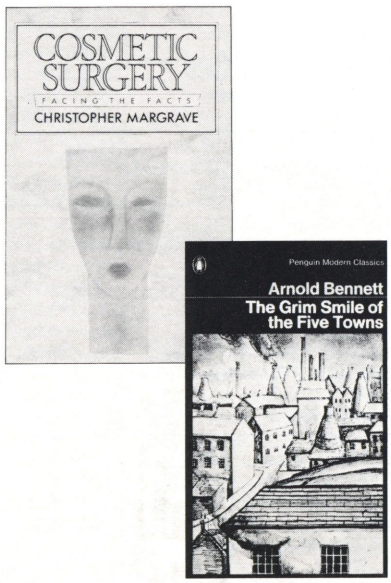
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On the Other Hand, Death

Richard Stevenson

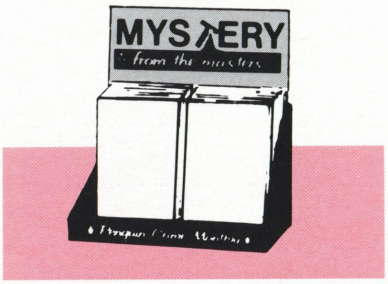
A light-hearted mystery featuring the sexy, sardonic detective Donald Strachey

When the giant Millpond Company finds its plans to build a huge shopping mall in Albany stymied by the adamant refusal of two elderly women—who happen to be lesbians—to sell their house, the ladies are subjected to ugly vandalism and threats. To clear the corporate name, the superstraight director of Millpond hires Albany's only gay detective to protect the women and discover the culprits. Don Strachey accepts this unusual assignment with misgivings that multiply as kidnapping, extortion, and murder darken the lives of Albany's close-knit gay community. Fast-paced, deftly plotted, and superbly written, *On the Other Hand, Death* is as witty as it is gripping.

"A lively book. . . skillful plotting carries the reader straight along. . . highly recommended"
—*The New York Times Book Review*

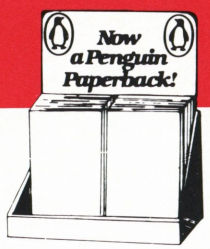
Richard Stevenson lives in Massachusetts. He is also the author of *Death Trick.*

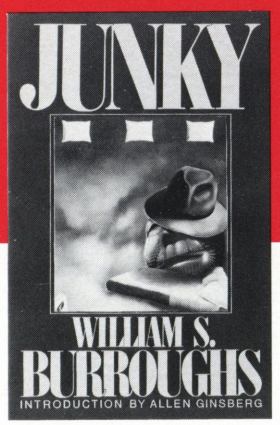
Mystery • Rack trim • 224 pp.
0-14-008319-7 • $3.50
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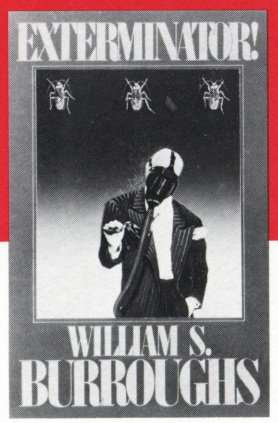


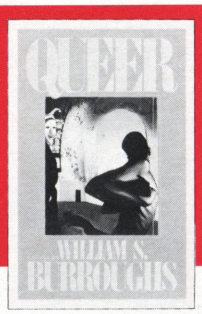
Two classics by William S. Burroughs

• 12-copy counterpack featuring 6 copies of *Junky* and 6 copies of *Exterminator!*









Coming from Viking in November

Junky

Introduction by Allen Ginsberg

A legendary account of heroin addiction, drawn from the author's own life

In this complete and unexpurgated edition of one of the most powerful books about drug addiction, William S. Burroughs depicts the addict's life: his hallucinations, his ghostly nocturnal wanderings, his strange sexuality, and his hunger for the needle. *Junky* is a memorable and shocking demonstration of the *junk equation*: "Junk is not, like alcohol or weed, a means to increased enjoyment of life. Junk is not a kick. It is a way of life."

"One of the most compelling and brilliant challenges any contemporary writer has raised against the absurd jurisdiction of death"
—*The Washington Post*

Fiction • Trade trim • 176 pp.
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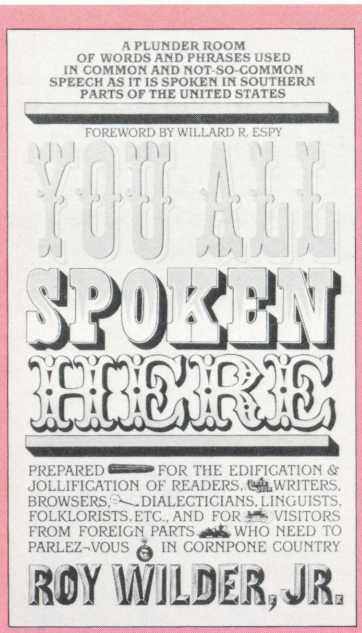
Exterminator!

A dazzling novel about exterminators of all kinds

First published in 1973, *Exterminator!* is a novel of extreme experimentalism. Conspirators plot to explode a train carrying nerve gas. A perfect servant suddenly reveals himself to be the insidious Dr. Fu Manchu. Science-fantasy war, racism, corporate capitalism, drug addiction, and various medical and psychiatric horrors play their parts in this mosaiclike volume—Burroughs at his coruscating and hilarious best.

Fiction • Trade trim • 176 pp.
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William S. Burroughs is one of the most admired American avant-garde writers. He is the author of many novels, including *Naked Lunch* and *The Place of Dead Roads.* His most recent novel, *Queer*, is coming from Viking in November. Burroughs divides his time between Lawrence, Kansas and New York City.



You All Spoken Here

Roy Wilder, Jr.

Foreword by Willard R. Espy

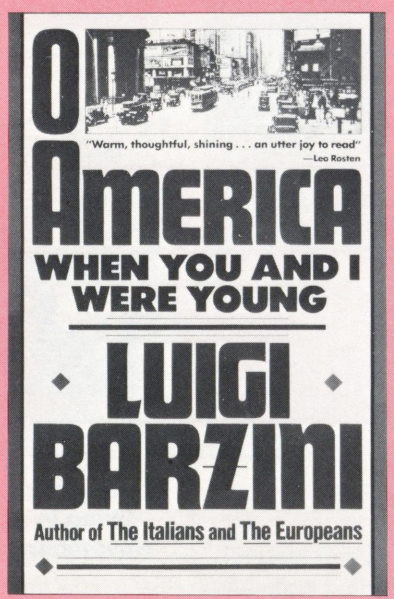
A plunder room (treasury, that is) of words and phrases from Southern speech

This delightful book, the subject of national attention in its original incarnation as a self-published series of pamphlets, preserves and explains some 3,000 specimens of the picturesque, metaphorical, and gloriously inventive speech of the American South. This living museum of our linguistic heritage is collected from Roy Wilder's own bringin' up, from books and correspondence, and from hanging out in places where Southerners congregate to flap their gums. It is at once hilarious, scholarly, and damned entertaining—a language lover's delight.

"A rich antidote to the growing blight of computerese and femspeak spreading over America" —*Philadelphia Inquirer*

Roy Wilder, Jr., a native North Carolinian, was a reporter for the New York *Herald Tribune*. He lives in Gourd Hollow, North Carolina.

Humor/Language • Trade trim • 240 pp. • 0-14-008404-5 • $6.95



O America

When You and I Were Young

Luigi Barzini

A graceful memoir about a young man's love affair with America

Luigi Barzini came with his family to New York in 1925, when he was sixteen. This book gives a perceptive and engrossing account of his arrival on American shores and of the turbulent adjustments he made over the next five years. *O America* is written in two voices: that of the young Barzini, a college student and cub reporter who finds himself plunged into the excitement of American life, and that of the veteran Barzini, the gray-haired writer in his sixties, who looks back upon those years when both he and America were younger and more confident. Barzini's narrative is a marvelous evocation of things past and a remarkable commentary on a more innocent America.

Luigi Barzini was a native of Milan. His books include *The Italians*, *From Caesar to the Mafia*, and *The Europeans* (Penguin). He died in 1984.

Memoir • Trade trim • 336 pp. • 0-14-008390-1 • $6.95



American Images

Photography 1945 to 1980

Edited, with an Introduction, by Peter Turner

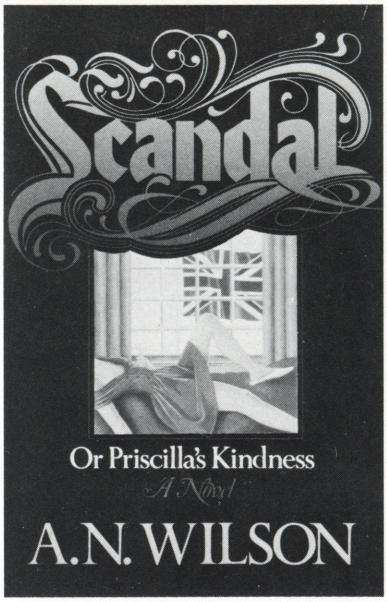
Memorable photographs from an important London exhibit

American Images defines and follows the patterns of growth and creativity in American photography from the end of the Second World War until the present day. The streetwise values of the James Dean generation, the avant-garde expressionism of the sixties, the development of the photographer as an introspective artist—these are some of the themes used to reveal the importance of photography in broader contexts. Featuring photographers from Paul Strand to Cindy Sherman, *American Images* is a comprehensive survey of photographers from a culture that has embraced photography and made it its own.

Photography • 9″ x 11½″ • 288 pp.
32 pp. color and 350 b/w photographs • 0-14-007988-2 • $16.95

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Scandal
Or Priscilla's Kindness
A. N. Wilson

A hilarious novel about a sex scandal in high government places

In this delicious tale, Derek Blore, a rapidly rising cabinet member, becomes rather democratically involved with a prostitute named Bernadette. When the ignorant young woman is forced into marriage with a gay Russian defector and the couple begins to press him for money, Blore is caught in a web of blackmail and international espionage. Blore's problems are further complicated by a hard-working journalist who just happens to be having a steamy affair with Blore's otherwise irreproachable wife, Priscilla. *Scandal* is A. N. Wilson at the top of his form, with acutely observed details, elegant prose, and lacerating wit.

"[A] sprightly, misanthropic comedy. . . a glittering performance" —*Time*

A. N. Wilson is the author of eight books, including *Wise Virgin*, which won the W. B. Smith Literary Award and is available from Penguin. He was formerly literary editor of *The Spectator*.

Fiction • Rack trim • 240 pp. • 0-14-006997-6 • $4.95

Virago Modern Classics

Vividly evocative works by Storm Jameson

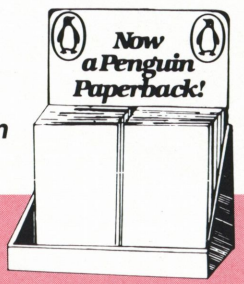
Women Against Men

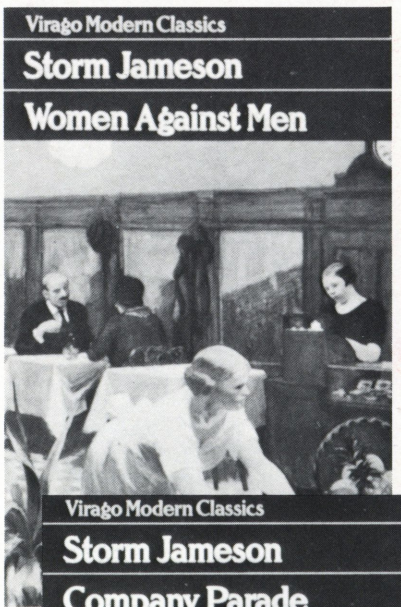
Three elegant, finely tuned novellas about the love women bear for men

In these short novels, Storm Jameson looks at the relationship of three women to men and to other women. Beautiful Victoria Form is a famous writer and relentless seductress: her favorite pastime is to ensnare men—and betray women. Emily Lambton, daughter of Sir John, makes a brilliant marriage to Lord Holl, but falls in love with a socialist clerk. Finally, Jameson introduces a nameless, middle-aged woman, one of the many who have lived off men all their lives. Alone now in a shabby bedsitter, her looks gone, she reaps the bitter rewards allotted in that ancient battle between the sexes.

Fiction • Trade trim • 400 pp.
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- **10-copy counterpack featuring 5 copies of *Women Against Men* and 5 copies of *Company Parade***



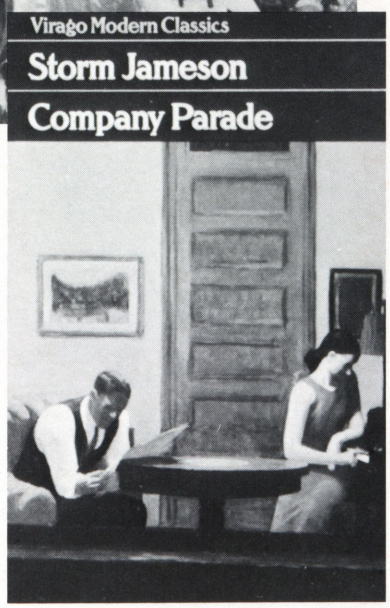


Company Parade

A vivid portrayal of Britain between the wars and a sensitive portrait of one woman and her eagerness for experience, work, and love

Just after the 1918 armistice, Hervey Russell comes to London to seek her fortune. Inexperienced and poor, she is alone; her husband is in the air force and her infant son is in Yorkshire. But armed with dreams of youth and the strength and stubborn will of her Yorkshire grandmother, Hervey plunges into the social and political ferment of London life. First published in 1934, *Company Parade* is the first novel in Storm Jameson's splendid thirties trilogy, *The Mirror in Darkness*: only the beginning of Hervey's story, it is a momentous, rich, and crowded novel.

Fiction • Trade trim • 352 pp. • 0-14-016120-1 • $6.95



Margaret Storm Jameson was born in Whitby, Yorkshire, England in 1891. After studying at Leeds University, she moved to London, the setting of many of her novels. First published in 1919, Storm Jameson has written a total of forty-five novels, as well as short stories, literary essays, criticism, and a two-volume autobiography. She lives in Cambridge, England.





The Art of Decorative Stenciling

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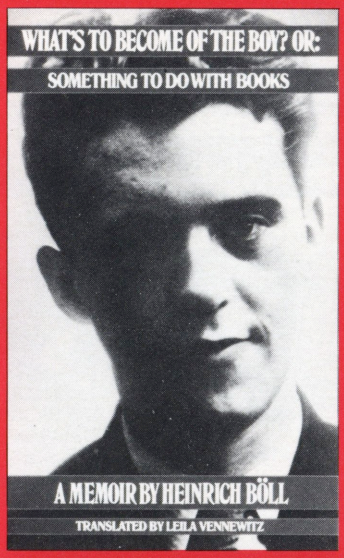
The ultimate do-it-yourself book—now with a new section of stenciling on fabrics

This book transforms decorative stenciling—which was once confined to simple designs—into a medium of sophisticated grace and elegance. By substituting clear acetate for conventional materials, and by using fast-drying japan paint, Adele Bishop and Cile Lord make it possible to create with ease superb designs on all sorts of objects and surfaces. Their work adorns some of America's most fashionable homes and shops. In this comprehensive volume, the authors discuss materials, color, designs, and finishes, and offer nine specific projects, complete with step-by-step instructions and traceable patterns.

"First rate . . . well thought out, thoroughly knowledgeable" —*The New York Times*

Adele Bishop lives in Dorset, Vermont, where she and her husband have formed American Decorative Arts, Inc., which supplies quality stencil kits and materials. **Cile Lord** operates her own studio in New York.

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What's to Become of the Boy?

Or: Something to Do with Books

Heinrich Böll

Translated by Leila Vennewitz

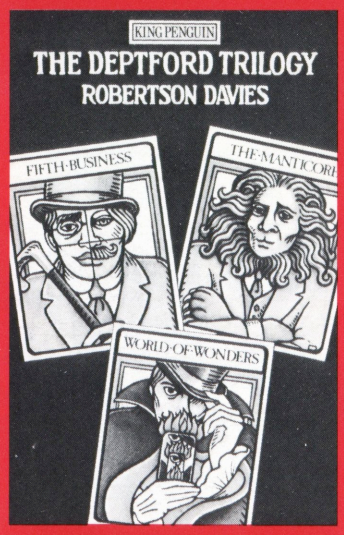
The first autobiographical work from the Nobel Prize-winning novelist

Heinrich Böll's memoir of his adolescence and education in Germany on the verge of World War II reveals many of the moral preoccupations that have informed his entire career as a writer. Böll explores what it was like to see and experience the impact of Nazism on his pacifist family, on his teachers at school—those who gave in and those who did not—and on his friends and fellow students. He vividly re-creates the oppressive atmosphere and unpredictable dangers of those years and, most movingly, details the lives of his family as they struggle to feed and protect themselves and to find some refuge where a future—for themselves and for their gifted, unconventional son—can be planned.

"Bitterly vivid—with glimmers of Böll's political persona in the making" —*Kirkus Reviews*

Heinrich Böll is a German novelist and short-story writer. His most recent novel is *The Safety Net* (Penguin). Böll won the Nobel Prize for literature in 1972.

Autobiography • Trade trim • 96 pp. • 0-14-008231-9 • $4.95



The Deptford Trilogy

Robertson Davies

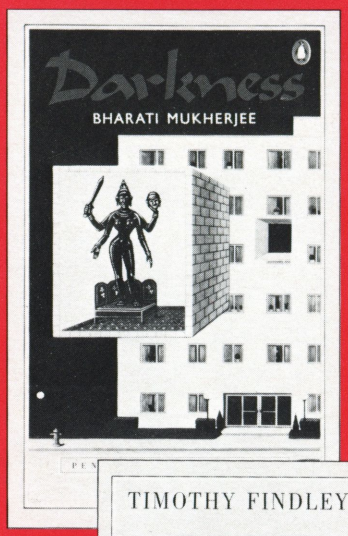
"One of the splendid literary enterprises of this decade"—*Newsweek*

Fifth Business is the story of a rational man who discovers that the marvelous is only another aspect of the real. The second novel of The Deptford Trilogy, *The Manticore*, is an exploration of those regions beyond reason where monsters live. *World of Wonders* is the story of Magnus Eisengrim, master illusionist, who is the most illustrious magician of his time. Luring the reader down labyrinthine tunnels of myth, history, and magic, The Deptford Trilogy provides an exhilarating escape from a world in which wonder has been banished. Now this great trilogy is available from Penguin in one volume as well as individually.

"Among contemporary novelists, only Graham Greene has trod this ground and gleaned it so successfully." —*The New Republic*

Robertson Davies is the author of many plays and more than twenty-five books, including *One Half of Robertson Davies*, *High Spirits*, The Salerton Trilogy, *Tempest-Tost*, *Leaven of Malice*, and *A Mixture of Frailties* (all available from Penguin). His most recent novel, *Bred in the Bone*, is coming from Viking in December.

Fiction • Trade trim • 864 pp. • 0-14-006500-8 • $8.95

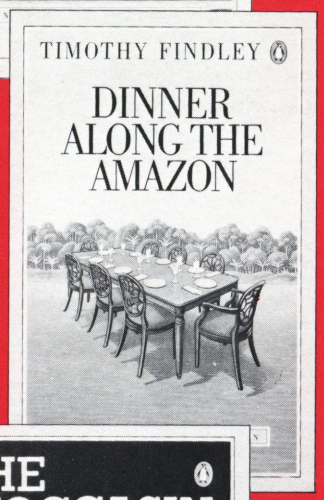


Darkness
Bharati Mukherjee

This is a powerful and imaginative collection of stories exploring the complicated tensions of the immigrant experience—all the small trade-offs between New World reasonableness and Old World beliefs. It focuses on the dark and intricate complexities in the lives of Indian immigrants and includes "The World According to Hsu," which was awarded first prize in the *Chatelaine* Fiction Contest, the National Magazine Award, and the Periodical Distributors of Canada Fiction Prize.

Bharati Mukherjee was born in Calcutta and lived in Toronto and Montreal before moving to Iowa with her husband, writer Clark Blaise. She is the author of two novels and a travel memoir, *Days and Nights in Calcutta* (coauthored with Blaise).

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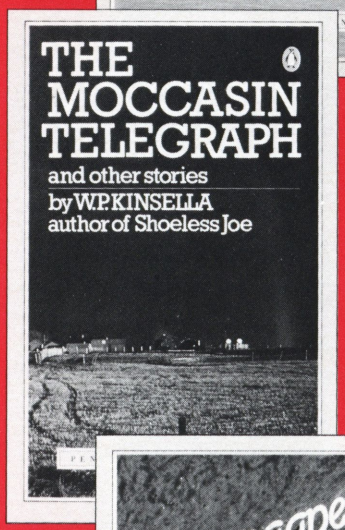


Dinner Along the Amazon
Timothy Findley

The twelve brilliant stories in this collection, from one of Canada's most original writers, range from the haunting "Lemonade," in which a young boy's world is shattered by his mother's self-destruction, to the title story, an unusual journey into the complexities of modern relationships. These powerfully evocative stories originate from the author of the critically acclaimed novels *Famous Last Words* and *The Wars*.

Timothy Findley was born in Toronto and now lives in the country nearby. His novel *The Wars* was a winner of the Governor-General's Award and a winner of the City of Toronto Book Award, and has appeared in eight translated editions.

Fiction • Trade trim • 272 pp. • 0-14-007304-3 • $5.95

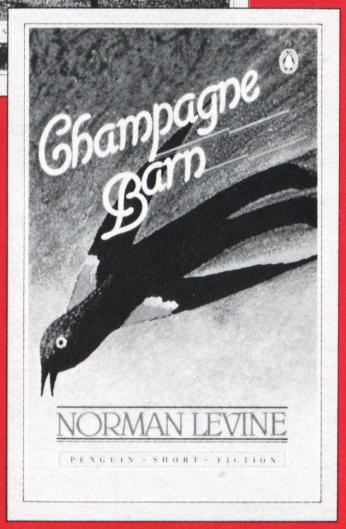


The Moccasin Telegraph and Other Stories
W. P. Kinsella

These sixteen stories set on the Ermineskine Reserve are tough and sensitive and funny. They deal with trust and belief, frustration and fighting back, and all kinds of love. The author of the highly acclaimed short-story collection *The Thrill of the Grass* (available from Penguin), W. P. Kinsella paints a vivid, unsentimental, and powerful picture of the Indians of western Canada.

W. P. Kinsella, born in Edmonton, Alberta, has written four books of Indian tales. In 1982, his novel *Shoeless Joe* won the Houghton Mifflin Literary Fellowship.

Fiction • Trade trim • 208 pp. • 0-14-008363-4 • $4.95



Champagne Barn
Norman Levine

The twenty-three stories in this collection—a retrospective of Norman Levine's finest work—were written between 1958 and 1978. They beautifully evoke the physical presence of people and the atmosphere of places in a variety of settings in Canada and England.

Norman Levine was born in and grew up in Ottawa. He was educated at McGill University and lived for thirty-one years in England, mostly in Cornwall. He returned to Canada in 1980 and now lives in Toronto.

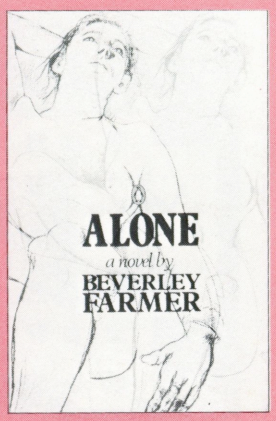
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Alone
A Novel
Beverley Farmer

Alone is the haunting and utterly sensual record of a young woman's obsessive passion for her lover, Catherine—and of her terrifying anguish as she becomes isolated from her beloved. Beverley Farmer, winner of Australia's highest literary award, has created one of the most intense depictions of all-consuming love ever written.

Fiction • Trade trim • 112 pp. • 0-14-007799-5 • $4.95

FIRST U.S. PUBLICATION

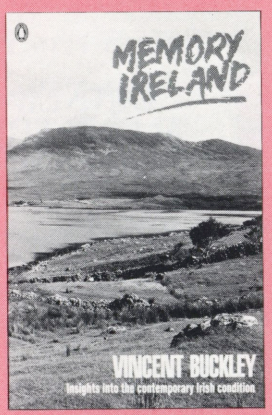


Memory Ireland
Vincent Buckley

Writing about contemporary Ireland with an extremely personal approach, from the hunger strikes of 1981 to the particularities of the Irish character and experience, poet and essayist Vincent Buckley interweaves the political with the literary, as he focuses on the underlying tragedy of Ireland: the ambivalence of the Irish toward themselves and the nation's loss of memory, its history abandoned and its people dispossessed.

History • Trade trim • 272 pp. • 0-14-007956-4 • $6.95

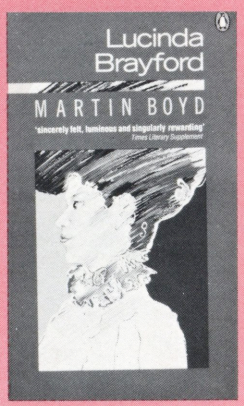
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Lucinda Brayford
Martin Boyd
Introduction by Dorothy Green

The marriage of Lucinda Vane, the innocent, unsophisticated daughter of a prosperous Melbourne family, and Hugo Brayford, the seemingly wealthy English aristocrat, appears to be a brilliant match. But Lucinda is not destined for happiness. At once leisurely and lively in manner, Boyd pursues, with remarkable psychological penetration, an Anglo-Australian family history over three generations.

Fiction • Rack trim • 552 pp. • 0-14-007231-4 • $5.95

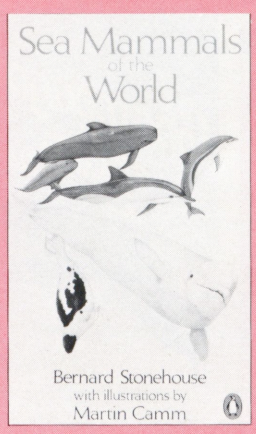


Sea Mammals of the World
Bernard Stonehouse
Illustrations by Martin Camm

Sea mammals of all kinds, and whales and seals in particular, have always held a special fascination. Here is a guide to these favorite animals—a guide especially useful to those who want to learn about one species or another in the context of environmental pollution and overexploitation.

Nature • 4⅝″ x 7¾″ • b/w illustrations throughout • 160 pp.
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FIRST U.S. PUBLICATION



Quentin
Kerry Kenihan

The victim of osteogenesis imperfecta (bones as fragile as eggshells), nine-year-old Quentin has broken his bones at least 160 times. Quentin's striking courage and his family's unwavering dedication are at the core of this deeply moving true story.

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Patrick White

First published in 1948, *The Aunt's Story* is a modern *Pilgrim's Progress*: it tells the story of a complex and appealing woman's search for personal happiness. Reminiscent of the work of Virginia Woolf, White's prose has a subtlety of perception and an originality of style that make this novel a very real expression of imagination and intelligence.

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Soldiers of the Great War
Denis Winter

Taking the First World War away from politicians and generals, Denis Winter gives it back to the men who fought it, the individuals whose voices were lost in the collective picture and who now retell the story in their own words.

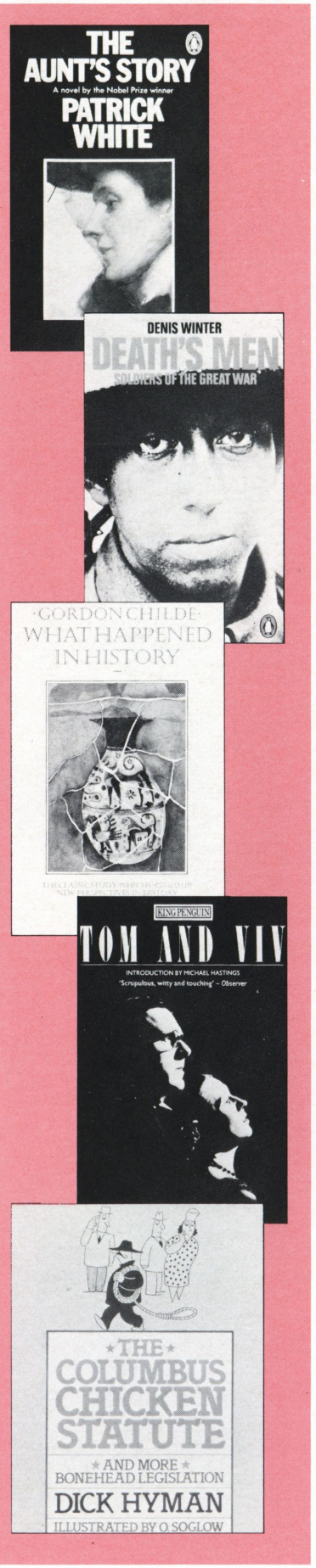
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PENGUIN PLAYS

Tom and Viv
Michael Hastings
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In this subtle, tender, and moving play, Michael Hastings interprets the haunting and semiscandalous marriage of T. S. Eliot and his first wife, Vivienne Haigh-Wood. His introduction reveals, for the first time, the shocking background of *Tom and Viv*.

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THE STEPHEN GREENE PRESS

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Illustrated by O. Soglow

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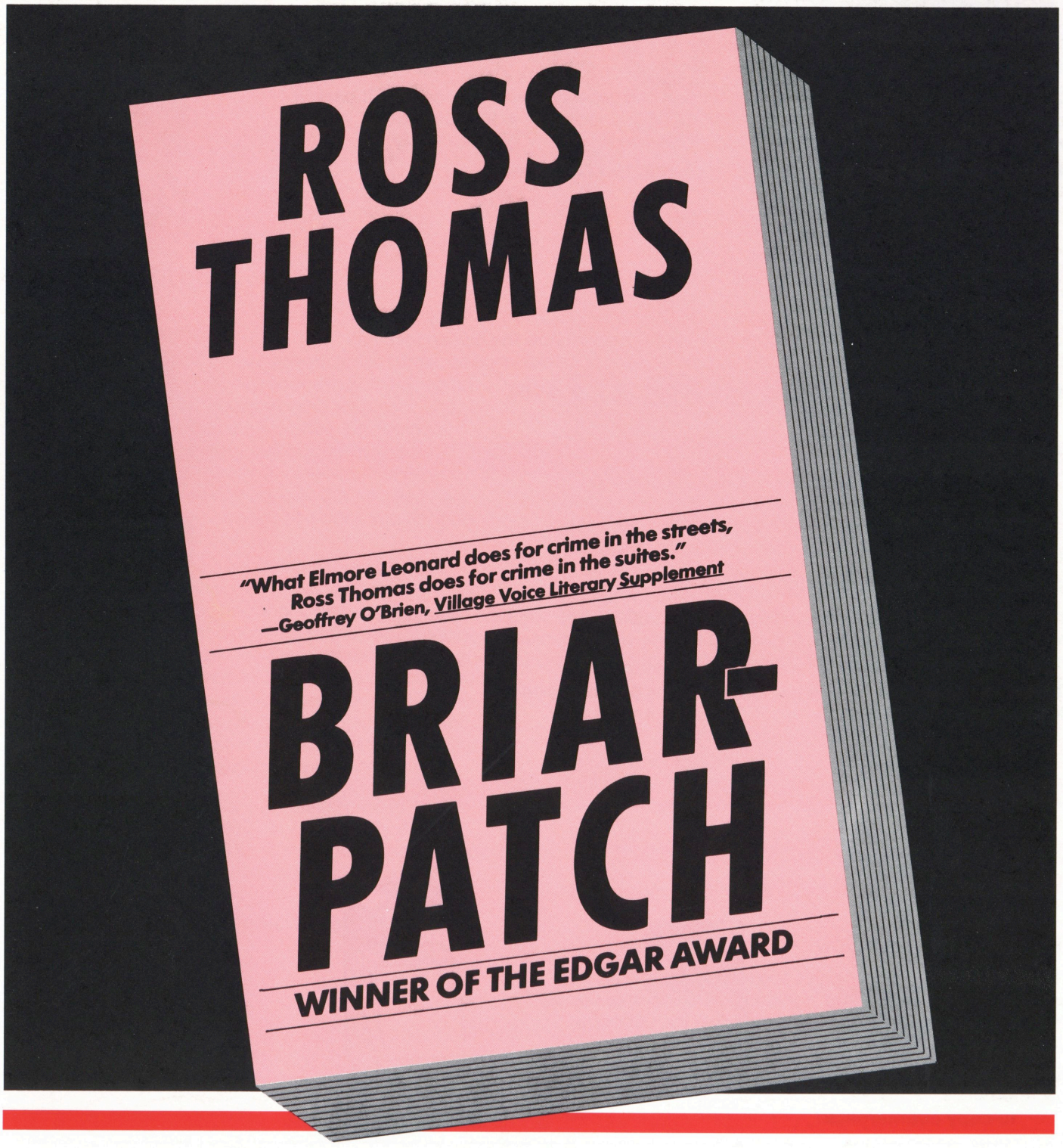
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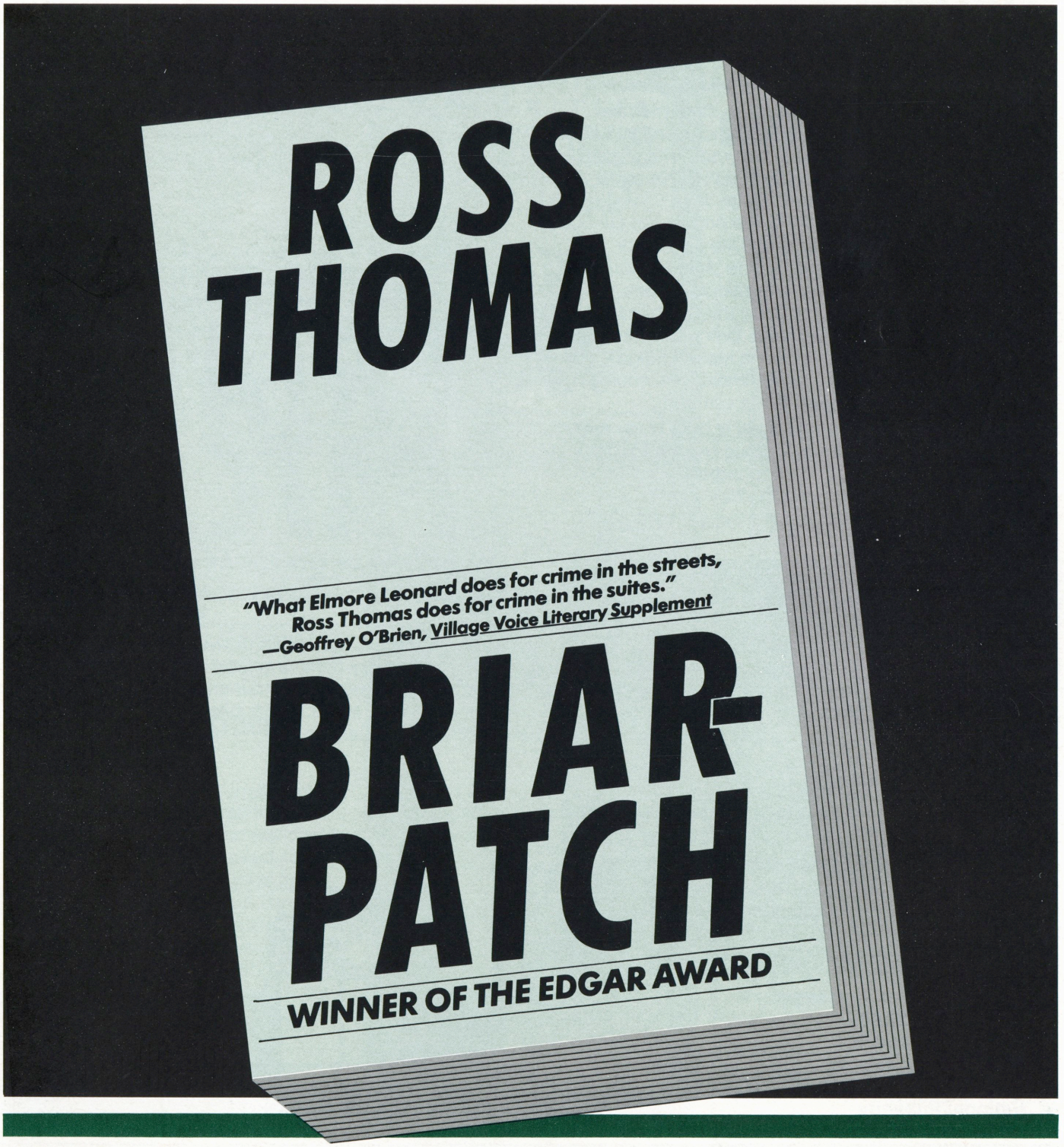
PENGUIN BOOKS



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*The Edgar Award–winning thriller "You can't put the damned thing down."**

Briarpatch

Ross Thomas

A dazzling display of a master storyteller's genius

Benjamin Dill, consultant to "an obscure three-member Senate subcommittee on investigation and oversight," returns to the small Sunbelt city of his youth with a double mission: to investigate the car-bomb death of his sister, Felicity, and to pursue his boyhood chum Jake Spivey, CIA agent turned illegal arms dealer. As Dill probes the curious secrets of his sister's life—a $250,000 life insurance policy taken out three weeks before she died, a luxurious duplex far beyond her means as a homicide detective—he uncovers an unsavory nest of petty thieves, hired guns, crooked cops, and corrupt politicians. Eventually he must choose, in the words of his lover, Anna Maude Singe, "between your friend and your government." His choice results in a surprising and spellbinding climax.

Knowing, sexy, and sardonic, this novel is both funny and poignant as it traces the lives of a group of luckless characters desperately searching for a "briarpatch," a place or position of complete safety. Ross Thomas' impeccable prose and acid wit make *Briarpatch* a delight from start to finish.

"Quintessential Thomas—and that, in my judgment, is about as high a compliment as a piece of popular fiction could be given."
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"If you are planning on reading only one novel this winter, you won't go wrong with *Briarpatch*. Just be prepared to stay up all night to finish it."
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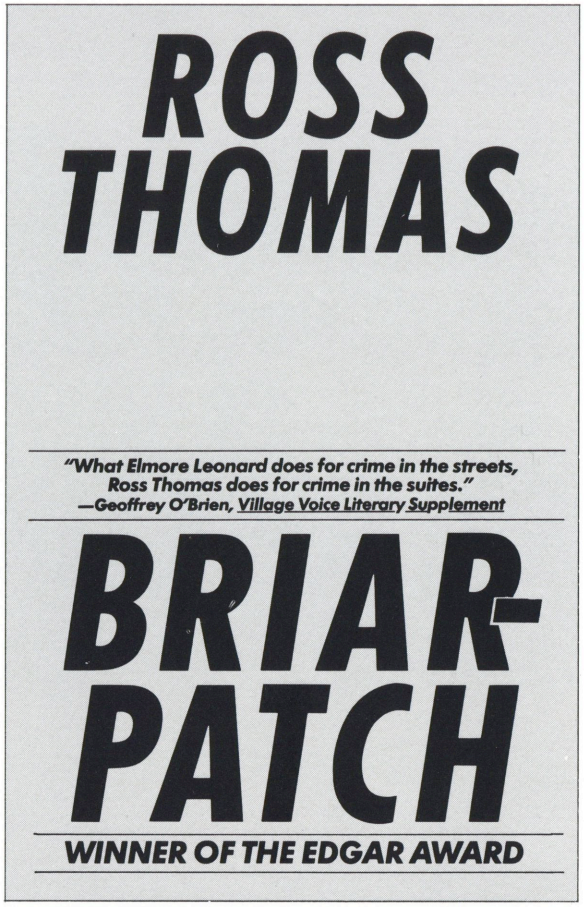
"A fine sense of place, characterization and dialogue—enough twists, turns, second-guessing and double-dealing to keep the reader in a high state of tension"
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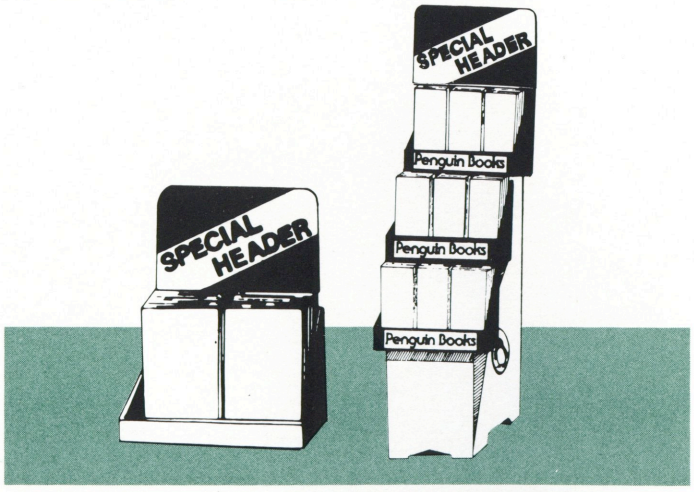
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Ross Thomas is the author of twenty novels, the last of which, *Missionary Stew* (available from Penguin) was hailed by *Newsweek* as a "four-star comic thriller." He has been a reporter, editor, and public relations director. He lives in Malibu, California.



A PENGUIN ORIGINAL

Finally, the tax book for April 15... and all year long

Sprouse's Income Tax Handbook 1986

Mary L. Sprouse

The most complete tax-preparation handbook available and an indispensable reference for tax planning

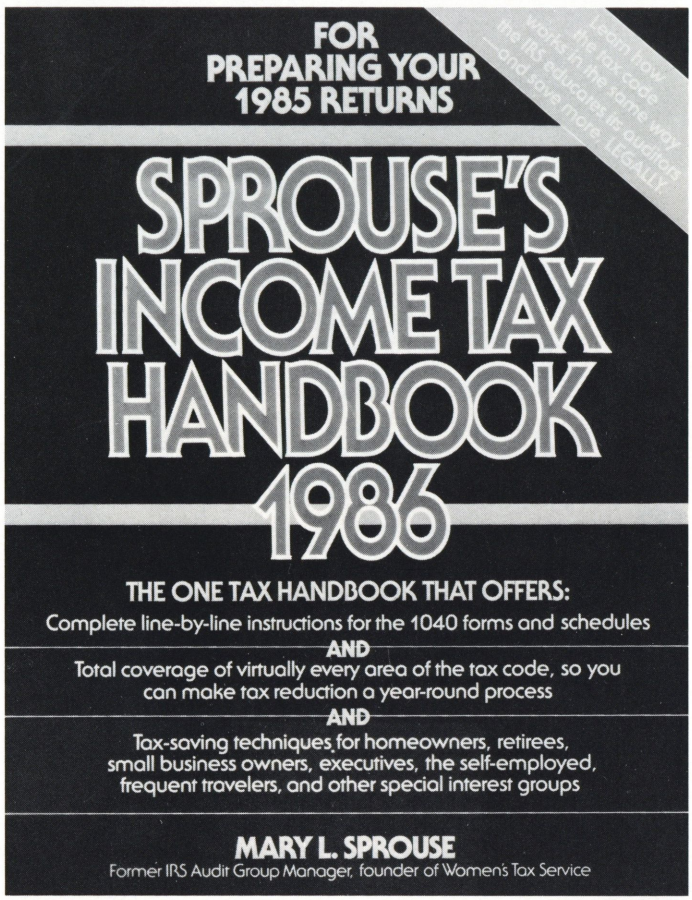
While most tax manuals are tossed out after tax time, Mary L. Sprouse's comprehensive guide will be used again and again throughout the year, as readers research the tax consequences of long-range financial decisions such as starting a business, making investments, setting up tax shelters, and obtaining a home mortgage. Using methods developed by the IRS to train its auditors, Sprouse clearly conveys the basic principles of tax law. Witty case histories and straightforward prose enliven the book's features:

- step-by-step instructions on all tax preparations
- discussion of new tax law highlights
- complete recordkeeping guide and tax checkup worksheet
- evaluation of computer software programs

Sprouse's Income Tax Handbook 1986 offers, in one volume, all the tools a taxpayer needs to file returns, plus invaluable money-saving advice on year-round financial planning.

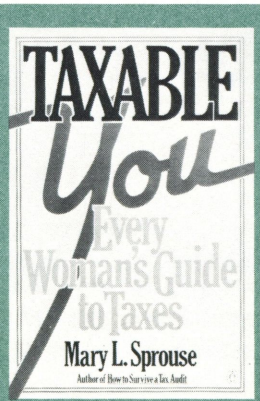
Finance/Reference ● 8½″ x 11″ ● 384 pp.
0-14-045691-6 ● $8.95

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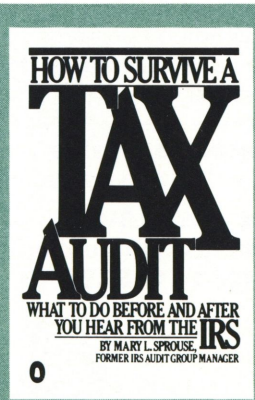


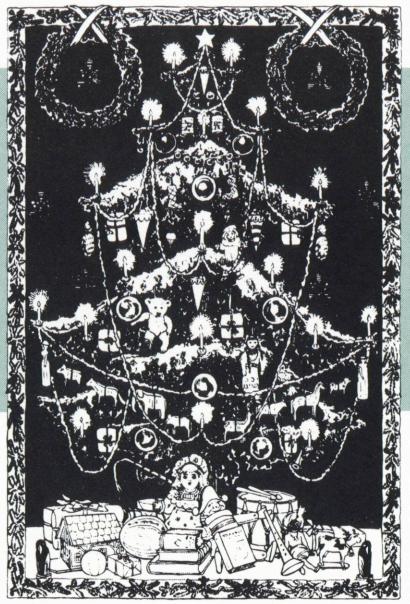
Mary L. Sprouse is a tax attorney and former IRS Audit Group Manager in Los Angeles, the country's largest IRS district. She is founder of Women's Tax Service, the first tax- and financial-planning service for women, and is the author of *Taxable You* and *How to Survive a Tax Audit* (both available from Penguin).

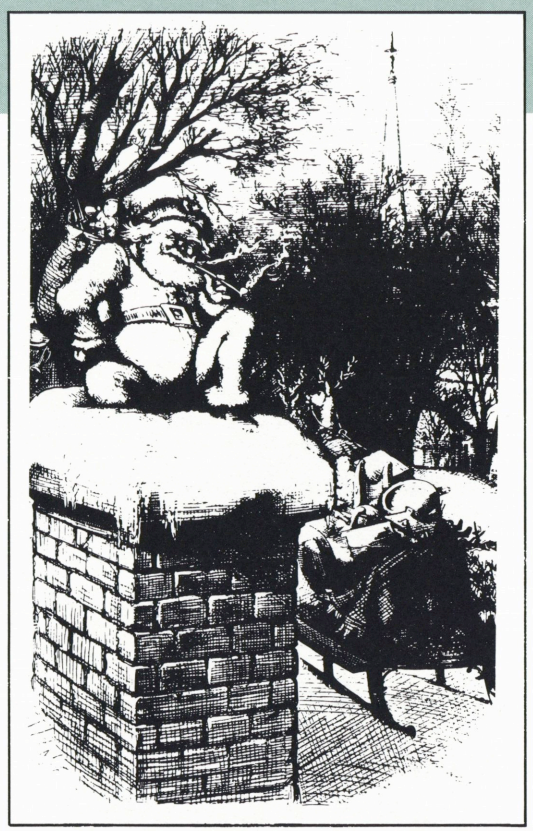
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A Christmas Treasury

Edited, with an Introduction, by Jack Newcombe

Christmas stories, memoirs, sketches, and poetry by the greats of literature

An irresistible volume sure to become a cherished tradition, this anthology offers seasonal humor, nostalgic favorites, and charming newly discovered pieces by Dickens, Joyce, Frost, Cather, George Plimpton, and many others. The incredibly diverse selection strikes a delightful balance between the old and the modern, the popular and the less well known, the skeptical and the fantastical. The settings of the pieces range from the American frontier to Wessex, England, to the trenches of World War I; their tone from reverence to merriment to disillusionment; but evident in each is the sense of Christmas as a special time of year that draws people to reflection and memory. Spanning four centuries, the entries reveal both the spiritual and the secular aspects of this festive occasion. A beautifully produced compendium, illuminated with seasonal engravings and illustrations, this is a collection to be read aloud or silently on snowy Christmas Eves—or any time.

Jack Newcombe, a native Vermonter, was for many years an editor, writer, and bureau chief for *Life* magazine.

Fiction • 6¼″ x 9¼″
b/w illustrations throughout • 474 pp.
0-14-008406-1 • $9.95

"This book will be welcomed for years to come as a reader's tasty dessert." —*Los Angeles Times*

"A splendid anthology that's got it all, from old favorites like Clement C. Moore's 'A Visit from St. Nicholas' to new classics by John Cheever, James Thurber, and Truman Capote" —*Glamour*

"A nice assortment" —ALA *Booklist*

"Fine Christmas stories. . . should satisfy the taste of just about anyone" —*Seattle Times*

"It's a bountiful plum pudding of a book, stuffed with blizzards and firesides in equal parts. I can imagine reading it aloud, straight through, to an audience of all ages." —Anne Tyler, *Washington Post Book World*

A BOOK-OF-THE-MONTH CLUB SELECTION

The Ark Restaurant Cookbook

Cuisine of the Pacific Northwest

Jimella Lucas and Nanci Main
Introduction by James Beard

A charmingly personal cookbook offering dozens of tempting recipes

Jimella Lucas and Nanci Main are two young chefs who are attracting national attention to The Ark, their renowned restaurant in tiny Nahcotta, Washington, where they serve superb examples of regional cuisine based on fresh local ingredients. Their book features original treatments of seafood: sturgeon with garlic raspberry sauce, sole with pesto, salmon with fresh peaches and brandy, as well as outstanding breads and desserts. Descriptions of these dishes are accompanied by clear, easy-to-follow instructions for basic cooking techniques, from clarifying butter to preparing seasoned bread crumbs. Not merely a collection of recipes, this beautifully produced book is also a statement of the authors' personal philosophy of food: how it should look, how it should be served and eaten.

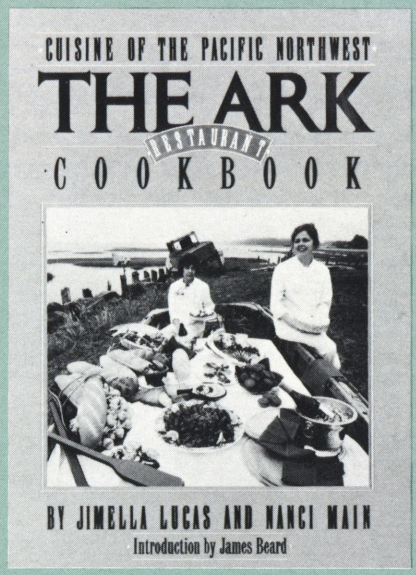
"If [The Ark] were here in Washington, D.C., there would be lines around the block waiting for seats." —*The Washington Post*

"Imaginative and intelligent combinations. . .an enthusiastic invitation to experimentation" —*The Weekly* (Seattle)

Jimella Lucas and **Nanci Main** founded The Ark in 1981. In 1983 *Food and Wine* magazine named them to its honor roll of chefs.

Cooking • 6″ x 9″ • b/w illustrations throughout • 208 pp.
0-14-046731-9 • $8.95

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What Every Pregnant Woman Should Know

Revised Edition

Gail Sforza Brewer with Tom Brewer, M.D.

An expanded edition of the classic pregnancy handbook

In this indispensable manual Gail and Tom Brewer provide authoritative information on the main considerations of pregnancy, including the importance of proper nutrition, the use of diuretics, and the control of salt intake. The newly revised edition contains new information on toxemia and a complete section that teaches the expectant mother how and what to eat so that she and her unborn child will remain healthy. The Brewers demonstrate convincingly that the ideal diet for a pregnant woman is one that includes a generous intake of protein and calories, as the appetite warrants. Menus and recipes for high-protein, high-nutrition food round out this essential handbook.

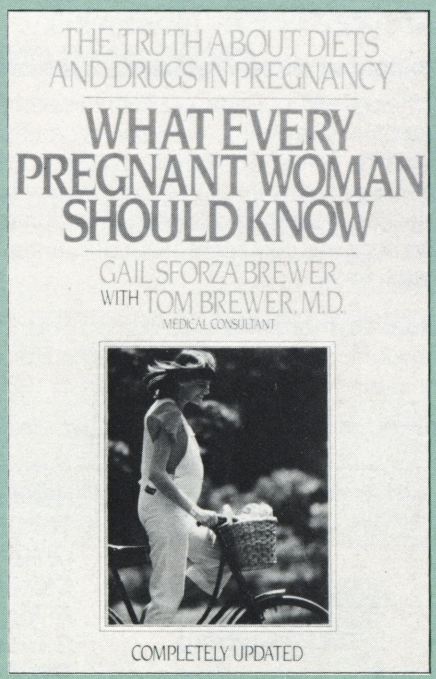
"The authors. . .have intelligently and compellingly put their beliefs into a workable nutrition plan for the pregnant woman." —*American Journal of Nursing*

"A convincing book—clear and easy to read for the layperson and carefully documented for the professional" —*Chicago Tribune*

Gail Sforza Brewer was educated at Syracuse University and the University of Wisconsin and is the author of *The Pregnancy-After-Thirty Workbook.*
Tom Brewer, M.D. is president of the Society for the Protection of the Unborn through Nutrition (SPUN), a nonprofit organization committed to the establishment of scientific standards of nutrition in American obstetrics.

Health/Nutrition • Trade trim • 256 pp. • 0-14-007974-2 • $6.95

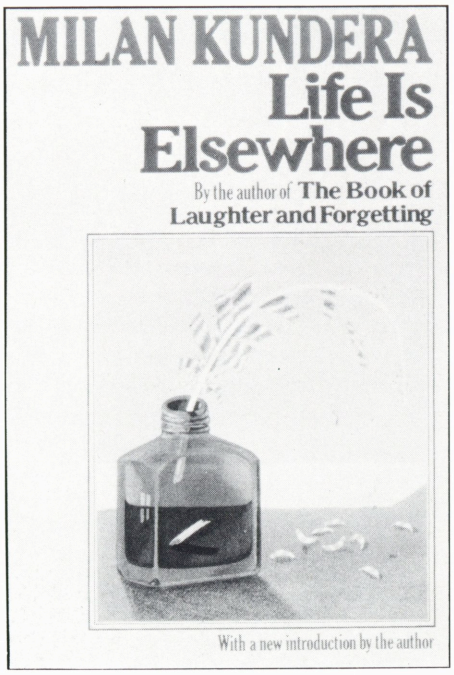
- **National Radio Telephone Interviews**



Life Is Elsewhere

Milan Kundera

Translated by Peter Kussi
With a new Introduction by the author



A sly portrait of a self-deluded poet, from the author of *The Book of Laughter and Forgetting* and *The Unbearable Lightness of Being*

Convinced that he will develop into an influential radical poet, Jaromil becomes obsessed with what he sees as his place in the cosmic scheme of things. Although he defines himself through abstract clichés, he manages a modest success until he ventures into the real world of politics and sets in motion a tragedy of errors. *Life Is Elsewhere* is an unsparing, satiric portrait of the artist as a young Communist that knowingly probes the darkest and deepest human needs and passions.

This is a new authoritative edition.

"A subtle, highly constructed satire" —*The New York Review of Books*

Milan Kundera's Czechoslovakian citizenship was revoked in 1979 in response to the publication of *The Book of Laughter and Forgetting*. This, and several other works by Kundera, are available from Penguin. He lives in France.

Fiction • Trade trim • 304 pp. • 0-14-006470-2 • $6.95

WRITERS FROM THE OTHER EUROPE

General Editor: Philip Roth

Ferdydurke

Witold Gombrowicz

Translated by Eric Mosbacher

A rollicking satire that blasts hypocrisy

Brimming with outrageous Rabelaisian humor, this classic Polish novel is a perceptive exploration of hypocrisy and the loss of individual identity. With striking originality, Witold Gombrowicz unfolds the thoughts, emotions, and truly fantastic experiences of a thirty-year-old writer who falls under the domination of a diabolic professor. Gombrowicz's calculated lunacy and anarchic imagination capture a mind-boggling conglomeration of human frauds, poses, and foibles, in this satiric masterpiece.

Witold Gombrowicz was born in Poland in 1904. After the publication of *Ferdydurke* in 1937 which caused a literary sensation, he moved to Argentina, then later lived in France. He died in 1969.

Fiction • Trade trim • 288 pp. • 0-14-058556-7 • $6.95

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New Edition

Peter Mansfield

Now revised and updated to take into account recent developments, *The Arabs* is a concise and authoritative introduction to the modern Arab world. Drawing on his considerable experience as historian and journalist in the Middle East, Mansfield explores social, political, and historical aspects of Arab culture—from the pre-Islamic nomads of Arabia, the life of Muhammad, and the rise of Arab power that followed, to the Western colonial period, the tragedy of Palestine, the modern Arab renaissance, the recently established power of the oil exporters, and then finally the Arabs themselves.

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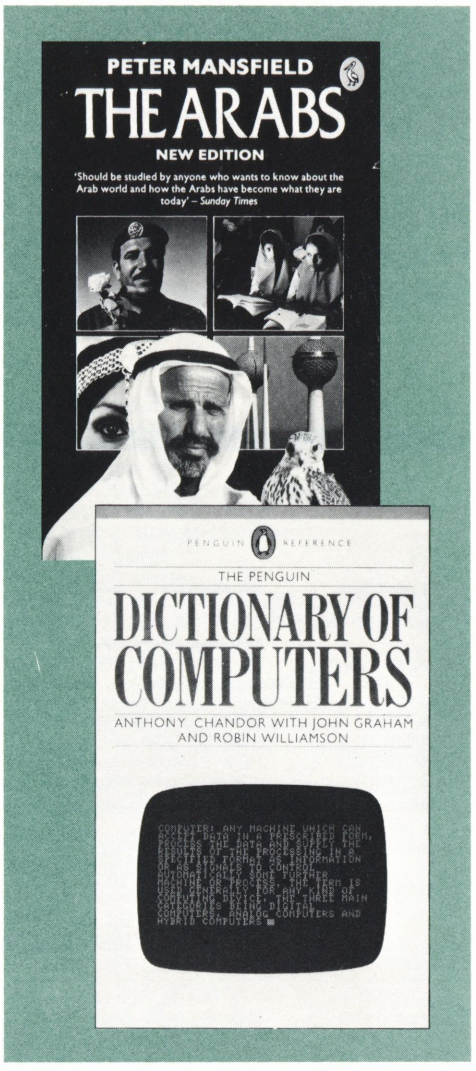
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Third Edition

Anthony Chandor with John Graham and Robin Williamson

This newly revised, authoritative reference has been designed to assist both technicians and the increasing number of nonspecialists whose work is to some extent affected by computers. The cross-referenced entries are interspersed with general articles that cover the major computer topics more fully and such business processes as budget control and systems analysis, which are increasingly being handled by computers.

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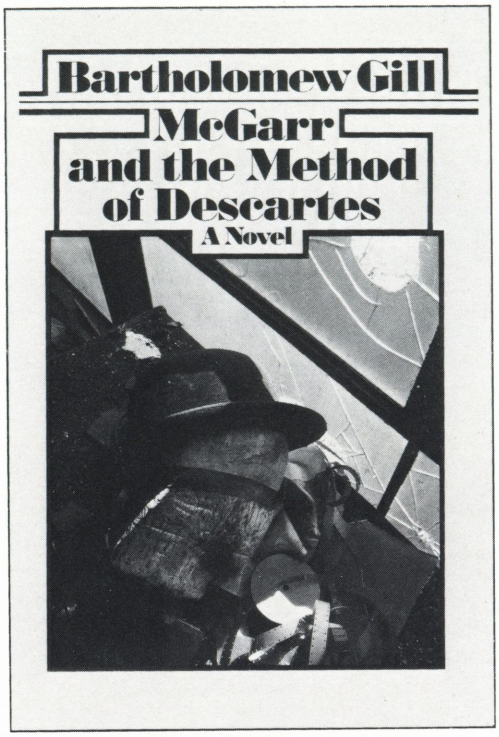
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McGarr and the Method of Descartes

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Terror and murder in Northern Ireland

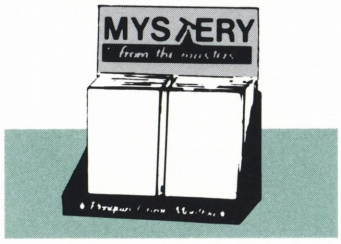
A murder on a quiet Dublin street plunges McGarr and his assistant, Ruth Brigid Honora Ann Bresnahan, into a tangled intrigue leading to the troubled north of Ireland. Gill's growing legion of fans will be riveted as McGarr uncovers an audacious plan to assassinate the militant Protestant Reverend Ian Paisley, an event that could trigger a civil war. A damaged computer tape, an oversized custom-made hat, and a reel of film are the only clues McGarr has as events move swiftly toward a terrible zero hour. *McGarr and the Method of Descartes* is an extraordinary tale that transcends the mystery genre; the sleuth—a staunch exponent of Descartes' system of logical deduction—battles the forces of fanaticism, deception, and illusion.

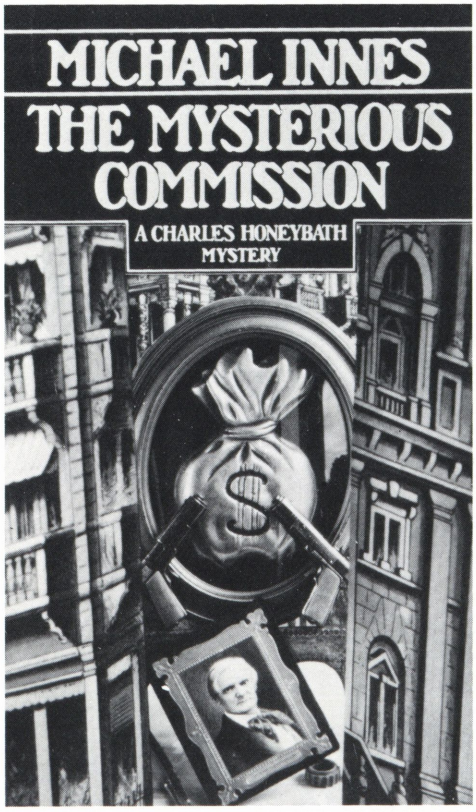
"Gill's subject is political fanaticism, and he conveys it with all the force of literary art. . . ." —*Christian Science Monitor*

"Finely textured prose and vigorously realistic characters. . .a horrifying portrayal of Ireland and its suffering people" —*Cleveland Plain Dealer*

Bartholomew Gill is the author of five previous McGarr novels, including *McGarr and the P. M. of Belgrave Square*, *McGarr and the Politician's Wife*, and *McGarr on the Cliffs of Moher* (all available from Penguin). He lives in New Jersey.

Mystery • Rack trim • 288 pp.
0-14-008405-3 • $3.50
• 10-copy counterpack





The Mysterious Commission

Michael Innes

An art masterpiece. . .a historic crime. . .a trail of death. . .

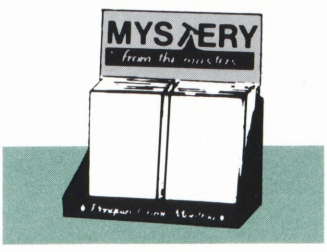
Charles Honeybath, eccentric but endearing artist, agrees to paint the portrait of an unidentified recluse in an unspecified place and finds himself embarked on a perilous and bizarre adventure. The trip begins innocently enough in a chauffeured limousine, but Honeybath is then drugged and held prisoner in a luxurious and isolated country mansion. Is there a link between his confinement and the great gold bullion robbery? Is the portrait a clue, a masterpiece, or a sinister portent of murder?

"Innes extravagance at its logical, elegant height" —*San Francisco Examiner*

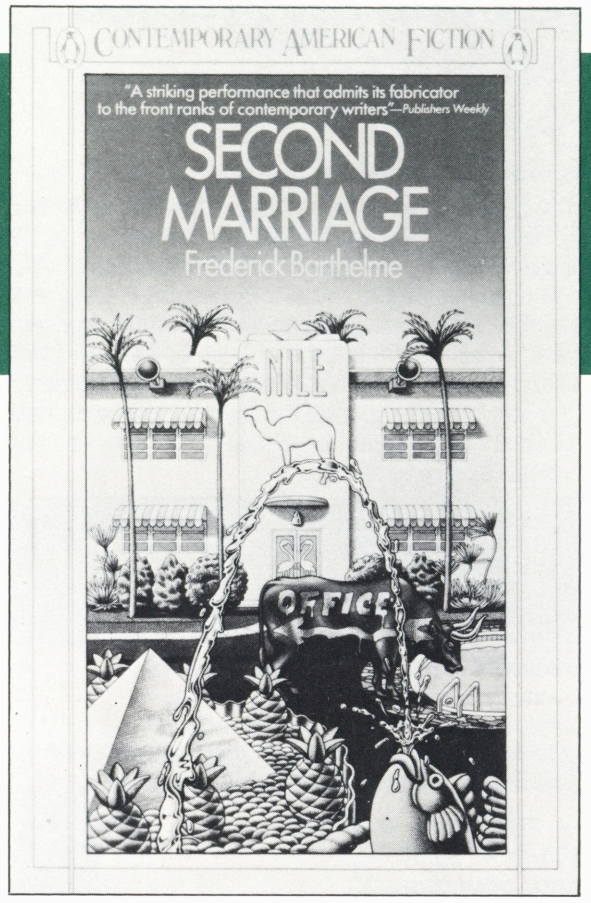
"Using a light touch throughout with many laughs along the way, Innes turns Honeybath into a highly capable amateur detective as a clever, many-faceted mystery unfolds." —*Publishers Weekly*

Michael Innes has written dozens of novels and short stories, as well as books of literary criticism and essays. Sixteen of his books are now published by Penguin, including *Appleby and Honeybath* and *The Michael Innes Omnibus.*

Mystery • Rack trim • 192 pp.
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Fern bars, fast food, and love in the Sunbelt



Second Marriage

Frederick Barthelme

A funny and haunting novel by a unique American artist

The dreamlike, off-kilter (although thoroughly recognizable) landscape of a Sunbelt city in the eighties is the setting for Frederick Barthelme's first novel. It tells the story of the marriage between Henry and Theo—her first, his second—of their life together, their separation, and the events that follow. Along with Theo's daughter, Rachel, the quintessential eighties kid, they are ensconced in suburbia at its most ersatz, disposable, and absurd: fast-food joints, fern bars, drive-ins, motels, and mega-condos. With a cool, affectionate eye for place and character, Barthelme unfolds the uneasy middle-class lives of passive men and aggressive women mired in confusion over the value of home, family, and traditional sex roles. The author's eye for detail and ear for speech is unerring as he celebrates the strangeness and excitement of the everyday. In turn amusing and odd, tender and perplexing, haunting and heartbreaking, *Second Marrige* transforms ordinary events and relationships into magically revelatory milestones.

"His dialogue is impeccable; his characters are fully human and engaging, rendered with unsentimental warmth." —*The New York Times Book Review*

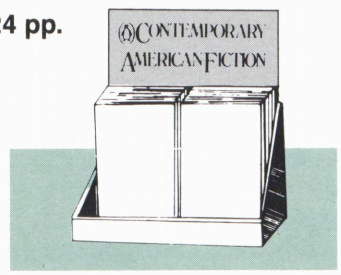
"There's a jaunty, antic feeling to *Second Marriage* that is its most appealing characteristic, with the result that traveling with Henry along the way to rewedded bliss makes for a most amusing journey." —*Washington Post Book World*

"His novel extends his range through a charming and gritty set of relationships. . . . [The] work touches by being correct, detail after detail, to the words said and those unsaid." —*Philadelphia Inquirer*

"There's a tenderness that's both astonishing and pleasing." —*Newsweek*

Frederick Barthelme is the author of *Moon Deluxe* (available from Penguin) and a frequent contributor to *The New Yorker*. He was born in Texas and lives in Mississippi, where he is director of the Center for Writers at the University of Southern Mississippi.

Fiction • Trade trim • 224 pp.
0-14-008274-3 • $5.95
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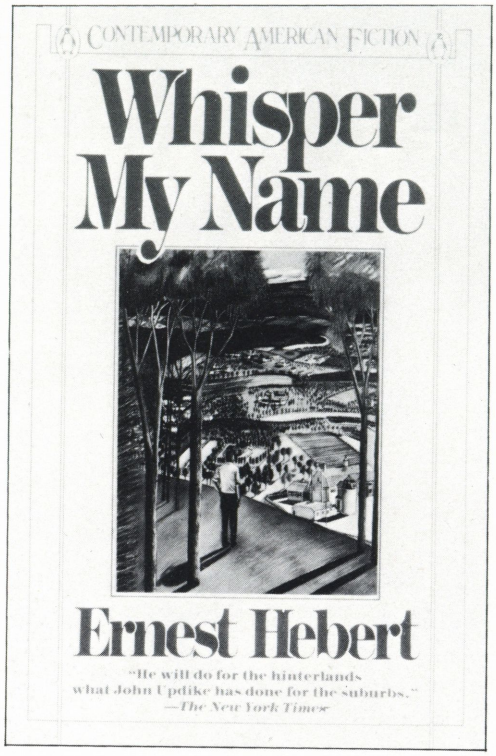




0-14-007130-X
$5.95

Whisper My Name

Ernest Hebert



Greed and death in a class-conscious New England town

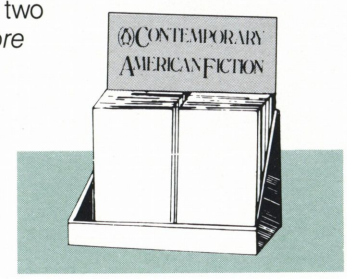
A proposal to build a giant shopping mall provokes unlikely conflicts and alliances in rural Darby, New Hampshire. As new money and corporate interests threaten its dominance, the upper crust, led by "Squire" Reggie Salmon, finds itself allied with outcasts Ike and Critter Jordan. Avalon Hillary, offered $2.3 million for his dairy farm, struggles with the chance to free himself from his bondage to the land. The conflict is seen through the eyes of Roland LaChance, a young reporter seeking the truth about his family. Personal and political passions are skillfully interwoven in this new and vivid *Our Town.*

"When it comes to describing the tensions in a small town, Hebert is a master." —*Chicago Tribune*

"A writer who will do for the hinterlands what John Updike has done for the suburbs" —*The New York Times*

"Ernest Hebert has demonstrated once again that his funny, generous and clear-eyed insights into the hearts and minds of his characters would make them memorable in any smalltown setting in America." —*Cleveland Plain Dealer*

Ernest Hebert lives in Keene, New Hampshire. His two previous novels, *The Dogs of March* and *A Little More Than Kin* (Viking and Penguin), are also set in the fictional town of Darby.



Fiction • Trade trim • 256 pp.
0-14-008403-7 • $5.95
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Digs

Bette Pesetsky

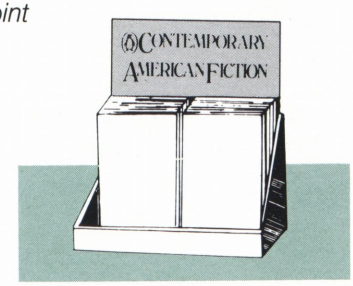
A brilliant and very human comedy of the absurd

Walter and Sara Simon, urbanites recently transplanted to the country, are caught in the grip of twin obsessions: he's digging "the country's largest hole dug by a single man"; she's overcoming her years-long artistic block by drawing and painting The Hole. Walter's maniacal fixation on his questionable project, Sara's rage at Walter, and their subsequent undoing are at the center of this inventive farce. It is an explosively funny—maybe even profound—novel, in which the Simons penetrate the sanctum sanctorum of self-expression and discover it's a hell of a mess.

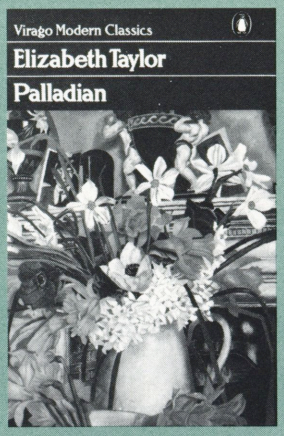
"*Digs* confirms the presence of a unique and welcome sensibility in our midst" —*The New York Times Book Review*

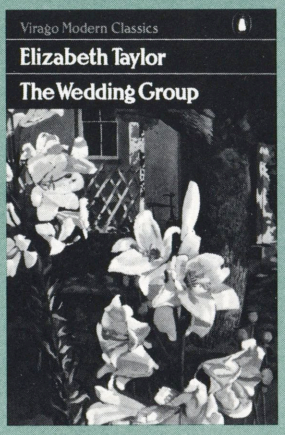
"Hypnotically funny!" —*Village Voice*

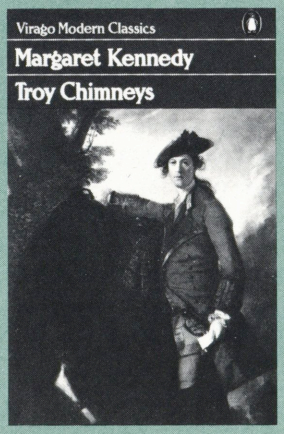
Bette Pesetsky is the author of *Stories Up to a Point* and *Author from a Savage People.* She works for a Manhattan medical center.



Fiction • Trade trim • 304 pp.
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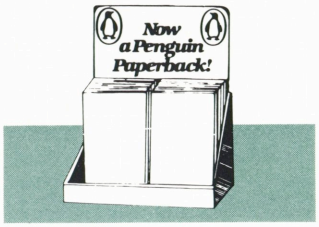
Elizabeth Taylor

A romantic young woman comes face-to-face with her fantasies

When young Cassandra goes to Cropthorne Manor as a governess, she meets an imposing Mr. Rochester and other remarkable inhabitants of the estate, just as she had hoped. In the same way that Jane Austen wittily contrasted real life with a girl's Gothic fantasies in *Northanger Abbey*, so Elizabeth Taylor subtly examines the realities of life for a latter-day Jane Eyre in this sensitively written work.

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The Wedding Group

Elizabeth Taylor

An acutely observed novel of parental dominance

Having grown up in an artistic community presided over by her eccentric grandfather, Cressy leaves home and marries David, who is still securely tied to his mother's apron strings. First published in 1968, this quietly ironic exploration of the ways in which the parental mold is not easily broken is one of Elizabeth Taylor's most perceptive novels.

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Elizabeth Taylor was born in Reading, Berkshire, England, and lived for most of her life in Buckinghamshire. The author of *Angel*, *The Devastating Boys*, and many other novels, she died in 1975.

Troy Chimneys

Margaret Kennedy
With a new Introduction by Anita Brookner

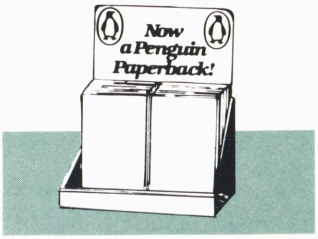
A deeply moving novel about a troubled personality

Miles Lufton, M. P., is a respectable, trustworthy politician in Regency England, who happens to have a disreputable alter ego he calls Pronto. Margaret Kennedy won the 1953 James Tait Black Memorial Prize for this poignant study of inner conflict and lost opportunity.

Margaret Kennedy was among the most prolific and successful British novelists of the twentieth century. Her works include *Together and Apart* and *The Constant Nymph*. She died in 1967.

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Blue Juniata: A Life
Collected Poems

Malcolm Cowley

The poetry of more than sixty years by one of America's most distinguished men of letters

Blue Juniata was the title of Malcolm Cowley's first book of poems, published in 1929. This collection, newly compiled, includes fifty poems from *Blue Juniata*, several from *The Dry Season*, and several new and previously unpublished works. A powerful mosaic, *Blue Juniata* is an inner view of Cowley's life work.

Malcolm Cowley, formerly an editor at *The New Republic* and elsewhere, continues to write and publish from his Connecticut home. His most recent book is *The Flower and the Leaf* (Viking).

Poetry • Trade trim • 176 pp. • 0-14-008576-9 • $7.95



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The Penguin Map of Europe

Michael Middleditch

An excellent, up-to-date reference for use in offices, schools, and colleges, as well as by the family, this full-color fold-out map includes main roads, railways, and principal oil and gas pipelines. It covers all lands eastward to the Urals, southward to North Africa (including parts of Morocco, Algeria, and Tunisia), and southeastward to Syria, Iraq, and Iran. There is additional information on national flags, populations, and currencies.

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0-14-051150-4 • $4.95
FIRST U.S. PUBLICATION

The Pure Land

David Foster

In this engrossing novel, three generations of a family move restlessly from the Blue Mountains of New South Wales, Australia, to the East Coast of the United States and back, searching for a place where they can achieve spiritual fulfillment. Displaying an extremely daring technique, *The Pure Land* shared the first *Age* award for the best Australian book of the year and established David Foster as one of Australia's leading contemporary novelists.

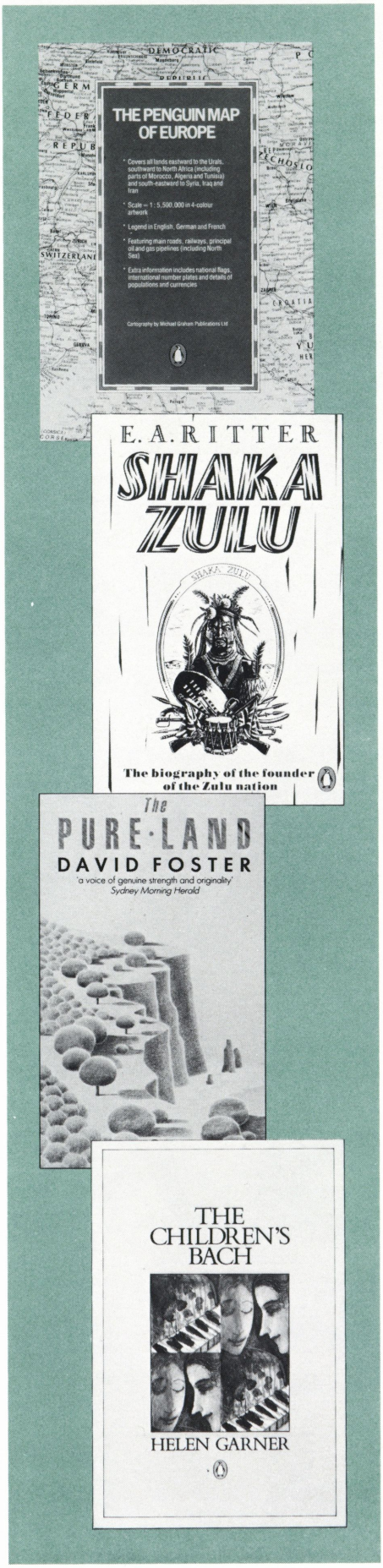
Fiction • Rack trim • 240 pp.
0-14-007700-6 • $4.95
FIRST U.S. PUBLICATION

The Children's Bach

Helen Garner

Athena and Dexter lead an unglamorous but happy family life, sheltered from the tackier aspects of the modern world and bound by duty toward a disturbed child. Their comfortable rut is disrupted by the arrival of Elizabeth, a tough nut from Dexter's past. In this meticulously observed novel, Athena sees a way out of the dilemma: it leads into a world whose casual egotism she has dreamed of, but one whose consequences she has not anticipated.

Fiction • Trade trim • 108 pp.
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FIRST U.S. PUBLICATION



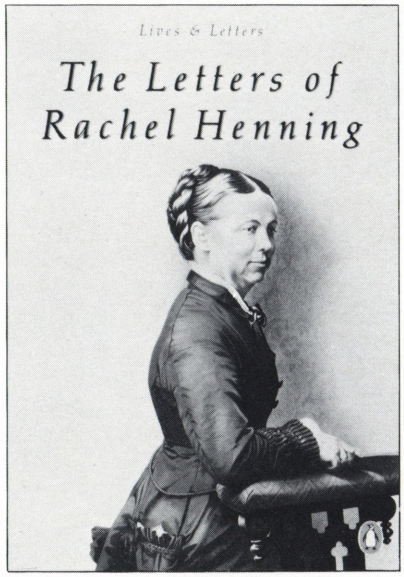
Shaka Zulu

E. A. Ritter

The biography of Shaka Zulu, founder of the Zulu nation, born leader, and brilliant general, is destined to become a classic of African history. In the space of twelve years, this remarkable king organized an immense army of skilled warriors, conquering and pacifying a territory larger than Europe. With a sense of drama and an eye for detail, E. A. Ritter evokes Shaka's extraordinary life.

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LIVES AND LETTERS



The Letters of Rachel Henning

Rachel Henning
Edited by David Adams
Foreword and Drawings by Norman Lindsay

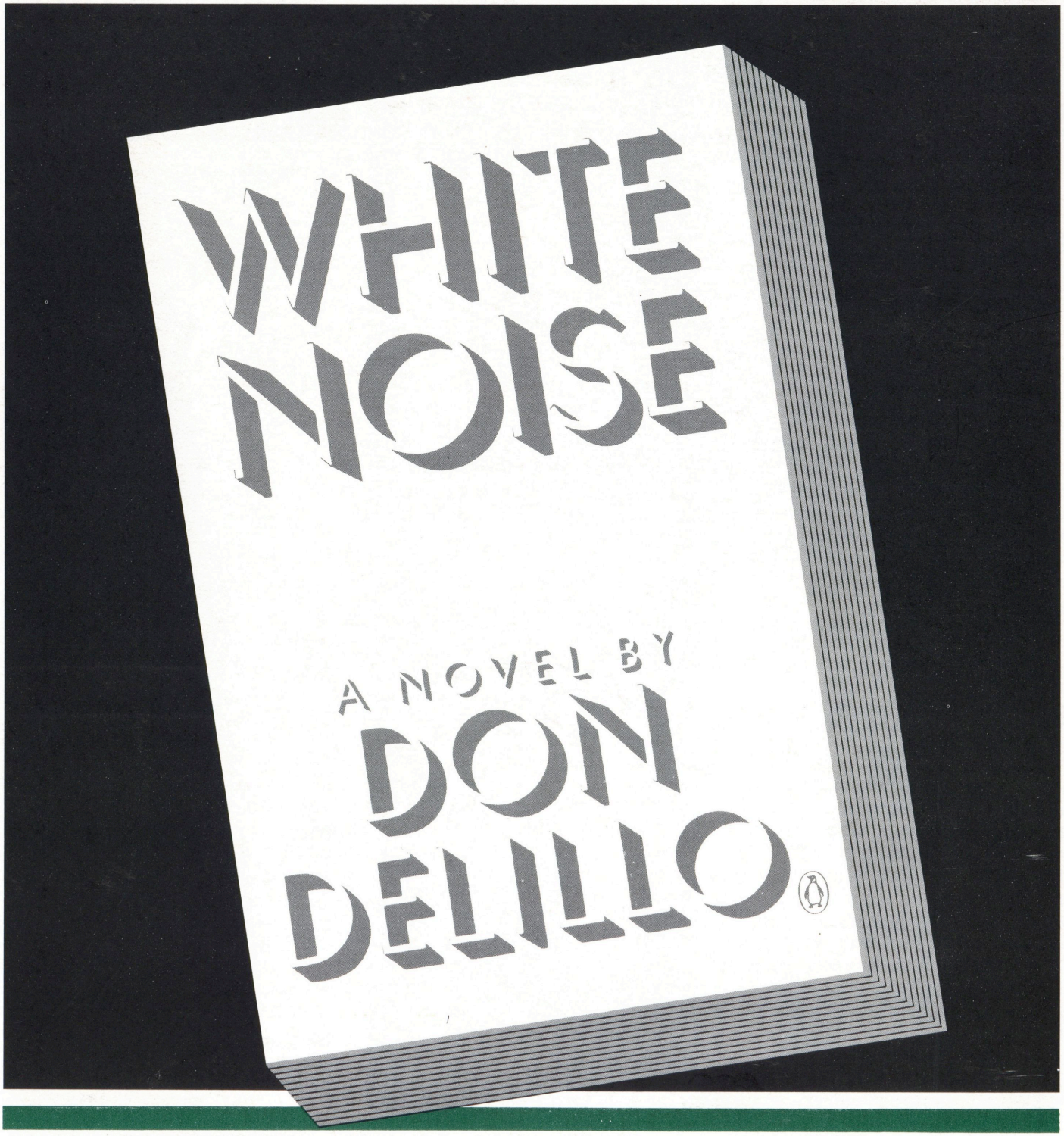
Tossed into the spartan conditions, the heat, and the strange landscape of Australia in 1854, Rachel Henning, after a period of dislocation, took to the pioneering life with gusto. Described in her wonderfully detailed letters are the sights, experiences, and freedoms of a society, as yet unfettered by convention, which so subverted and enchanted a correct young lady.

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3 September 1985

Mr. Ivan Doig
17021 Tenth Avenue, NW
Seattle, Washington 98177

Dear Ivan:

This is one very long overdue letter, primarily to thank you again for your glorious, energetic introduction to SCORPIO RISING (it almost steals the show, really) and to let you know that galley proofs are due here imminently and will then make their way to you, should you want to look them over. Ann Vliet has indeed vetted your pages and responded to your queries; as you will see, she has made some very minor changes in geographical and chronological details. We've also opted -- I hope with your blessing -- to drop the"Eleanor Rigby" epigraph, as, alas, our modest budget doesn't allow for the considerable expense that clearing the permission for these lyrics would involve. I know you make reference to Eleanor Rigby later, but do think the piece reads wonderfully without it. Let me know if you have problems with any of this; I'll be in touch again shortly.

Are you comfortably reinstalled after your summer peregrinations?

All best,

Stacy Schiff

7 Sept. '85

Dear Stacy--

Nifty to hear from you. A sure sign of autumn, when letters begin to flow from editors--some part of the cosmic cycle that brings the leaves down from the trees?

Yes, I'd appreciate seeing the galley of my SCORPIO intro, on the principle that I always like to see galleys. If need be, I'm amenable to dropping the Eleanor Rigby epigraph; but I trust you're remembering that Vliet uses it too, on p. 44 of the Random House issue. If you have to clear it for that use, might you clear it for the intro, too? (Treat this as a rhetorical question, and do whatever seems fit.)

All is okay here, though pretty busy. I'm at work on the next novel of the English Creek trilogy, and meanwhile anticipate the coming of the EC Penguin edition. My regards to Gerry Howard, Pat Mulcahy, Dan Farley, Michael Jacobs, when you next cross their paths. And I hope you're thriving.

best

Boston Globe

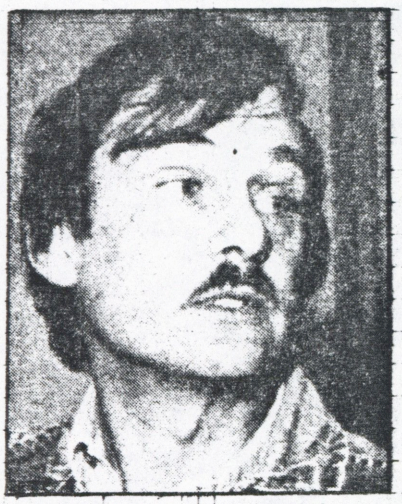
An uncommon talent

SCORPIO RISING, by R. G. Vliet. Random House. 245 pp. $16.95.

By Robert Taylor
Globe Staff

BOOK REVIEW

Russell Vliet, the author of this haunting novel, died of cancer last May in North Adams, a week after completing the manuscript. His gallant struggle to bring a vision to fulfillment must surely command the admiration of his readers. Vliet was a poet with a poet's sensibility, and, though virtually unknown – I for one had never heard of him until his death – he possessed vast and uncommon talent.



RUSSELL VLIET

Amazingly, "Scorpio Rising" reveals no sign of the strain that doubtless accompanied its composition. The novel falls into two parts, the first a present-day story about Rudy and Lita, transplanted Texans in the Berkshires. Rudy, suffering from a congenital spinal defect, nurtures a futile passion for Lita, a hippie who is rearing a child and floating from one love affair to another. When she rhapsodizes over her new boyfriend, Rudy decides to take a train home to Texas. Instead of arriving, however, he steps off the train for a quarantine check and finds himself in the year 1907. An interior monologue about the refractory heroine, Victoria Ann, pushes back the story even further, to the terrible events in 1904 surrounding Victoria Ann's smouldering amours and thwarted family life.

The characters of the turn-of-the-century time-frame refer to the characters in the modern narrative. This presents a minor problem. Characters commenting upon other characters, who are essentially themselves, are a brilliant idea; but the parts of the novel's structure don't mesh as smoothly as they should. The narrative techniques seem needlessly complicated, flickering between the stylizations of a stream-of-consciousness approach and the realism of scenes in which each detail stands out with the immobile clarity of objects in stereopticon slides.

The precision of the latter comprises the principal reason why Vliet ought to endure. He had a remarkable capacity to evoke the imagery of the senses and to disclose the effect of landscape on character. "Scorpio Rising" is a book of vast distances, angled sunlight, shrilling locusts and empty skies, and the melodrama of its obsessive and violent human encounters dwindles beneath the impetus of natural forces.

"They met on the front gallery. Some of the night's coolness was still caught in Aunt Velma's hanging plants and morning glories, though the sun was well up. The two big pecan trees shaded the gallery. Earl LeRoy smiled and said, 'How *are* you, dear girl?' Victoria Ann looked around quick, afraid Papa or Auntie might of heard him. But he must've known they weren't anywheres near. She went down the steps, through the musk of Auntie's dozens of potted geraniums, onto the gravel walk and he followed her."

The voice running through the exchange is a Texas voice, as pronounced as Mark Twain's Missouri cadences. Earl LeRoy's fancy question is followed by Victoria Ann's vernacular point of view, "might of heard him." The living speech of Texas is lyrically conveyed as well as equivalent sights and sounds: "On top the grave, if it's late February or March, an agarita bush puts out its yellow show, on blood-red stems. In June, quail eat the berries. Sometimes you can hear the quail from the highway, CHUCK-*too*, CHUCK-*too*, CHUCK-*too*."

Vliet symbolized the classic dilemma of the American author, whipsawed by the mercantile values of his society, or what Robert Frost dubbed "trial by marketplace," and the need to make a work of literature subject only to the constraints of art. Thus he died broke but far from broken, and in his determination to be taken on his own terms a fierce creative purity persists.

Lucy Kroll Agency

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R. G. VLIET

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NEW YORK, NEW YORK 10024
TELEPHONE TRAFALGAR 7-0627
TRAFALGAR 7-0556-7

Full name: Russell Gordon Vliet

Born November 4, 1929, Chicago, Ill.

Schooled in Texas, he received a B. S. from Southwest Texas State College, San Marcos, Texas, in January, 1952, and a M. A. in English, August, 1952.

Taught in Texas schools two years, 1952-1954.

Attended Yale University School of Drama 1-1/2 years as playwriting major, 1954-1956, under Robert Penn Warren and Lemist Esler.

1957-1962: Wrote plays which won various awards and had a number of productions in university and regional theatres around the country. One, The Regions of Noon, was Southeastern Theatre conference Play-of-the-Year in 1961. Ford Foundation Fellow in playwriting, 1960.

Poems and stories in many magazines from 1956 to date.

In 1983 he was the Dobie-Paisano Resident in Fiction and participated as a speaker in Texas University's Centennial "Symposium on Texas Letters."

Over his writing career he has lectured and read from his works at many other colleges and universities throughout the United States. In 1983 he received the Southwest Texas State University's Distinguished Alumni Award.

Russell Vliet died in May, 1984.

Awards:

Recording of CLEM MAVERICK: A Poem Sequence for Corporation for Public Broadcasting in the Fall of 1973, won a prize in the University of Wisconsin "Earplay Competition."

Texas Institute of Letters Award for best book of poems, 1966 and 1970.

Rockefeller Foundation Fellow in Fiction and Poetry, 1968.

Ford Foundation Fellow in playwriting, 1960.

The Regions of Noon was Southeastern Theatre Conference Play-of-the-Year in 1961.

Received Southwest Texas State University's Distinguished Alumni Award.

Publications:

Events and Celebrations: Poems, Viking Press, 1966; The Bodley Head, London, 1967. Won the Texas Institute of Letters poetry award, 1966.

The Man with the Black Mouth: Poems, Kayak Books, Santa Cruz, California, 1970. Won the Texas Institute of Letters poetry award, 1970.

Rockspring: a novel, Viking Press, 1974. Film being shot in Mexico in 1985.

Solitudes: a novel, Harcourt Brace Jovanovich, 1977. Won the Texas Institute of Letters fiction award, 1977.

Water and Stone: Poems, Random House, 1980.

Clem Maverick: the Life and Death of a Country Music Singer, Shearer Publishing, 1983. This poem sequence won the Wisconsin "Earplay Competition" in 1973 and was broadcast on National Public Radio.

Scorpio Rising, a novel, to be published by Random House in Spring, 1985.

40 West 23rd Street
New York, NY 10010-5201
Telephone: (212) 807-7300
Telex: 233776

Viking Penguin Inc.

9 May 1985

Mr. Ivan Doig
17021 10th Avenue NW
Seattle, WA 98177

Dear Mr. Doig:

This is the letter which should have preceded my importunate phone call of this morning, for which I apologize once again. For the record, I do not habitually call people to propose impossible deadlines at 9:30 in the morning.

That said, I am taking the liberty of sending you both Russ Vliet's SCORPIO RISING, which we will bring out in the Contemporary American Fiction series next spring, and the original edition of SOLITUDES. Russ reworked some of this text -- not, however, in any substantial way -- before finishing SCORPIO RISING, and we will republish that novel in the spring of 1987 with the title SOLITUDES, OR SOLEDAD. Texas Christian University Press will be bringing out the revised edition in hardcover one year before we do, which means simultaneously with our publication of SCORPIO RISING.

Do let me know if you have any questions; ideally we would love to have an introduction (of any length) in house by early July, but if you would like to take on this task and don't feel comfortable with that deadline we can easily work things out. I won't say more. Whatever you decide, I'm enormously grateful for your time and consideration.

With all best wishes,

Cordially,

Stacy Schiff

Stacy Schiff
Associate Editor

enc.
EXPRESS MAIL

Viking Penguin Inc.

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May 15, 1985

Mr. Ivan Doig
17021 10th Ave., NW
Seattle, WA 98177

Dear Mr. Doig:

I know galleys are sometimes an imposition, but Gretel Ehrlich's marvelous collection THE SOLACE OF OPEN SPACES is such beautiful prose that I hope you will find great pleasure in looking through it. Viking will publish this November. I know Gretel is a great admirer of THIS HOUSE OF THE SKY in particular, and would be thrilled to have a word or two from you on her debut effort.

This may be her first book, but she has published these lyrical, moving, highly evocative pieces about the physical and spiritual landscape of her adopted homestate, Wyoming, in publications ranging from Vanity Fair and The New York Times to New Age Journal.

I hope you find them as truly marvelous as I do. A self-addressed, stamped envelope is enclosed to facilitate a reply.

Many thanks in advance for your time and attention.

With all good wishes.

Yours sincerely,

Pat Mulcahy

Patricia L. Mulcahy
Senior Editor

PLM:whn

Ivan - Thanks for having a look - I know you're busy!
all best,
P.

11 June '85

Dear Pat--

Some words for Gretel Ehrlich:

'Gretel Ehrlich's work--I'll wager this is as true of the way she does ranch chores as it is of her adept prose celebrating sagebrush and sheep--is performed with an avid eye and a poetic spirit. Irrigation water "brown and foamy as beer"; Indians dancing at Crow Fair, "feet that worked the ground like hooves, or else massaged it erotically with moccasins"; trailer towns of the energy raid, "metal knots on flat land": there is essence in this book. Wyoming and the West are lucky to have so keen a watcher, so spirited a sayer, as Gretel Ehrlich.

Of course, feel free to trim this as needed. If for any reason you need to reach me, I'll be here at home (206)542-6658 until June 18; in Montana at (406)933-5319, June 20-29; and home again about July 10.

Much enjoyed meeting you at the ABA. Best wishes to you, Gretel E. and Solace.

Ivan

29 May '85

Dear Marcia--

I much enjoyed meeting you and the other Viking Penguin people at ABA. This is just a quick note about something Dan Farley mentioned to me, his intention to do some radio ads or interviews for ENGLISH CREEK. I think it's a great idea--I'm told I sound reasonably sane on radio, perhaps because of my radio-tv news major in college at Northwestern U. Anyway, in case you're involved I want to pass along to you my schedule for the months ahead, as I have to Dan:

here at home until June 18
June 19-29, Helena, Montana, phone (406)933-5319
June 30-July 15, roaming Montana, unavailable
July 15-Aug. 1, here at home, writing
all of August, unavailable except in dire emergency
Sept. 3, here at home, writing until the end of the year

I guess the only other news I have is that I'm doing a short piece for the New York Times Magazine travel supplement, The Sophisticated Traveler (honest!), to appear I think in Nov. I'll try have them identify me in the author's tagline as author of ENGLISH CREEK (Penguin), but I dunno what their thinking is.

best, and happy summer

29 May '85

Dear Gerry--

This is simply in the nature of a thank-you note I now realize I owe you. After spending time with the Viking Penguin staff at the ABA, I see what a champion of ENGLISH CREEK you've been, there in the house. I'm particularly grateful for your preachment at the sales conference that the book should be marketed as more than a regional piece; Dan Farley definitely took that message and is running with it.

Meeting Dan and the others was immensely helpful to me, and I hope a bit to them. Makes me kick myself for never having gone to an ABA before. Mine is not an unbiased opinion, but it did look as if the verve of your staff and those ubiquitous Penguin bookbags were making this one a Viking Penguin ABA.

And I do like the ENGLISH CREEK cover. It can be seen from a mile away, always a fine virtue. No rush on this, as I know the cover art is still in use, but eventually I'd appreciate having the cover artist's name and address, to see if I can add this to my Bacon (Paul, not Francis) gallery wall.

I head for Montana on June 18, will be back mid-July to resume writing. I hope you summer splendidly.

best,



PENGUIN BOOKS

April 15, 1985

Dear Ivan,

As you may know, the annual American Booksellers Association convention will be held in San Francisco beginning Saturday, May 25 through the Memorial Day weekend to Tuesday, May 28 at the Moscone Center. Viking Penguin will be well represented at the trade exhibit area at Booths 2116-2128 (even numbers only).

If you are planning to be in the San Francisco area over the holiday weekend and would like to stop by the convention, please let me know in advance and I will have a badge for you. In case you are unable to reach me in the office I will be in San Francisco on May 22 at the Ramada Renaissance.

I look forward to hearing from you.

Yours,

Marcia

Marcia Burch
Director of Publicity and
Special Promotions

MB/abs

VIKING PENGUIN INC. 40 WEST 23 STREET NEW YORK, NY 10010 TELEPHONE (212) 807-7300

8 May '85

Dear Marcia--

Thanks for your letter of April 15, offering to credential me at ABA. My wife Carol and I have arranged to come, and I think Susan Richman of Atheneum is going to be able to provide us the necessary badges. If, though, there's any problem, I'll let you know soonest. Carol and I will arrive Friday mid-afternoon, leave Monday mid-afternoon; as Viking/Penguin is providing us with 2 of our 3 nights of lodging, I'll be glad to provide you the bulk of my convention time.

Let me say frankly that I see this as a chance to meet those of you from Viking/Penguin and Atheneum, and the passing flow of booksellers--in terms of publicity value, I realize that I'm far from being the biggest literary fish in the ABA pond. So the news attached, and the rest of this paragraph, is simply information for you to use if you see some occasion for it--okay? To wit: besides being a Spur Award finalist, English Creek has won the Western Heritage Award from the National Cowboy Hall of Fame (in Oklahoma City) as best work of fiction for '84; a Pacific Northwest Booksellers Award for Literary Excellence; and a Governor's Writers' Day Award here in the state of Washington. Perhaps more to the point for San Francisco, the book made the Chronicle best-seller list for a few weeks, and Pat Holt ran the attached review, which also appeared in the Friends of the Earth periodical Not Man Apart.

Looking forward to meeting you.

best regards

cc: Gerald Howard
Michael Jacobs

28 May '85

Dear Dan--

The great silver bird brought Carol and me safely home last night, probably about the time you were hoisting a drink with Garrison Keillor in the Sidetrack Tap.

It's not enough to say we enjoyed meeting you and the other Penguin people. Hell, we enjoy a lot of people; you guys impressed us. Truly, of all we saw and heard at ABA, the verve of the Viking Penguin gang stands out.

After talking with you about your intentions and hopes for English Creek, I am moved to try to think of anything useful toward the selling of the book. This House of Sky, which was about on a par with English Creek in hardback sales (20,000; Creek's current total is 24,039 on my last month's royalty statement), has sold 36,000 in Harvest paperback. And Sky never had anything like the push you're giving Creek, especially on a national basis; HBJ also has let Sky lapse out of stock every so often. My hope, as I know yours is, is that English Creek will pick up course adoptions as This House of Sky did. Many of those courses are taught by members of either the Western History Association or the Western Literature Association--coincidentally, there's to be a favorable review of Creek in the Western American Literature quarterly this fall, and the Western History group's journal now is the Montana Magazine of History which just carried a similarly favorable review--by Bill Bevis. You'll know better than I about the efficacy of advertising in such journals; I can dig out names and addresses if you need them. I much liked your notion of radio interviews; if any taping has to be done before September, when I'll be home here on a writing schedule, let me know so I don't disappear unreachably into our summer Montana travels. (I'll let Marcia Burch know this schedule, too.)

If I have any general hunch to pass along, Dan, it's that the Pacific Northwest booksellers and your sales reps and I will pretty much achieve what's needed at this corner of the country, on the momentum of This House of Sky and English Creek's hardback sales and reviews if nothing else, and any major persuasive efforts would be useful elsewhere. I was glad, glad, glad to hear that Gerry Howard believes this can go as more than a regional book.

Do let me know if I can be helpful; within the limits of my writing schedule, I'll do all I can for the book. And speaking of books, as we tend to, I've sent under separate cover a copy of my other coastal book, Winter Brothers (pre-Sea Runners),,to you. Come out and see this edge of the country sometime.

best,

Ivan

28 May '85

Dear Michael Jacobs,

Hey, huge thanks for the San Francisco ABA experience. It helped mightily for me to meet all the Penguin people I did. I still figure that the more any of us knows about the book business, the better off we all are.

As far as I know, I have signed for you every blessed book I've ever written, and rather than make you wait until '87 for another one, I dabbed something into the enclosed Montana issue. You likely know that by the strange logic of book collectors, ephemera sometimes gets to be worth more than real stuff; tuck this ephemeral baby away someplace in case I amount to something by the time we're all 90.

Do give a call when you come out this summer. We'll pretty much be here after getting back from Montana about July 15, and we'd like to see you at some leisure. Love to Lynn.

best,

Ivan

28 May '85

Dear Brenda--

If I heard right--not always a certainty in the ABA clamor--this is the book of mine you haven't seen. So, with my regards...

Our time with you and the other Viking Penguin people was hugely enjoyable. Carol and I and English Creek came home feeling we have a lot of new friends.

best, and thanks for your
good works on behalf of my book.



PENGUIN BOOKS

May 7, 1985

Mr. Ivan Doig
17021 10th Avenue, N.W.
Seattle, Washington 98177

Dear Ivan,

We are delighted to be publishing another one of your books in paperback, this time ENGLISH CREEK.

So that we can have up-to-date biographical and supporting information to assist us in promoting your book, we would appreciate your filling out the enclosed form and returning it at your earliest convenience. The questionnaire will be circulated throughout the company and form the basis of Penguin's initial marketing information.

Look forward to hearing from you soon.

Best,

Marcia Burch

Marcia Burch
Director of Publicity and
Special Promotions

MB/daf
Encl.

VIKING PENGUIN INC. 40 WEST 23 STREET NEW YORK, NY 10010 TELEPHONE (212) 807-7300

P E N G U I N B O O K S
40 West 23 Street, New York, N.Y. 10010 212-807-7300

AUTHOR QUESTIONNAIRE

For the publication of:

Title ENGLISH CREEK

Author Mr. Ivan Doig

Address 17021 10th Ave. NW

Seattle, Washington 98177

Office Number

Home Number (206)542-6658
(confidential)

Present Occupation writer

Citizen of U.S.

Biographical Data: Please give us a brief biographical statement about yourself, including career history, education, degrees, organizations to which you belong, hobbies, and other outside interests. List any awards, prizes, etc., you have received. We will use this information for the biographical statement in the book and/or publicity purposes.

Born in Montana, grew up on sheep ranches and in small towns there. B.S. and M.S. in journalism, Northwestern U.; Ph.D. in history, U. of Washington. AWARDS:
ENGLISH CREEK: Western Heritage Award, Pacific Northwest Booksellers Award, Governor's Writers Day Award; finalist for Golden Spur Award, winner to be announced June 27.

THE SEA RUNNERS: Pacific Northwest Booksellers Award; one of "ten best books of 1982", Chicago Sun-Times; one of "notable books of 1982," NY Times Book Review; read by The Radio Reader (Dick Estell) over National Public Radio stations.

WINTER BROTHERS: Pacific Northwest Booksellers Award; Governor's Writers Day Award; chosen one of "25 Best Northwest Books" by Pacific Northwest magazine; half-hour adaptation by Seattle public TV station KCTS.

THIS HOUSE OF SKY: National Book Award nominee; Christopher Award; Pacific Northwest Booksellers Award; Governor's Writers Day Award; chosen one of "five best books about Montana" by Montana Magazine of History.

Other Publications: Please list your other books, articles, etc.

Title	Year	Publisher/Publication
The Sea Runners	1982	Atheneum
	1983	Penguin
Winter Brothers	1980	Harcourt Brace Jovanovish
This House of Sky	1978	" " "

Description of Book: Please give a 200-250 word description of your book. (If your book has already been published in hardcover and the jacket copy is sufficient, please indicate this below.)

use jacket copy

Are there any anecdotes in connection with the preparation of the current book that might prove useful to us? For instance, how did you come to write it?

ENGLISH CREEK is the first of a trilogy intended to evoke Montana's 100 years of statehood by its centennial year of 1989.

Is Your Book Appropriate for Educational Use? If so, can you tell us its curriculum level and what competing books are now available on the market. (You need not answer this if a copy of our Academic Author Questionnaire has been enclosed.)

It's appropriate for college or high school level; two of my previous books, THIS HOUSE OF SKY and WINTER BROTHERS, are used at both those levels, in courses on Western literature and history--which would seem to me ENGLISH CREEK's market as well.

Special Markets: Please supply us with the names and addresses of special interest groups, associations, societies, corporations or government organizations that might be interested in purchasing copies or assisting in the distribution of your book. If possible, provide names of individuals that we can be in touch with.

List any towns or cities where your name has local interest.

Seattle
Portland, Oregon
anywhere in Montana
San Francisco (English Creek made the Chronicle best-seller list)
Corvallis, Oregon (books of mine are used in several courses at Oregon State U., and I've recently spoken there.)
Bellingham, Washington(books of mine are used in several courses at Western Washington U., and I've recently spoken there)
Denver (I spoke at '84 Denver Post-AAUW Books and Authors dinner

Review Copy List: We will send copies of your book to all appropriate media. We welcome your suggestions in making up this list. Please provide complete names and addresses for secondary publications. *freelance reviewers for various publications

*Mike Miller
Box 1494
Juneah AK 99802

*Carol Van Strum
Rte. 2, Box 190
Tidewater OR

*Maude McDaniel
1801 Superior Ave. NE
Cleveland OH 44114

Ron Franscell
Lifestyle Section Editor
The New Mexican
202 E. Marcy St., Santa Fe NM 87501

* Wendy Smith
238 Sackett St.
Brooklyn NY 11231

Jim Kershner
Editor, RAVE!
Valley Newspapers
PO Box 130, Kent WA 98031

*Bryan Di Salvatore
314 Evans, Missoula MT 59801

Diane Wright
PANORAMA
Everett Herald
Box 930
Everett WA 98203

Joan Connell
Bellingham Herald
1155 State St.
Bellingham WA 98225

*James Kaufmann
428 Clark St., Iowa City IA 52240

Editor, The Alumnus
U. of Washington Alumni Association
1415 NE 45th St.
Seattle WA 98105

Alice Snyder
Editor, Northwestern Alumni News
Northwestern U.
633 Clark St.
Evanston ILL 60201

Complimentary Copy List: Please list the names and complete addresses (including zip codes) of those individuals you feel might be of particular help in the promotion or sale of your book.

William G. Robbins
Dept. of History
Oregon State U.
Corvallis OR 97331

Eugene Smith
Dept. of English
U. of Washington
Seattle WA 98195

Harold Simonson
Dept. of English
U. of Washington
Seattle WA 98195

Richard Maxwell Brown
Dept. of History
U. of Oregon
Eugene OR 97401

David Freeman Hawke
61 Liberty St.
Madison CONN 06443

Vernon Carstensen
4815 Purdue NE
Seattle WA 98105

William Z. Bevis
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Missoula MT 59812

Robert Papenchak
Dept. of English
Boise State U.
Boise ID 83725

Richard Boyle
Cultural Geography
Olympic Community College
Bremerton WA 98310

Robert J. Frank
Dept. of English
Oregon State U.
Corvallis OR 97331

Warren Street
Director
Douglas Honors College
Central Washington U.
Ellensburg WA 98926

Merrill Lewis
American Studies
Western Washington U.
Bellingham WA 98225

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Box 3353, University Station
Laramie WYO 82071

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New York NY 10020

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Albuquerque NM 87131

Richard Estell
The Radio Reader
WKAR, East Lansing
MI 48824

John Ramage
Dept. of English
Montana State U.
Bozeman MT 59717

Duane Hampton
Dept. of History
U. of Montana
Missoula, MT 59812

Have You Appeared on Television or Radio? If so, please be specific as to programs and cities.

KRTV, Great Falls, Montana--"Today in Montana" show, Norma Ashby hostess (406) 453-2433

"All Things Considered," National Public Radio, interview by Noah Adams (202) 822-2114

KPLU, Tacoma, Washington
KUOW, Seattle, Washington
KOAP, Portland, Oregon

This House of Sky and The Sea Runners both were read by "The Radio Reader," Dick Estell (WKAR, East Lansing MI 48824--phone (517)355-2300) over National Public Radio stations; he expressed interest in English Creek but has never followed up. I think it'd be worth a second try with him; booksellers at this end of the country say his reading helps a book a lot.

If possible, please enclose a recent photograph for promotional use (indicate the photographer's name if credit is to be given).

Viking Penguin Inc.

Viking Penguin Inc. • 40 West 23 Street • New York, N.Y. 10010 • Telephone: (212) 807-7300 • Telex: 233776

March 26, 1985

Ivan Doig
17021 Tenth Avenue, N.W.
Seattle, WA 98177

Dear Ivan,

In brief and a tardy answer to your letter, I'm as happy to have ENGLISH CREEK in Penguin as you are to see it here--it ennobles our list. We'll be publishing it in our Contemporary American Fiction series in November as a lead title, will be printing 30,000 trade paperbacks to start. It is a marvelous book, Ivan--sweet and clear and wonderfully American--and I'm proud to be sponsoring it in paperback.

Best,

Jerry

Gerald Howard
Senior Editor

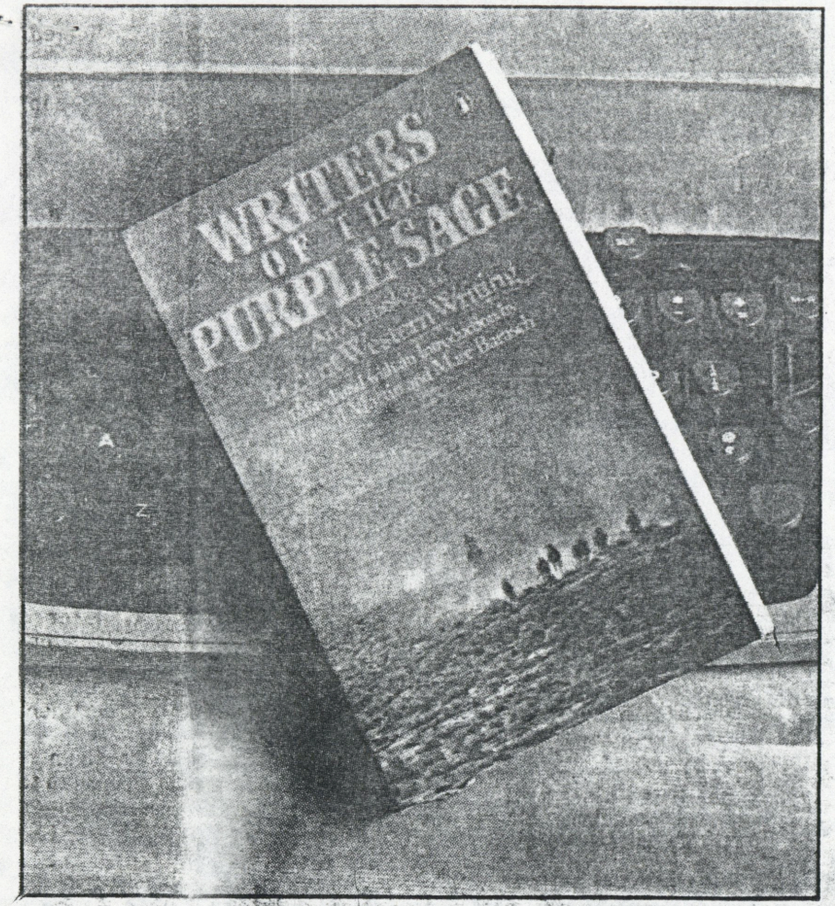
GH/pw

18 March '85

Dear Gerry--

Ted Hoagland wrote me a while back about the series of nature book reprints he's to do for Penguin, and I'm trying to pass him a few ideas--but the return address on his card reads 463 West. St., not West Anything and that doesn't sound like ol' New York to me. So it seems safer to pass this along through you, okay? Thanks.

best,



Books

Spokane Spokesman-Review Feb. 3, 1985

Western writing in a new key

A recent volume of writing offers readers the 'best of the West'

By MICHAEL SCHMELTZER
Staff writer

It was an Ohio dentist-turned-author named Zane Grey who painted the most popular and lasting literary picture of the West.

Through "Riders of the Purple Sage" and dozens of other formula horse operas, millions of readers came to know the West as a place where hard-riding, pistol-packing cowpokes roamed the range in search of adventure.

For years, novelists in the West seemed to be either cranking out more shoot-'em-up, head-'em-off-at-the-pass stories, like Louis L'Amour, or stubbornly challenging this whole Wild West business with historical fiction, like A.B. Guthrie Jr. and Dorothy M. Johnson. This left some people wondering: Would the West's writers never let go of this folkloric period?

A new generation of writers — some born and raised in the West, others drawn to it — has emerged during the past 15 years and has begun to answer these questions. Individually and collectively, they do so on the pages of "Writers of the Purple Sage," a well-edited and cleverly titled anthology presenting work by 20 of the region's best contemporary writers.

Edward Abbey, Ivan Doig, Richard Ford, William Kittredge, Norman Maclean, Thomas McGuane, John Nichols, James Welch and the late Richard Hugo all are heard from in this exceptional book, introduced with an eloquent essay by co-editor Russell Martin.

The "Purple Sage" authors, Martin writes, "are the first wave of novelists and essayists in the mountain West solely to concern themselves with the parochial present day, the first to sustain interest in the complex and commonplace events of a region caught in a moment of sudden and suspicious change."

"If you read the book, you're going to see a number of different Wests through a number of different eyes," said Ivan Doig, who is represented in the anthology by an excerpt from "This House of Sky," his first book. "As writers, we approach our work from a lot of different directions. I don't think there is any one Western voice."

"Purple Sage" offers a representative sampling of the individual literary voices emanating from the West. It shows the diversity of styles, directions and concerns that exists among the West's resident writers and testifies to the excellent health of the literary arts within the region today.

In assembling this collection, Martin and his co-editor, Marc Barasch, made no apparent effort to project a singular Western style or perspective. Neither did they attempt to offer a definition of the contemporary literature of the West. That's fortunate, because it's doubtful they could honestly accomplish either.

Included in "Purple Sage" are stories about a tragic hunting trip in which a boy loses his father but finds himself; about a good man and a good woman locked in marital combat; about a long-haul trucker who finds himself at an odd crossroads and is forced to confront his life's direction; about a real-life outlaw who seems caught up in a bizarre Wild West time warp.

" 'Writers of the Purple Sage' reflects the literature of a region," Martin said by telephone from his home in southwest Colorado. "But I don't think it's fair to call it regional literature. That kind of

(Continued on page 7)

Westerns

(Continued from page 10)

label can be pretty limiting.

"These writers all live in the West and they write about what they see around them. If you're a writer and you live in Missoula, Mont., you're not likely to write about New York City. In most respects, I don't think this body of work is all that radically different from what's being done today in other areas of the country. It's well within the mainstream of contemporary American writing."

Most — if not all — of the men and women whose work is included in this anthology would be uncomfortable wearing the label "Western writer." A stigma is attached to the term, which to many people implies a literary equivalency to "Western art" — the nostalgic renderings of cowboys, broken-down barns and noble warriors astride painted ponies.

Norman Maclean, a Montana writer whose brilliant novella "A River Runs Through It" was recently described by a Boston Globe critic as "a modern classic," warns that the West's contemporary novelists, poets, essayists and short story writers must take care to avoid being "so concerned with being a cowboy or a logger that they don't write words that prick the human heart no matter where that heart may be from."

During an interview two years ago, Maclean insisted: "There is nothing *Western* about my plots. They happen here, but my story about my brother's death ("A River Runs Through It"), that's not a Western plot. It just happened in the West. The inability to help a family member when they're in trouble is universal; it's an experience shared by people all over the world. Someone you love is in trouble and you can't help them — that's the storyline. Is that a Western story? I don't think it is."

Universal stories played out in parochial settings describes most of the work included in "Purple Sage." But the same can be said for most good literature. Consider William Faulkner's classic stories of the South, Jack London's tales of Alaska and John Steinbeck's California.

The West, as co-editors Martin and Barasch have defined it for this book, is the interior West: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming. Martin calls California, Oregon and Washington coastal states and Texas a region unto itself. He admits his boundaries are arbitrary, but insists "You have to draw a line somewhere."

"Purple Sage" grew out of an essay on the West's emerging writers by Martin that appeared in the New York Times Sunday Magazine in 1981. Martin and Barasch gathered the material for the anthology.

The publisher, Viking Penguin, bought the concept on one condition: That the book include works by Abbey, Doig, McGuane and Nichols — the four writers the publisher had deemed most "marketable."

None of the writers included in this anthology is an unknown, at least not in the West. Many readers will find that at least one or two of the pieces in "Purple Sage" are already on their bookshelves. But most readers will also find at least one or two writers — and perhaps several stories — new to them.

Ten of the 20 writers whose work appears in this anthology are from Montana: Rick DeMarinis, Doig, Ford, Hugo, Kittredge, David Long, Maclean, McGuane, David Quammen and Welch. That one of the country's least-populated states should produce fully half of the writers in such a regional "best-of" book is striking.

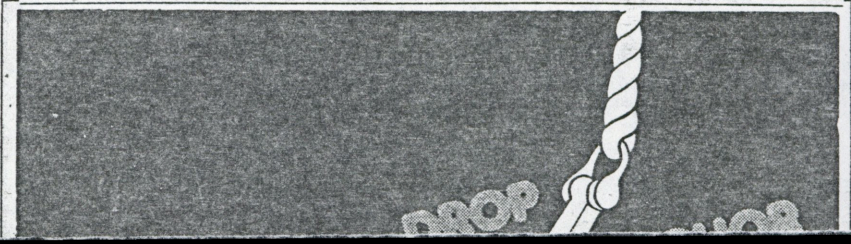
"I don't claim to understand it," said Doig, who was born and raised in Montana and, although he now lives in Seattle, is still generally identified as a Montana writer. "I just like to lean back and glory in it."

But Doig did point to the University of Montana's highly regarded creative writing program. "Richard Hugo (director of the program at Montana until his death in 1982) and William Kittredge (long-time instructor in the program) have been very important influences," he said.

Martin agrees. "Hugo and Kittredge created an incredibly successful program at the University of Montana," he said. "They attracted a lot of people to Montana.

"David Long, Rick DeMarinis and Richard Ford all were students of Hugo. They went to Montana to study with him and, for various reasons, they stayed.

"Hugo used to talk about the 'trigger town,' " Martin said. "He said a writer finds his voice and subject matter in a certain place. That place was that writer's trigger town. He said Missoula was his trigger town. I guess a lot of other writers found their trigger town in Montana, too."



40 West 23rd Street,
New York, NY 10010
Telephone: (212) 807-7300
Telex: 233776

Viking Penguin Inc.

Gerald Howard
Senior Editor, Adult Books

or $39.95, Trivia Fever. But don't count n it. Games just aren't our game.

Still, we can't help noticing that hey're practically everybody else's ame.

A confirmed game-avoider finds it ard to believe. But there's a game out here called Decipher. People pay good noney to break a make-believe code hat nobody's broken yet. If, by chance, ou win, you will receive $100,000 from he manufacturer, who, until then, has eceived $14.95 from you.

The civilized world, it seems, is full f players who have the time and pa- ience — not to mention floor space — o put together a 12,000-piece jigsaw uzzle of "The Temptation of St. An- hony," by Hieronymus Bosch.

We realized that the Age of Trivia ad truly arrived when we ran across n advertisement for Sixtomania, pro- noted as the 1960s "Nostalgia Game." A contestant's goal is to negotiate the eace-symbol board without "selling ut" to the Establishment, "freaking ut" on drugs, or getting "bogged own" in Vietnam. Don't say you didn't ear our warning on the grapevine.

Whole libraries of trivia books are oming into print. Not the least of their urposes is to help us win trivia games. But they also exist to help us charm our riends. For knowledge of trivia has be- ome as much of a social asset as a light oot at waltzing was 100 years ago.

To this end, a well-equipped trivia eference shelf would include every- hing from "The Book of Bests" to "The Book of Lists," and all their subcategories. For instance, "The Book f Rock Lists" advises its readers on "The Ten Greatest Rock Album Cover esigns," among other things. Mean- while, "The Browser's Book of Begin- nings" stands by with information on the "origins of everything under, and

Even an august organization like the Oxford University Press has just acknowledged that the public is running madly toward distraction by publishing "The Oxford Guide to Word Games." This act is roughly equivalent to Brooks Brothers introducing a line of gray flannel jeans.

Anybody not too busy remembering who played Bulldog Drummond in the movies or setting a Guinness record for chewing the most sticks of gum may well ask: Where do we get the time for trivia?

In this day of the two-career marriage — with children precociously raised in the fast lane, too — ordinary lives have become a time-and-motion study, scheduled down to the last sit-up and knee-bend. And yet, somehow, the panting overachievers double as specialists at self-diversion, too.

In an essay on "The Tyranny of Trivia," James Thurber explained this contradiction by suggesting that the more "worrisome" our world becomes, the more devious we become at "sidetracking" ourselves — reading "mystery novels in bed to shut out the terrors of the night."

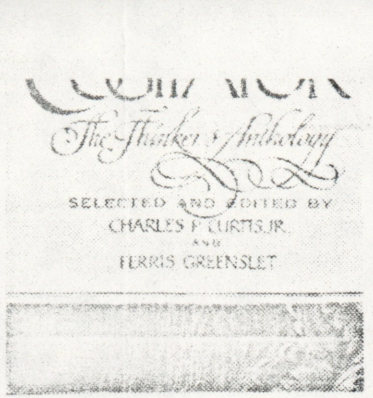
We suppose there are worse ways to make it through the night — just so long as we all know the difference between playing games and living. But, in fact, we game-avoiders do worry that the therapists playing out "marriage conflict" games as group sessions, and the business schools staging "corporate takeover" games in the classroom, may begin to think that everything is a game.

Has the human race ever been more single-minded about pursuing goals — and then systematically forgetting them?

A Wednesday and Friday column

fort to some who feel that the way to respond to the contemporary situation is to join a political-action group.

Not that action is unnecessary: Cogitation as practiced here is a form of praxis. Addressing the current situation in 1955 in a text that will seem prophetic to those readers born after 1955 — and we hope the book will have many — John von Neumann concluded, "The one solid fact is that the difficulties are due to [a technological] evolution that, while useful and constructive, is also dangerous." That is on Page 618; on Page 4 we find the



wall from crumbling is a reader dedicated to what the compilers call "the technique of thought." Thought is itself a part of nature and so open to scientific scrutiny. The two quote the great American philosopher Charles S. Peirce: "The best hypothesis, in the sense of the one most recommending itself to the inquirer, is the one which can be the most readily refuted if it is false. This far outweighs the trifling merit of being likely . . . . [Our] errors are just what the scientific man is out gunning for more particularly." Hence the

Please see COGITATOR next page

Travelers, late-night readers take heart — good anthologies are still being published

By Joanne Dann

BOOKS

The anthology, the sine qua non of summer hammock reading, is fast disappearing from booksellers' shelves. In part it's a change in taste that dictates its disappearance; in part it's the logistics of the current publishing economy. Still, for those who find the one-volume compendium a good traveling companion or a comfortable bedside staple, all is not lost.

"When the right occasion arises to publish an anthology, someone will do it," says Viking editor Gerald Howard. "But no publisher sets out to do an anthology per se anymore because permission costs are so high, and sales are usually low." Viking, a pioneer in anthologies in the 1940s with the Viking Portable Library, this year has Writers of the Purple Sage (hard cover, $17.95; paper, $7.95) on its list for November. The book introduces "the post-Wallace Stegner new school of Western writers," says Mr. Howard, and includes memoirs and nonfiction as well as short stories. Also on the Viking list for November is The Penguin Book of Contemporary Essays ($19.95), edited by Maureen Howard.

Young Delacorte editor Jane Rosenman describes the anthology situation this way: "The lovely, literate anthology that was the perfect gift item for kids graduating high school or college seems old-fashioned now. They want a 'Star Wars' scrapbook. Anthologies have very little bookstore sale, and we can't afford to publish books that sell only to libraries. But anthologies are

Please see ANTOLOGIES next page

CBS DHF BM MJ MJI JG ESL ILF GJH

Martin, Russell &
Marc Barasch—Eds.
WRITERS OF THE PURPLE SAGE: *An Anthology of Recent Western Writing*
Viking $19.95; paper $7.95
11/? SBN: 670-50899-3; paper: 14-007370-1

Confining themselves to "the interior, intermountain West" (not California, not Texas), the editors here have assembled stories, chapters-from-novels, memoirs, and essays—reflecting, according to the platitudinous introduction, "an emphatic literature that views its subject matter as the poignant and ordinary events of human lives." Unsurprisingly, sentimentality and a certain solemn posturing are the drawbacks of this 19-piece collection, which leaves out such exemplary "Western" writers as Max Schott and John Keeble. The best of the non-fiction is an excerpt from Ivan Doig's *This House of Sky* (1978); much weaker is an under-par Edward Abbey memoir, "Cape Solitude," about a retreat to a favorite spot. Of the fiction, only one of the notable entries—Rick DeMarinis' stark weed-killer tale, "Weeds"—hasn't appeared in book form before; from recent collections come evocative, sentimental title stories by David Long (a trucker's accident in "Home Fires") and William Kittredge (a bear-hunting couple in "We Are Not in This Together"). And most impressive of all are the excerpts from James Welch's *Winter in the Blood* and Rudolfo Anaya's *Bless Me, Ultima*—with, in the latter, credible, ritualistic treatment of the theme of knowledge passing from generation to generation. (A father/son hunting story by David Quammen offers a contrived variation on this recurring motif.) Also including less impressive work from Thomas McGuane, Richard Ford, Elizabeth Tallent, John Nichols, and Robert Mayer: an earnest but far-from-fresh anthology—with familiar material providing almost all the highlights.

Kirkus Reviews 9/15/84

Library Journal Nov. 15, 1984

Writers of the Purple Sage: an anthology of recent Western writing.

Viking. Nov. 1984. c.312p. ed. & intro. by Russell Martin & Marc Barasch. ISBN 0-670-50899-3. $19.95; pap. Penguin. ISBN 0-14-007370-1. $7.95. SOC SCI/ANTHOL

This excellent collection of work by authors living in and writing about the American West is not standard sagebrush fare but contemporary literature about life in the West today. These stories, essays, and novel excerpts, including works by Hispanic and Native American writers, range from tales imbued with myth and mysticism to memoirs of family strife on the plains. Figuring importantly in all these pieces is the Western landscape and the myriad ways it affects the lives of the people who inhabit it. It is this unique quality that sets this body of work apart form the mainstream. Some of the writers are well known (Thomas McGuane, N. Scott Momaday); all are highly talented. Recommended.—*Frank Schroth, Technology Training Assocs., Cambridge, Mass.*

in London asked Dame Margot Fonteyn to collaborate on a book that would fuse Pavlova's own words (drawn from newspaper articles of the period) with archival photographs and the observations of others. Throughout this affecting book, there is a sense of what Fonteyn terms "the gradual transformation from eager child, through dedicated student, fledgling ballerina, excited young celebrity, to supreme artist, mature woman, and eventually to the pure essence of dance."

• *The Wilder Shore*, by Morley Baer and David Rains Wallace (Sierra Club Books, $40, illustrated), is a breath-taking portfolio of Baer's color and black-and-white photographs of California's landscapes — specifically those that have emerged as word pictures in the writings of John Steinbeck, Bret Harte, Robinson Jeffers, Raymond Chandler, Jack London, and Henry Miller, among others. Wallace's lucid text offers crystalline impressions of the natural beauty of a variety of regions and an explanation of the far-reaching impact the land has had on writers across two centuries. From John Muir's wilderness vistas to Frank Norris's desert impressions, from Steinbeck's valley to Chandler's canyons, California in literature is wonderfully alive and constant.

• *Jasper Johns: Drawings 1954-1984* (Harry N. Abrams, Incorporated, Publishers, $75). This is the first volume entirely devoted to this subject, beginning with a simple, dark-hued pencil drawing on stained paper from the early 1950s to his multifaceted pieces of the '70s and '80s. As dark and ominous as some of these works may appear, there is a touch of humor on the prowl. As David Shapiro observes in his accompanying text, Johns is an American surrealist who is "holding the everyday as the marvelous."

Et cetera: Some other titles worth more than a passing glance:

• *Writers of the Purple Sage: An Anthology of Recent Western Writing*, edited and with an introduction by Russell Martin and Marc Barasch (The Viking Press, $19.95 cloth, $7.95 paper), probably is the first collection of literature dealing with the New West as well as the Old, focusing as much on economic considerations as on cowboys. The authors are American Indians and Hispanics as well as whites who found homes on the range.

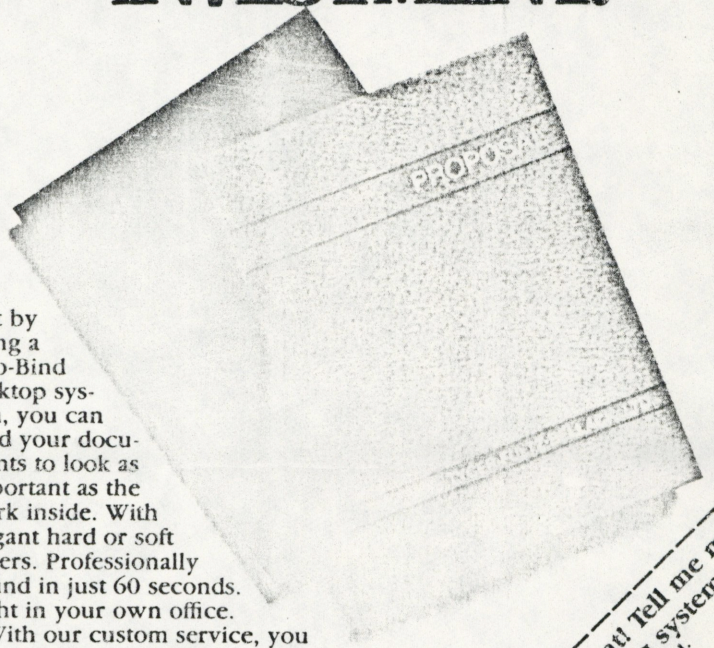
• *The Talisman*, by Stephen King and Peter Straub (The Viking Press, $18.95). Take a pair of best-selling suspense novelists who happen to be friends, both of whom have minds that are irrepressibly imaginative and can function in collaboration. The result no doubt will be another megahit, yet one that is somewhat thematically removed from their previous efforts in the realms of horror and the supernatural. The talisman of the title is the object of a 12-year-old boy's quest through actual and imaginary lands.

• *Love and War*, by John Jakes (Harcourt Brace Jovanovich, Publishers, $19.95), is a massive, Civil War-rooted tome that continues the tumultuous saga of two American families — one from Pennsylvania, the other from South Carolina — introduced to readers in Jakes's *North and South*. Be prepared: This is a trilogy.

• *Things I Did . . . and Things I Think I Did*, by Jean Negulesco (Linden Press/Simon and Schuster, Incorporated, $18.95, illustrated), is a breezy, often boisterous memoir of the Rumanian-born director and screen writer who began his artistic life as a painter in Paris in the 1920s, moving on to Hollywood, where he spent more than three decades as a filmmaker. Among his souvenirs: *Three Coins in the Fountain*, *Johnny Belinda*, and *How to Marry a Millionaire*. Spinning a succession of anecdotes about the likes of Garbo and Monroe, Zanuck and Bogart, he turns his life story into something akin to his collective output — an effervescent glass of champagne.

Michael J. Bandler writes frequently on the arts for American Way *and other national publications.*

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WRITERS OF THE PURPLE SAGE: An Anthology of Recent Western Writings *Edited and with an introduction by Russell Martin and Marc Barasch.* Viking, $19.95 ISBN 0-670-50899-3; Penguin paper, $7.95 ISBN 0-14-007370-1

Its introduction notes that this anthology is limited to writing from the "interior, intermountain West" and that "the substantially different literatures of the West Coast and Texas have been excluded." The collection, which contains pieces written between 1967 and the present, is a mixed one. Among the better fiction are Leslie Marmon Silko's haunting "Yellow Woman," David Quammen's grueling "Walking Out," Elizabeth Tallent's bittersweet "Why I Love Country Music," Thomas McGuane's funny "The El Western" and Martin's own elegiac "Cliff Dwellers." Standing out in a book almost unrelievedly earnest is Robert Mayer's "The System," part of his novel *Midge and Decker*, about two funny, tacky losers. Among some impressive nonfiction are Ivan Doig's "Flip," about his father's troubed second marriage; Gretel Ehrlich's "The Solace of Open Spaces," a clear-eyed, amusing look at her adopted Wyoming; and Alan Prendergast's disturbing "The Last Man Alive," about a 1982 murder trial of an Idaho trapper. Along with earnestness, most of the pieces share a sense of space and convey the need to keep a sharp eye on a fickle Nature. Martin wrote *Cowboy: The Enduring Myth of the Wild West*, and Barasch is author of, most recently, *The Little Black Book of Atomic War. Foreign rights: Aaron M. Priest.*

[*November 16*]

PubishersWeekly 10/5/84

ALA Booklist October 15, 1984

Writers of the purple sage: an anthology of recent western writing. Ed. and with an introd. by Russell Martin and Marc Barasch. Nov. 1984. [312p.] Viking, $19.20 (0-670-50899-3); Penguin, paper, $7.95 (0-14-007370-1). Galley.

This anthology of western writing, offering a range of recent short stories, essays, and novel excerpts, provides a thoughtful blend of modern classics, such as excerpts from N. Scott Nomaday's poetic *The Way to Rainy Mountain* (*Booklist* 65:1255 Jl 15 69) and John Nichols' charming *The Milagro Beanfield War*, (Holt, 1974), and less well known but excellent works including those by Elizabeth Tallent and Robert Mayer. Other writers represented include Edward Abbey and Tom McGuane and native Americans Leslie Marmon Silko and Rudolfo Anaya. *Writers of the Purple Sage* will not disappoint those already familiar with western writers (the editors define the West somewhat arbitrarily as excluding Texas and the Pacific Coast states), but it will also serve as a good introductory survey of this region's varied literature. Coeditor Russell Martin has written an insightful introduction. Altogether, this book is a worthwhile addition to collections of western Americana. PK.

810'.8 American literature—West (U.S.) | American literature—20th century | West (U.S.)—Literary collections | Western stories [OCLC] 83-40654

BUFFALO BILL NEVER REALLY CAPtured it, and neither did Owen Wister or Zane Grey. In the real Wild West it's not easy to tell the good guys from the bad guys, and not that many problems can be solved by anything so simple as a shootout.

The land itself — the solitude, the wildness, the hundred-mile views — is more often than not the real hero, the real villain.

A sense of the power and integrity of the land is what links the works of the 20 contemporary writers featured in *Writers of the Purple Sage, An Anthology of Recent Western Writing* (Viking, $19.95 cloth). The collection includes some of the best work of Norman MacLean, Ivan Doig, David Quammen, Edward Abbey, Elizabeth Tallent, William Kittredge and Thomas McGuane. There are parts of novels, essays, short stories, magazine articles and one somber, nostalgic poem by Richard Hugo. Reading these Westerners, one after another, leads to the undeniable (but for some reason startling) conclusion that there really is a distinctly *Western* literary style, a wry and lucid voice separate not only from the East, but also from the self-consciousness of Texas and the urban eccentricities of California and the rest of the Pacific Coast. The best of the writing seems windswept, like the land; it is scoured clean, stripped of pretense, yet chillingly clear.

— *Rob Carson*

Literary traditions of the trail ride forth

Celebrating sagas of the New West

By Robert Gish
contributing reviewer

Writers of the Purple Sage, edited by Russell Martin and Marc Barasch (340 pages; Viking Penguin; $19.95 hardcover; $7.95 paperback)

Pops, Russell Martin's old-codger character in the story "Cliff Dwellers," proudly carries around a set of gilt-edged books by Zane Grey. A much-appreciated present, the collected Zane Grey confirms in writing what Pops has lived most of his life as a Colorado cowboy.

Directing his literature-as-life critical assumptions to Grey's *Riders of the Purple Sage*, Pops exclaims to his grandson, Tom, and his British girlfriend, Helen, "that son of a buck sure knew this country."

That countrified criterion seems to have directed both the selection of stories (including Mr. Martin's) in this bountiful anthology and the almost too cute and catchy title: *Writers of the Purple Sage*.

The ghost of Zane Grey and the playful title notwithstanding, Mr. Martin and Marc Barasch have put together a significant book. It proves with double-knot certainty that there's more to the American West and its writers than the mainstream American literary establishment—commercial and academic—realizes. For what it proves and for how it pleases, *Writers of the Purple Sage* is a must book for all Pops and Toms and Helens.

The 20 contemporary "Western" writers gathered in the book amount to pure celebration of the West. These are the talents who are taking old traditions of Western fiction and reshaping them just as the West itself—the idea and the place—is changing and changing again from old to new, from far to near.

There are the more indigenous, "ethnic" writers of the Southwest: N. Scott Momaday, Leslie Silko and Rudolfo Anaya. The beauty of their words is magical; they render the transcendent and healing power of lives and landscapes as myth.

There's the immigrant Anglo from the East, John Nichols, represented by a chapter from the first installment in his New Mexico trilogy, *The Milagro Beanfield War*, a satiric miracle of its own and now a regional classic. *Winter in the Blood*, an absurdist tragicomedy by the Gros Ventre and Blackfeet Montana writer James Welch, offers a Native American balance to Mr. Nichols' humor.

Other Montana writers—Thomas McGuane, Ivan Doig, David Quammen, Rick DeMarinis, David Long and William Kittredge—are artists of the first caliber whose styles are almost as sublime and breathtaking as the Big Sky country that inspires them.

Women are represented by Gretel Ehrlich, who puts her readers down in the middle of Wyoming with wondrous realism; by Elizabeth Tallent, whose "Why I Love Country Music" is by itself worth the price of the book; and by Leslie Silko, whose story, "Yellow Woman," may literally change readers' ways of seeing things.

Richard Ford, Robert Mayer, Alan Prendergast and that old ruffian iconoclast Edward Abbey round out the list of contributors—all of whom sure know this country and, readers can be thankful, choose to write about it. For reasons not altogether convincing, Texas writers are conspicuously absent; however, they would fill a volume of their own.

Whether you read *Writers of the Purple Sage* from cover to cover or just graze here and there, it's great stuff. You will come away from this book knowing that if you're an American, the West is in you somewhere. Riders, writers and readers just naturally, it seems, love the look and the smell of purple sage and all it represents.

20 Feb. '85

Dear Gerry--

This is just to dab onto paper what I've been feeling ever since the English Creek paperback rights were sold--exaltation that the book's next life is as a Penguin.

best,

30 Nov. '84

Dear Michael--

I thought you might like to see the enclosed, for auld lang syne. Yesterday I did my traditional Northern Puget Sound Author's Tour--Chuck and Dee's store in Bellingham from noon to 2, Norman and Patti's Wind & Tide in Oak Harbor 3:30-5--and despite the goddamn weather we sold about 75 English Creeks. And, not coincidentally, even a few Writers of the Purple Sage, which I diligently inscribe beside my byline on p. 19. How much do I get paid per signature?

Chuck and Dee provided me news of Lynn's career at ABA; given your meteoric rise and hers, we expect any day to hear that you guys have taken over New York from Donald Trump. We are pleased and proud for you. Now that you've wrung all my sentiment out of me, I wonder if you'd pass to Lynn for me a topic that I've always wondered if bookstores could do something with: the book groups, the people who meet every month or so for pot luck supper and to talk about a chosen book. Carol and I have friends in 3 or 4 such groups here in Seattle; most have members from the UW faculty or some other college, they tend to be 12-20 people, and I think they're increasingly age-stratified, 40ish and up. One of my concerns is that the book group may be a dying entity, and I think that'd be grievous for us all; book group members are often the bright, professional types--lawyers, doctors, professors, all interested in an excuse to read something else besides their daily concerns--who are valuable book buyers. I don't know if there's anything at all to be done to encourage new and existing book groups--work with libraries and bookstores on how to form and maintain book discussion groups? give 'em a free book per every 10 members now and then? try to persuade the computer hacker groups that are forming to look at a relevant book?--but it just seems to me an ignored constituency out there. Not a huge one, but a worthwhile one.

Anyway, I just wanted to pass along these couple of things. Tomorrow, my Mid-Northern Puget Sound Author's Tour, Skagit Books in Laconnor and Scott's in Mt. Vernon. Best to you both.

Ivan

Viking Penguin Inc.

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October 31, 1984

Ivan Doig
17021 Tenth Avenue, N.W.
Seattle, WA 98177

Dear Ivan Doig,

Enclosed please fine a copy of WRITERS OF THE PURPLE SAGE edited by Russell Martin and Marc Barasch which includes your chapter from THIS HOUSE OF SKY, "Flip." We are very pleased with the way the book turned out and hope you will be too.

Sincerely,

Pam Walker

Pamela D. Walker
Editorial Assistant

Encl.

12 Nov. '84

Dear Jerry--

I thought we'd do well to swap a few reviews. Herewith are the big reviews of English Creek thus far--too good to go on this way, my Scotch Calvinist soul warns--and could you or Marcia Burch provide me the main reviews of Writers of the Purple Sage to date? I'm trying to tout it to interviewers, and it'd help if I knew what I was talking about, maybe.

On Oct. 26 while I was signing English Creek in Missoula, the U. of Montana bookstore people brought out a stack of Writers of the Purple Sage and I first laid eyes on it. Along came Kittredge, and he first laid eyes on it. Along came Jim Welch, and he etc. We have all studied the jacket pic carefully, conclude it doesn't look like any of us, and conclude it's got to be McGuane.

decided best,

9 Sept. '84

Dear Jerry--

I picked up a piece of news at the Pacific Northwest Booksellers Association meeting last night which I thought might interest Penguin: Harper & Row has let James Welch's novel Winter in the Blood go out of print in trade paperback. It's a splendid book, a classic of the modern West, and I think its annual sales figures aren't that bad-- it's used in a lot of western literature and native American lit courses, and probably always will be. Also, Jim is now at work on a historical novel about the Blackfeet which has a good chance of being his most popular book yet, and thus boosting his back-list value. All in all, it simply seems to me Winter in the Blood is such a quality piece of work, and so enduring, that it might fit with Penguin. (Jim incidentally is a friend of mine, but doesn't know I'm writing this, and I'll never tell him.) So I just wanted to pass along the info, and say howdy at the same time.

best,

p.s. Booksellers out here are high about English Creek's prospects.

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September 13, 1984

Ivan Doig
17021 Tenth Avenue, N.W.
Seattle, WA 98177

Dear Ivan,

Thanks for the line about WINTER IN THE BLOOD. I know the book very well, and I think it a masterpiece, albeit a bleak one. It is a crime that it is out of print, and I will see what I can do to get the book into Penguin, where it certainly belongs.

ENGLISH CREEK will work -- brace yourself for an embarassing avalanche of critical praise and many reprintings. It is a wonderful, wonderful book.

All best,

Gerald Howard

Gerald Howard
Senior Editor

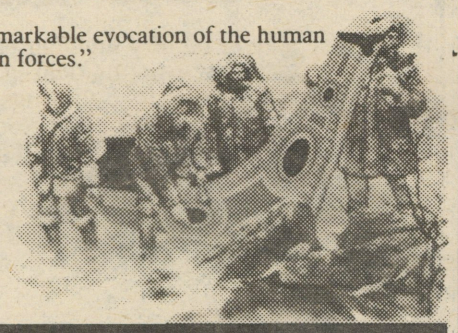
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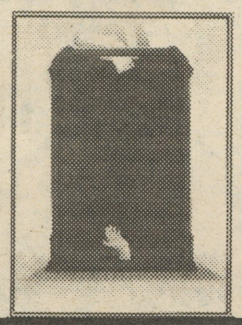
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Ivan Doig



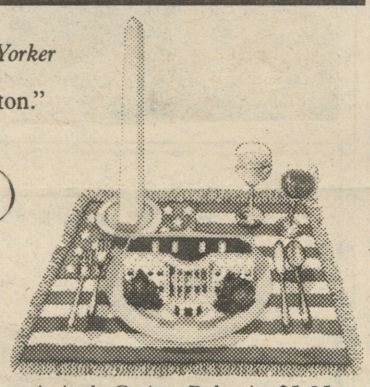
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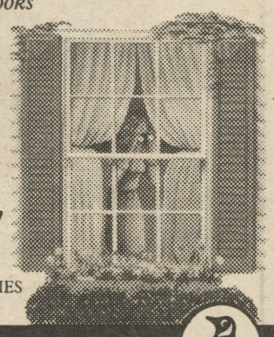
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Tame and Wild

Continued from Page 8

warm sun while listening to the Cars and then retire to one's cell at night to read St. Augustine and catch up on Rod Stewart and the B-52's."

A SWATCH of surrealistic prose follows each story, this interpolated material, depending on one's tolerance for other people's dreams, either enhancing or sabotaging the book's overall rhythm. The 12 unconventional passages differ from anything in Mr. Barthelme's earlier work and are dramatically at odds with this book's more domesticated fiction. The publisher's blurb in fact refers to these passages as "visionary texts" that provide "a dynamic counterpoint," but less partisan readers may find them private intrusions that communicate little beyond self-satisfaction: "The already-beautiful have, historically, danced. The music made by my exercise machine is, we agree, danceable. The women partner themselves with large bronze hares, which have been cast in the attitudes of dancers. The beans you have glued together are as nothing to the difficulty of casting hares in the attitudes of dancers, at night, in the foundry, working the bellows, the sweat, the glare. The heat. The glare."

What is one to make of such material? Or of this — "Inside the abandoned houses subway trains rushed in both directions and genuine nameless animals ate each other with ghastly fervor"? Genuine nameless animals? It is hard to visualize the audience for whom these idiosyncratic effusions are intended. Though apparently it is not New Yorker editors the author has in mind, since it is his tamer work and not the hallucinatory texts that show up with such regularity in that magazine's fashionable pages. Will the real Donald Barthelme please stand up?

IT is difficult to picture the adult whose ribs would be tickled by some of Mr. Barthelme's humor. Perhaps his ideal reader is a very young person blessed with a low risibility threshold. What we find in this book, with a few wonderful exceptions, is not the sort of comic virtuosity we associate with Stanley Elkin, say, or Philip Roth, but rather an excess of cuteness: "I prefer the inane, sometimes. The ane is often inutile to the artist." Or "Alexandra was also a member of the Knights of St. Dympna, patroness of the insane."

Not only is the fun generally precious, but the jokes tend to be stretched beyond the breaking point. In "Conversations With Goethe," for example, we are treated to a series of diary entries, each of which ends with an apparently hilarious epigram. "Youth, Goethe said, is the silky apple butter on the good brown bread of possibility." Funny. Then in the next entry, "Food, said Goethe, is the topmost taper on the golden candelabrum of existence." Less funny. And in the next, "Music, Goethe said, is the frozen tapioca in the ice chest of History." And so it goes. Is someone, somewhere, chuckling over such lines?

I don't mean to suggest that the Emperor of Bleecker Street has no clothes. I do, though, increasingly get the impression that his suit is, as one of his characters might put it, threadbare, threadbare, threadbare. ■

Onward

Continued from Page 9

Heisenberg? No, Beckett's is an older cosmos than Heisenberg's: a cosmos doomed by entropy, by the heat death identified by the 19th century, the obliteration of difference, the cessation of meaning (which derives from difference). That was still a gripping doom when Beckett was a schoolboy. All things would subside into a tepid soup.

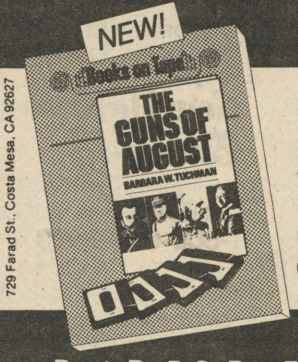
The fewer words, the less difference. One word would have no meaning at all. Two make a beginning, and following a hint from Leibniz, we've based a whole technology on just twoness. In our computers, words make do with two-state "bits," merely 1's and 0's (a word we find in "Worstward Ho" is "bits"), but computer memories are voided totally when a momentary power failure drops every 1 to 0. Smallness is a condition of imperilment. The tiny vocabulary of "Worstward Ho" — tiny if you think of "Oliver Twist" or "Ulysses" — must keep busy fending off voids.

"How wanting in inanity!" ran a phrase I quoted. How unexpectedly saved, that is to say, from the inane (Latin "*inanis,*" empty, void). If you're wanting in inanity, why, then, unexpectedly, you've said something. How rare!

Events are new words. On page 35, we encounter the word "woman." On the penultimate page (46), she surprises by being still with us, "old and yet old," reading what's not to be read: "On unseen knees. Stooped as loving memory some old gravestones stoop. In that old graveyard. Names gone and when to when. Stoop mute over the graves of none."

Names gone, yes; and "when to when" is those paired dates. "William Shakespeare, 1564-1616." That's a summary, for time to obliterate. And Beckett's old man and child dwindle into "pins," "at bounds of boundless void." And his writing lasts, though only if you'll read it. ■

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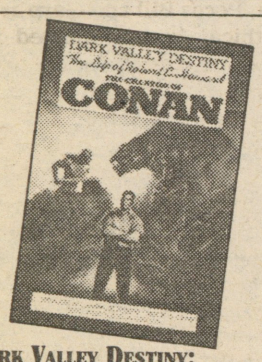
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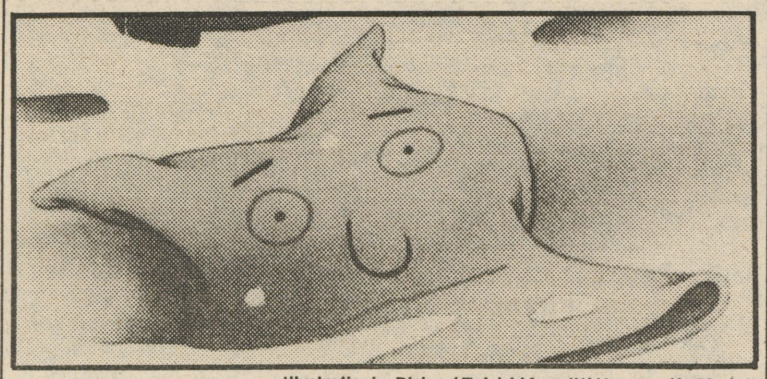


Illustration by Richard Egielski from "It Happened in Pinsk."

Yowder and the Lion Roar Capsules") and I like him, "the world's bestest and fastest sign painter." He is a man of curiosity, a mannerly and pleasant person with confidence in his own ideas. He is not deterred by his lack of funds or of investors in his plan to get rid of ox teams and haul freight with wagons propelled by sails and wind power.

It should not be inferred that telling tall tales is easy. Not a bit. Competent tales begin with truth and are textured with the grit of reality. Mr. Yowder and his friends, his work, his part of the country are carefully and colorfully rendered. The adventure of the windwagon, using the prairie wind to push along settlers' Conestoga wagons, begins in homely fact and continues along logical lines. Mr. Yowder starts with a windbuggy that proves a disaster and then builds a full-sized windwagon that takes him and some potential investors on a wild ride in which they outrace a herd of stampeding buffalo. The art (and the fun) is in the setup, and in the way Mr. Yowder's exploits peel away from the possible. Small readers will enjoy the book but it is probably best read aloud, with the straightest and most earnest face you can supply.

THE DREADFUL FUTURE OF BLOSSOM CULP

By Richard Peck.
183 pp. New York: Delacorte Press.
$12.95. (Ages 9 to 12)

By PATRICIA LEE GAUCH

"There is only one Blossom Culp, and I am her," the dauntless heroine of Richard Peck's new Bluff City novel announces, and readers familiar with "The Ghost Belonged to Me" and "Ghosts I Have Been" know that one Blossom, with her psychic powers and Tom Sawyer ingenuity, is about all one town or even one world can take.

In the earlier books Blossom poked a finger at 1913 pretension of all sorts as she and her friend Alexander took on the Barn Ghost, a phony spiritualist, a Titanic mystery and the Queen of England herself. Nothing or no one seemed too big for Blossom Culp, and that may be why "The Dreadful Future of Blossom Cup" seems so small.

Mr. Peck satirically sends Blossom into the future, laying her 1914 adolescent world, with its outhouse pranks and Perils-of-Pauline movies, alongside a slick, computer-game suburbia of 1984. But there is less olden-days detail, more turn-of-the-century cliché, and the range of characters is limited, despite Blossom's spooky mama and colorful Daisy-Rae, a country girl Blossom discovers hiding in the school bathroom.

Morever, Blossom's concerns seem small — a Halloween Haunted House fund-raiser, Alexander's attention to Blossom's snobbish rival, Letty Shambaugh, and ninth-grade pettiness. This from the character who said "Pshaw" to the Queen of England. Even Blossom's futuristic trip is mainly a sightseeing tour through a 1984 wasteland of McDonald's, middle-school Darth Vaders and Little League suburbs, without real adventure or relationship.

When Blossom tells the tale of the aunt whose finger was bitten off in the San Francisco quake, Mr. Peck is at his mischievous best. But Blossom is too good a character to end up chiefly a vehicle for social commentary on the sterility and loneliness of our contemporary adolescent world.

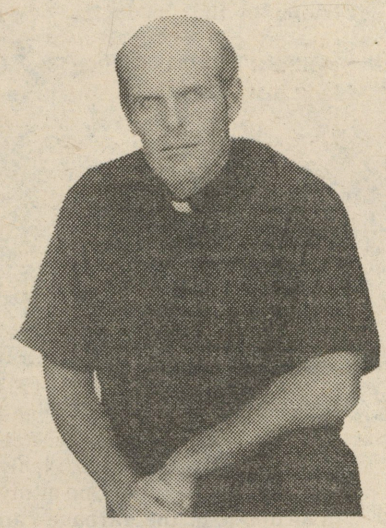
Marguerite Feitlowitz is a freelance writer.

Carol Billman teaches English composition at the University of Delaware.

Jan Adkins's most recent novel for young readers is "A Storm Without Rain."

Patricia Lee Gauch's latest book for adolescents is "Night Talks."

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Portrait of May Morris by Dante Gabriel Rossetti. Courtesy of Birmingham Museums and Art Gallery

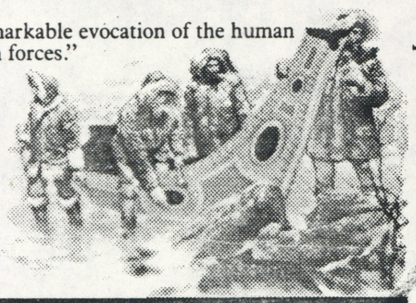
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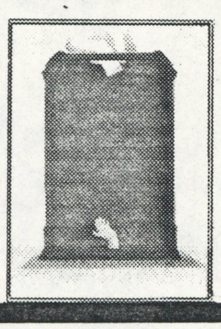
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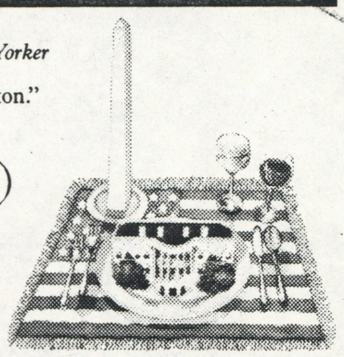
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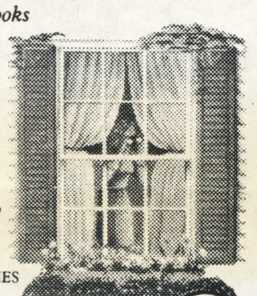
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Tame and Wild

Continued from Page 8

warm sun while listening to the Cars and then retire to one's cell at night to read St. Augustine and catch up on Rod Stewart and the B-52's."

A SWATCH of surrealistic prose follows each story, this interpolated material, depending on one's tolerance for other people's dreams, either enhancing or sabotaging the book's overall rhythm. The 12 unconventional passages differ from anything in Mr. Barthelme's earlier work and are dramatically at odds with this book's more domesticated fiction. The publisher's blurb in fact refers to these passages as "visionary texts" that provide "a dynamic counterpoint," but less partisan readers may find them private intrusions that communicate little beyond self-satisfaction: "The already-beautiful have, historically, danced. The music made by my exercise machine is, we agree, danceable. The women partner themselves with large bronze hares, which have been cast in the attitudes of dancers. The beans you have glued together are as nothing to the difficulty of casting hares in the attitudes of dancers, at night, in the foundry, working the bellows, the sweat, the glare. The heat. The glare."

What is one to make of such material? Or of this — "Inside the abandoned houses subway trains rushed in both directions and genuine nameless animals ate each other with ghastly fervor"? Genuine nameless animals? It is hard to visualize the audience for whom these idiosyncratic effusions are intended. Though apparently it is not New Yorker editors the author has in mind, since it is his tamer work and not the hallucinatory texts that show up with such regularity in that magazine's fashionable pages. Will the real Donald Barthelme please stand up?

IT is difficult to picture the adult whose ribs would be tickled by some of Mr. Barthelme's humor. Perhaps his ideal reader is a very young person blessed with a low risibility threshold. What we find in this book, with a few wonderful ex

Onward

Continued from Page 9

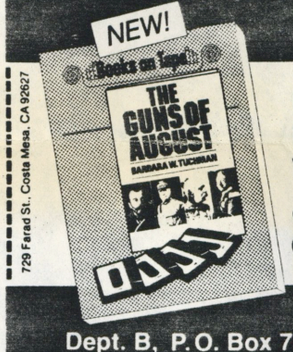
Heisenberg? No, Beckett's is an older cosmos than Heisenberg's: a cosmos doomed by entropy, by the heat death identified by the 19th century, the obliteration of difference, the cessation of meaning (which derives from difference). That was still a gripping doom when Beckett was a schoolboy. All things would subside into a tepid soup.

The fewer words, the less difference. One word would have no meaning at all. Two make a beginning, and following a hint from Leibniz, we've based a whole technology on just twoness. In our computers, words make do with two-state "bits," merely 1's and 0's (a word we find in "Worstward Ho" is "bits"), but computer memories are voided totally when a momentary power failure drops every 1 to 0. Smallness is a condition of imperilment. The tiny vocabulary of "Worstward Ho" — tiny if you think of "Oliver Twist" or "Ulysses" — must keep busy fending o voids.

"How wanting in inanity! ran a phrase I quoted. Ho unexpectedly saved, that is say, from the inane (Latin "*in nis*," empty, void). If you' wanting in inanity, why, the unexpectedly, you've sa something. How rare!

Events are new words. C page 35, we encounter the wo "woman." On the penultima page (46), she surprises being still with us, "old and y old," reading what's not to

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Ivan Doig
17021 Tenth Avenue NW
Seattle, WA 98177

Dear Ivan:

Here a couple of advance copies of our edition of The Sea Runners for you. I think it makes an awfully handsome paperback. We've printed 15,000 copies, and I'll keep you and Liz posted on developments.

Best,

Gerald Howard

Gerald Howard
Editor

GH/sjm
Enc.

19 Oct. '83

Dear Gerry--

Much appreciated the paperback SEA RUNNERS. Bookstore people I've talked to like the cover.

One small nit to pick, although it's more funny than it is serious. In the author's bio, the final word of the final line--"He is now at work on a novel set in Montana"--got New Yorkized to "Manhattan." Which is going to be particularly funny if the book ever finds its way to the town of Manhattan, Montana, pop. about 128.

Other than that, perfection. Thanks for the care you took with the book.

all best

Ivan

14 June '83

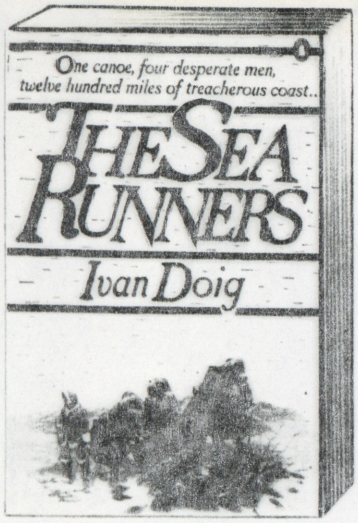
Dear Gerry--

Good to see the SEA RUNNERS cover, and the Publishers Wkly ad. I'm readying to go to Montana for the next several weeks--final plunge for the Montana novel I'm writing for Tom Stewart; Liz Darhansoff will have a schedule of my whereabouts--and I don't know whether I'll manage to gather the particulars on a possible SEA RUNNERS market I wanted to pass along to you. Anyway, the market is this: tour ships to Alaska. When I was up there doing the research for the book, I found that those big tour ships are ubiquitous; often 3 or 4 at a time in the habbor at Sitka or other ports, and the statistic in Juneau was that 80,000 people arrive on those ships each summer. They all travel part of the SEA RUNNERS route, they're an affluent audience, and they're on ships with commissaries or some other shipboard store (tourist items sold there). What I don't know is how those shipboard stores are stocked; if each ship line does its own, or if there's a concession chain. But in any case, those stores would be a good place to have SEA RUNNERS. If your marketing people already provide Penguins to them, this bright idea is superfluous. If not, is it domething we could look into?

Congrats on the Carey-Thomas Award; long may Penguin like Contemporary American Fiction.

best,

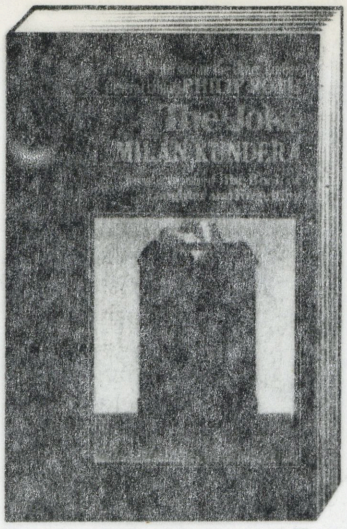
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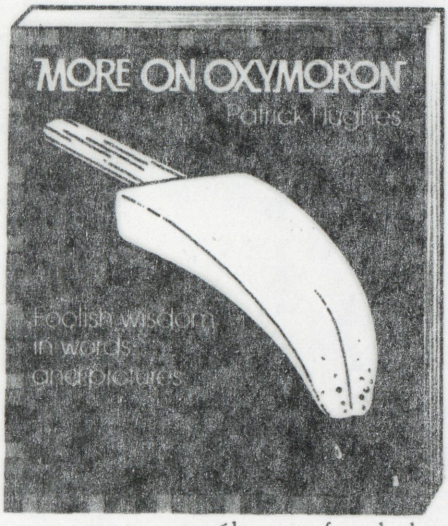
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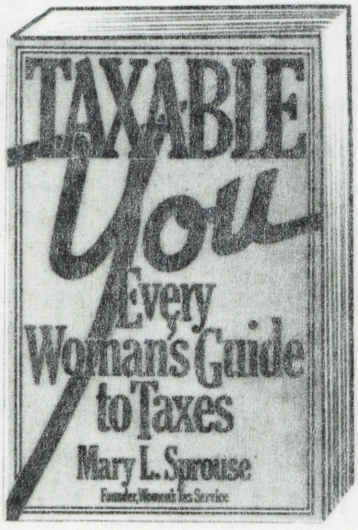
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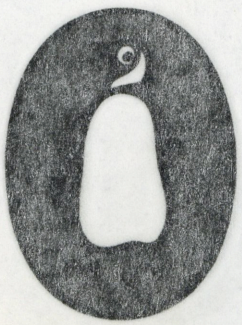
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Travel

Wales' haunted castle? E 4
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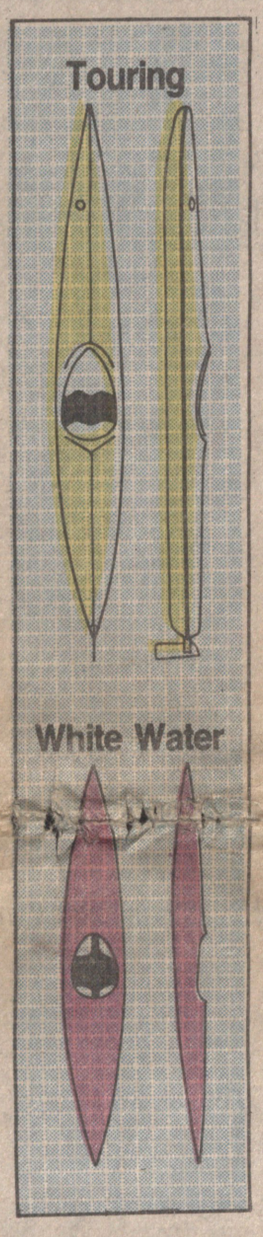
Bright-colored starfish are a familiar sight to sea kayakers in Puget Sound.

Kayaking

Most familiar bobbing along river rapids, these self-reliant craft now ply the Sound and beyond

Linda Daniel, former Times reporter, explored Southeast Alaska by kayak. A series of articles about that trip will begin Tuesday in The Times travel section.

by Linda Daniel



The quiet island, with its sandy beach topped by a spruce glade, welcomed our kayaks.

It was a perfect place to camp. And the view of the open Pacific was a delight.

We had chosen the spot the preceding night while studying a chart by campfire-light.

This morning, we had started out late to ride the outgoing tide. Then a tailwind had come up to nudge us along to our island destination faster than expected.

After unloading our camping gear, and with time to spare before fixing dinner, we set out to explore.

My companion, Randel Washburne, decided on skin diving, hoping to gather a few abalone for hors d'ouevres.

I shoved off in my kayak and paddled slowly along the shore.

As I entered the next cove, I came upon a half-dozen bald eagles perched on the stubby limbs of a shore-side snag, like parakeets on a pet-store branch.

We didn't seem to ruffle their feathers, my little craft and I. Small and silent, we blended into their habitat.

Rounding another point, I entered what seemed like a Walt Disney wild-animal scene. Two river otters were tobogganing down a bank and frolicking on a surf-splashed shelf below. When I realized that I had chanced upon a mating fling, I cleared my throat to make certain they knew I was there.

Just ahead was an archway, tunneling through a rocky headland. Through it surged the Pacific swells. Did I dare try to make it through? As I paddled closer my apprehension turned to exhilaration and in but a moment I was swept in then out the other side; rocks, sea urchins and starfish flashing by only inches from my paddle blades.

●

This is kayak or sea touring, a mode of travel and sport now riding its own surge of popularity. Although the quickened interest is world-wide, it is especially keen here in the Northwest because of our mild year-round climate and abundance of protected waters with campsites.

Sea kayaking of course, is nothing new. Aleuts and Eskimos were doing it long before Peter Puget lent our Sound his name. A handful of outdoor-recreationists and adventurers have been kayaking for years in the Pacific Northwest's protected passages and island-studded coast.

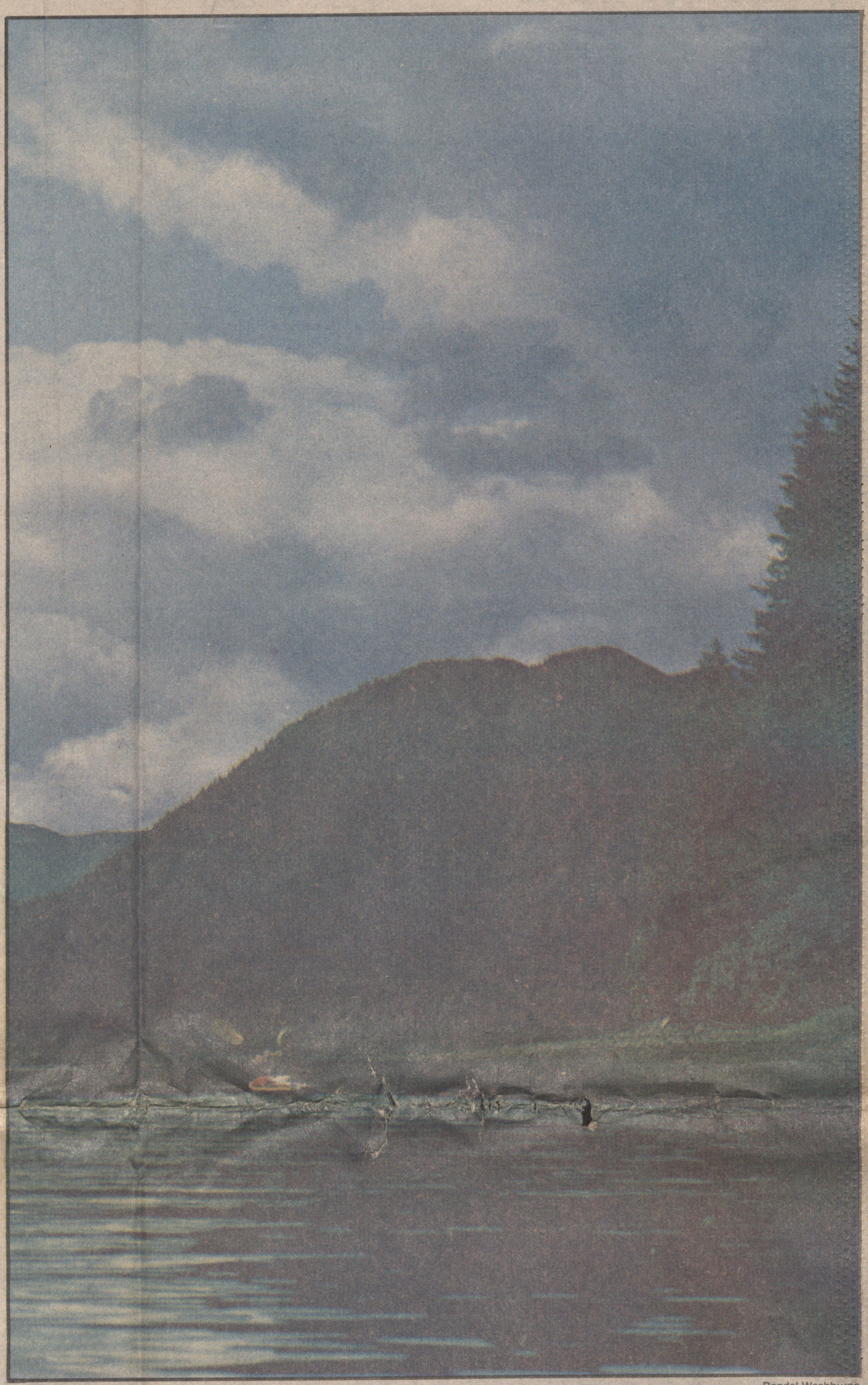
Now, hundreds of new enthusiasts are joining their ranks in a recreation boom likened to that of cross-country skiing a decade ago.

As the operator of one Seattle water-sports store put it: "It's been coming on for the past two years, but there's been a total explosion this year."

Kayakers say the difference between saltwater touring and whitewater river-running is similar to the difference between cross-country skiing and schussing a downhill slope. One is a recreational mode of traveling — and, of course, getting there is half the fun. The other is a racier,

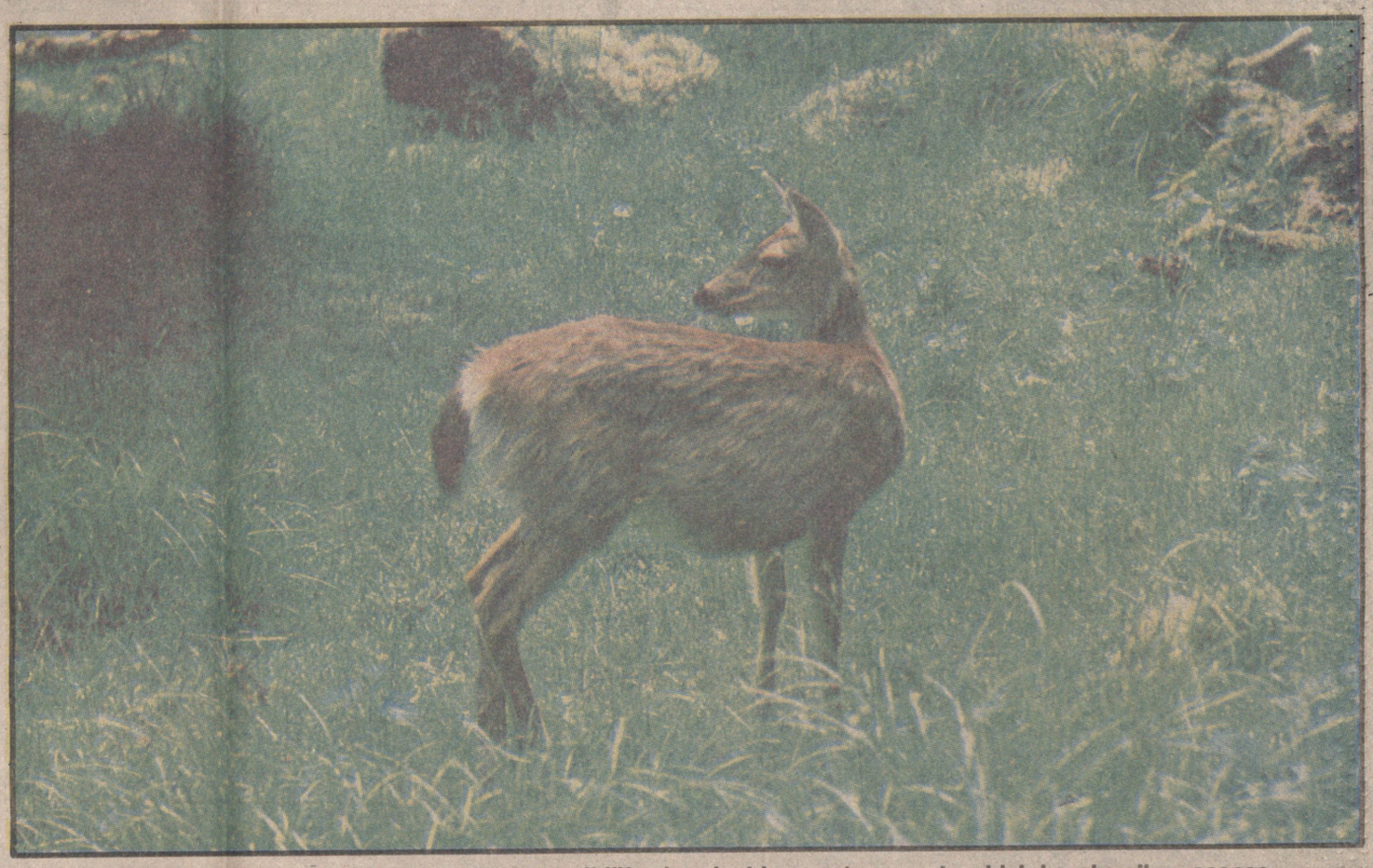
See **KAYAKING** on E 2

Ed Walker / Seattle Times



Randel Washburne

A kayaker enjoys a sheltered waterway in Southeast Alaska, one of many kayaking areas along the North Pacific Coast.



A deer in the Queen Charlotte Islands is typical of wildlife abundant in remote areas to which kayaks allow access.

Popular local trips

Campgrounds at three area state parks are popular year-round destinations for visits by kayak.

Blake Island State Park — The paddle trip to Blake Island, between Seattle and Bremerton, can be as short or as long as you like. The park is about a mile from Vashon or Southworth, about 3 miles from Eagle Harbor or a half-dozen miles from either Fauntleroy or Bremerton. Consider going part of the way by Washington State Ferry, carrying the kayaks aboard. (There's no charge for that). A good trip for beginners.

Jones Island State Park — Jones Island lies just off the southwest tip of Orcas Island. Paddling distance is 3 miles from either the Shaw or Orcas Island ferry terminal, about 5 miles from Friday Harbor. Consider leaving your car in Anacortes and making a loop by ferry and kayak.

Sucia Island State Park — The park on Sucia, in the San Juans, lies only a little more than 2 miles from Orcas Island's Terrill Beach. But unlike the other two destinations, this one involves an exposed crossing. That makes it a trip for more experienced kayakers.

Clubs and information on kayaking

Here are two books that new or prospective kayakers might want to read:

"Sea Kayaking" by John Dowd (Douglas & MacIntire and University of Washington Press, Revised edition, 1983) is a how-to-do-it manual written by a New Zealander who's made long passages in oceans around the world and now operates Ecomarine Ocean Kayak Center in Vancouver, B.C.

"Sea Kayaking Canada's West Coast" by John Ince and Hedi Kottner (Raxas Press, 1982) is a guidebook for trips on the British Columbia Coast.

Area clubs for touring kayakers:

University of Washington Canoe Club: Recreation-oriented group for U.W. students. Canoes and kayaks available for rent. Telephone 543-2217.

Paddle Trails Canoe Club: Recreation-oriented, with day and weekend trips regularly scheduled. Emphasis is on canoes, but includes kayak touring. Families welcome. P.O. Box 24932, Seattle 98124.

Seattle Canoe Club: Focuses on Olympic marathon canoes and kayaks, downriver boats. Racing emphasis, but flatwater paddlers are welcome and their interests aren't submerged.

Vancouver Ocean Touring Kayak Association: Commonly known as VOTKA, it welcomes paddlers from south of the Peace Arch. Sponsors flatwater trips. No mailing address. Telephone 931-6783 or 925-1933 in Vancouver, B.C.

Washington Kayak Club: The largest and fastest-growing in the nation. Main interest is in kayaks and decked canoes. Sponsors flatwater and whitewater trips. Families welcome. P.O. Box 24264, Seattle 98124.

A sport that opens up a quiet world

KAYAKING

continued from E 1

thrills-and-spills sport.

The sea kayak is a different breed of craft from its whitewater relative.

Like orcas, sea otters and other such critters for which many models are named, these "flatwater" boats cross open seas or meander along the shores. They are designed to cover distances in mirror calms or heavy seas.

The keel on the touring kayak is longer to enhance straight tracking. Many have foot-controlled rudders so that all paddling energy goes into propulsion instead of steering.

Sea kayaks generally are wider than river boats, providing greater stability. Most can be eskimo-rolled to right the boat after a spill, but inadvertent upsets are rare.

Larger, longer hulls allow them to carry more gear and give them larger cockpits — important because sea kayakers tend to remain in their boats for hours at a time.

Kayakers design their own water trails often averaging 10 miles a day, sometimes crossing channels or inlets, but more often hugging the coast.

Finding a quiet anchorage isn't the concern that it is for those in larger boats. Kayaks open up a quiet world that's often missed from offshore or when speeding by.

These craft penetrate tiny coves and waterways too shallow for most other boats. Kayakers thus can go ashore to picnic or camp almost anywhere.

Paddling through a drizzle while snugly wrapped in rain wear, the Puget Sound kayaker feels as if he is wearing the boat — just one more piece of gear that gives him freedom to wander wherever and whenever he's so inclined.

In sea kayaking, you can take it with you — and do so comfortably. Most ocean-going kayaks will carry several hundred pounds of food and equipment without compromising performance or safety. Bigger kayaks even can accommodate a small ice chest.

Though canoes also are used for coastal voyaging, they ride higher, and consequently are buffeted more by winds. For touring, open canoes must be decked over with spray covers. (Most of the decked canoes are designed for river rather than open-water use.)

Touring boats are either rigid, most made of fiberglass, or folding, of fabric-and-plywood. The advantage of the latter is that a folding boat can be transported by air to hard-to-reach spots. Most are designed for one paddler, but boats for up to three are available.

Sea kayaks come as cheap as $450 or are as costly as $2,000. Second-hand boats can be found by checking kayak-shop bulletin boards or through paddling clubs.

Most retailers rent equipment. For example, one of the major ones offers a double (two-person) kayak for $50 a weekend. A single rents for $40.

Kayak-builders have been quick to catch the surge. More than 30 models of sea kayaks now are available in the Northwest — most of them made here. This city is home to at least six major manufacturers of flatwater craft. In addition, there are dozens of innovators working in garages and small shops here. New designs are appearing as quickly as they can lay up fiberglass.

The easiest way to sample the sport is to go to a clinic sponsored by a retail store or club. At those lakeside gatherings, many makes and models of kayaks are offered for the curious to try. And there's plenty of advice on how to get started.

One step beyond that is the organized outing, a day trip or overnight, with boats and gear provided. Retailers sponsor those or can put you in touch with others who do. Some outings come at the end of a series of classes; others are simply trips put together for fun. Prices start at $30.

Basic gear includes a kayak (generally with a sprayskirt to cover the cockpit), a paddle and life jacket. For touring here at this time of year, be prepared with three layers of clothes. For example, turtleneck t-shirt, warm sweater or shirt and windbreaker. Keeping comfortable in heavy rain takes rubberized foul-weather gear, including a sou'wester for your head.

Regarding footwear, there are two schools of thought. Some flatwater paddlers, like their whitewater brethren, maintain that you're going to get your feet wet anyway, so why try to keep dry? They wade right in wearing wetsuit booties and/or sneakers. By contrast, dry-foot advocates opt for knee-high rubber boots.

Most of the time, sea-kayakers can enjoy relaxed paddling in quiet seas along photogenic coasts. But marine weather and tidal currents can challenge seamanship and endurance with little warning. Safety and skills are stressed in courses and books.

Kayaking regatta May 15

A sea-kayaking regatta to broaden public knowledge of the sport and to raise money to teach kayaking to disabled persons will be May 15 on Lake Union.

A benefit race around the lake will begin at noon at Gas Works Park. Registration is $5. Kayaks will be provided free for the race.

A barbeque and dance will follow at 3 p.m. at the Seattle Kayak Center, 1009 N.E. Boat St. Both sea and white-water kayaks will be available free for demonstration rides.

SINGAPORE

Raffles Hotel lives on — slightly shabby

by Margret McKinney
Scripps-Howard News Service

SINGAPORE — Wherever the British colonized, they built on rather a grand scale.

Many of those magnificent "High Victorian" buildings have been destroyed, for native populations are not sentimental about reminders of colonial rule.

However, one illustrious member of the genre has been saved from the wrecker and will live on as part of an immense hotel-shopping complex.

The survivor is Raffles Hotel in Singapore. Even as "Raffles City" takes shape across Bras Basah Road, the renowned hotel serves dinners to package tourists, a breed that would never have been let in the door in palmier days.

Raffles Hotel was named for Sir Stamford Raffles, founder of "Singapura." It was built in 1866 by three Armenian hoteliers, the Sarkies brothers, who made periodic additions until it reached its present 126 rooms.

Despite tropical heat, the British dressed formally for dinner and continued to do so right up until World War II. Even when correctly attired, individuals of lesser degree were denied admission to the hotel. The uniformed Malaysian staff became as great snobs as their employers.

An era ended with World War II. Afterward, men in sports shirts could be found in the Elizabeth Grill. Noncommissioned officers gained entrance to the Palm Court. Ladies with no style drank too many Singapore gin slings in the bar.

Today, Raffles is a slightly shabby, sepia-colored museum piece. The kind of people who gave it its history now stay at Singapore's Sheraton, Hyatt or Hilton. They would have no patience with romantics prowling the halls of Raffles looking for ghosts.

The situation clearly calls for a drink. So here is the recipe for the famous Singapore gin sling invented by Raffles barman Ngiam Tong Boon in 1915: Two parts gin; one part cherry brandy; one part mixed fruit juices (lime, orange, lemon or pineapple); a few drops Cointreau and Benedictine; dash of Angostura bitters; top with cherry and a slice of pineapple.

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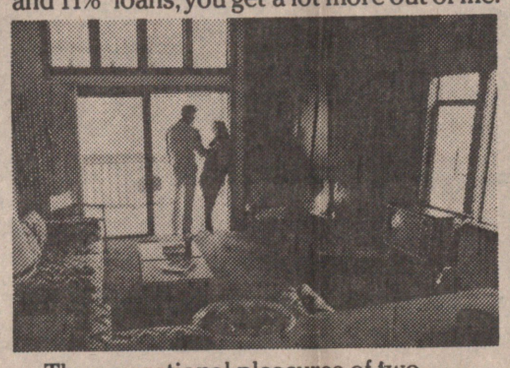
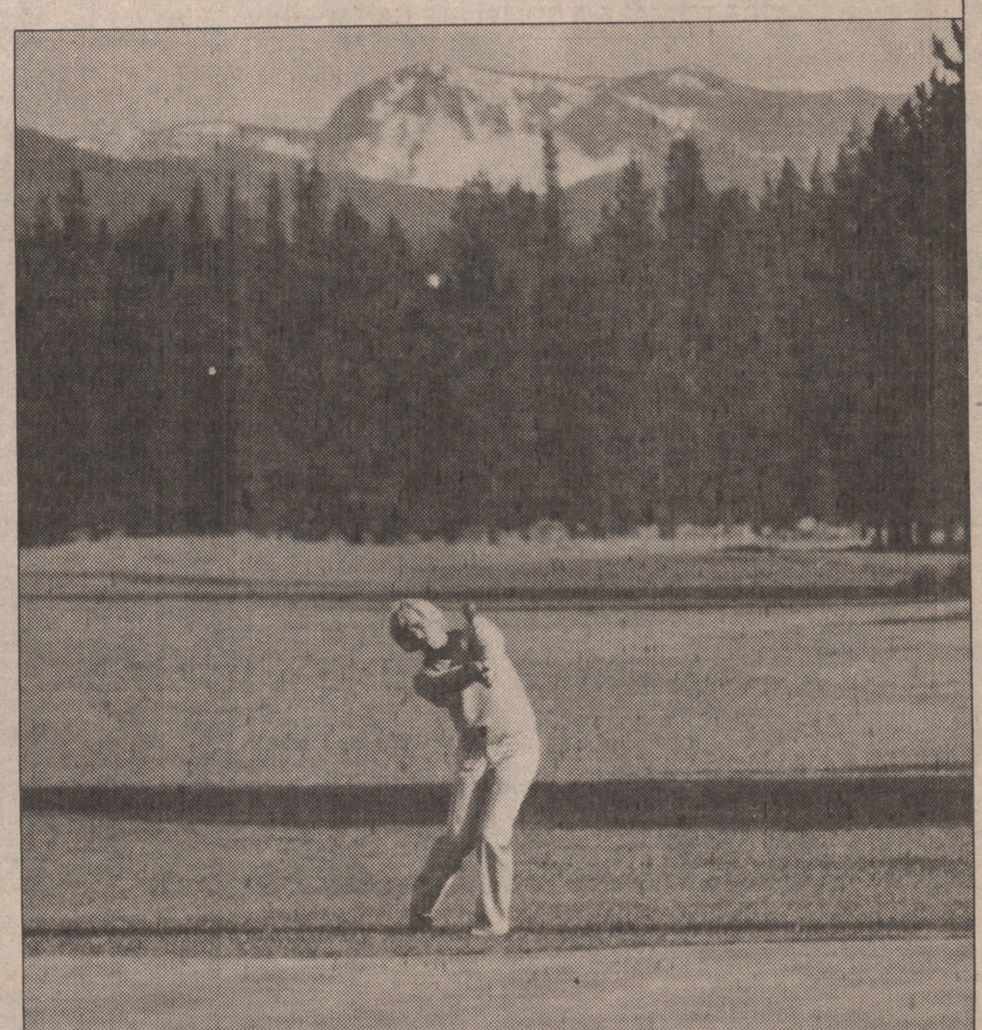
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2 May '83

Dear Marcia--

I finally have mastered the author's questionnaire, and hope it'll help us sell some copies of THE SEA RUNNERS. I'm greatly pleased that Penguin is doing the paperback edition.

Let me know if I can provide anything further, such as copies of reviews. (They were startlingly good. I kept waiting for the Curse of the First Novel to strike, but it never did.) You of course know that Alaska is a prime market for this book, both because of its setting and because "The Radio Reader" read the book over the National Public Radio stations up there. The other big markets out here are Vancouver, British Columbia, a sizable and sophisticated audience with great awareness of its coastline; Seattle and the Puget Sound region, my home bailiwick; and Portland, Oregon, where the Oregon Historical Society fosters a lot of interest in the entire Northwest coast.

You'll note from the questionnaire that I do have a book--or a quasi-book or whatever photo-and-caption combinations ought to be called--coming out from Atheneum this fall. The book is more the photographer's project than mine, and I've told him and Atheneum that I'll be concentrating on the Montana novel I'm writing for Atheneum for the fall of '84 rather than promoting this pic book; but if I am inveigled into appearances for that, I'll do my best to include the Penguin SEA RUNNERS.

regards

PENGUIN BOOKS
VIKING PENGUIN INC.
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(212) 807-7300

April 19, 1983

Mr. Ivan Doig
17021 Tenth Avenue, N.W.
Seattle, Washington 98177

Dear Mr. Doig,

We are delighted to be publishing your book, The Sea Runner in paperback.

So that we can have complete biographical and supporting information to assist us in promoting your book, we would appreciate your filling out the enclosed form and returning it at your earliest convenience. The questionnaire will be circulated throughout the company and form the basis of Penguin's initial marketing information.

Look forward to hearing from you soon.

Sincerely,

Marcia Burch

Marcia Burch
Director of Publicity and
Special Projects

MB/abs
Enc.

22 Feb. '83

Dear Gerald--

Okay, I'm glad to have my mind straightened on the shepherdship of Sea Runners, and to learn that you'll be shepherding 25,000 of them. A gratifying quantity.

The correction I queried you about is a rather arcane matter of seal behavior, the point being that seals along the Washington coast have a less rigid social structure than the seals my characters were used to in Alaska. Looking at the sentence in question, I hate to spoil the rhythm and scene-setting there, and I think all that needs done is to attribute the viewpoint to the character involved, Karlsson. So the sentence on p. 230, 3d line from the top, that begins: "A young bachelor, bullied into solitude" can simply become: "A young bachelor, guessed Karlsson, bullied into solitude"--which won't disturb the total number of lines on the page. And frankly, if it's too much trouble, don't bother.

I'll look forward to the cover sketch.

best

Alan

Marc Barasch
New Age Journal
342 Western Ave.
Brighton MASS 02135

18 July '83

Dear Marc--

Excuse my bleariness on the phone yesterday. Yours was the first phone call after we arrived home from 4 weeks of ricocheting through Montana, and I still was car-weary. How E.T. was able to be coherent across all those interstellar miles, I never will savvy.

I hope the enclosed will provide the bio stuff you need. The Atheneum author's q'aire is for a House of Sky coffee-table photo book coming out this fall--65 pics of Sky country w/ captions from Sky--and the third page of ~~that~~ the q'aire is largely unused on that book, so I guess you can crib freely. I'm also enclosing a few of Sky's reviews, including the LA Times one which I've always thought was the most sensitive.

Good luck with the book; I'll look forward to it.

best,

p.s. I guess I'd like the reviews back when you're done with them.

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February 4, 1983

Ivan Doig
17021 Tenth Avenue, N.W.
Seattle, WA 98177

Dear Ivan:

Some minor crossed wires here-- I'll be the proud editor to shepherd fine novel into its Penguin edition, And I do mean proud. I greatly admired Winter Brothers, and was in fact about to offer a sum of money for the paperback rights when HBJ told me that they would be keeping it in their own paperback line. Well, I rectified that situation in large part with The Sea Runners, and about time.

I think you'll be pleased to know that we have ambitious plans for the paperback. It is scheduled for August of this year, and at the moment we plan a 25,000 copy first printing. We are at work at the moment on a cover sketch; when we have a rough and copy I'll send them along to you.

We'll be offsetting from the Atheneum edition, so if you want to change the line on page 230 about the seals, I'd only ask that you write the correction to the same size. If I could get that in the next month I'd appreciate it.

As for the anthology (that's me as well), I understand your feelings about first serialization. The editors of the book, Writers of the Purple Sage, are Russell Martin and Marc Barasch, are both familiar with The House of Sky, and I see no problem in persuading them to excerpt that book. I foresee no problem with HBJ, but if one arises, we'll call on your good offices.

I'll be in touch, then, about the cover of The Sea Runners and other matters. Once again, it's a great pleasure to be sponsoring your book.

Sincerely,

Gerald Howard

Gerald Howard
Editor

GH/sjm

28 Jan. '83

Dan Weaver
Senior Editor
Penguin Books
625 Madison Ave.
New York NY 10022

Dear Dan--

Liz Darhansoff mentioned the other day that you'll be shepherding my Sea Runners into the Penguin edition, which I greatly look forward to. Let me know if you need copies of the reviews, on this one or the earlier two books; there've been some admiring ones along the way.

I've tried to think of any nits that ought to be picked to improve the book before your edition, and only one comes to mind so far. If it's easily enough done, I would substitute a sentence about the seals atop p. 230. A seal expert, of which I am the reverse, tells me the seals along the Washington coast don't necessarily have "harem-masters" as the northern seals do; he said the reference didn't matter much, but if I want to be 1000% accurate I could change that line. Let me know in time if it seems feasible to you.

Liz also discussed with me your, or Gerry Howard's, inquiry about my in-the-typewriter Montana novel as an anthology candidate. She and I are agreed that an anthology would be a strange home for first rights. I guess we could eventually discuss it further if you really want, but unless the anthology is strictly Western fiction instead of Western prose, I'd suggest you might better consider something from This House of Sky. For all its use in lit courses and the general reputation it seems to have, it's never been anthologized. Liz maybe would tackle HBJ about it for you, if you're interested.

Again, let me say how much I'm looking forward to becoming a Penguin penman.

very best

Ivan

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May 21, 1984

Ivan Doig
17021 Tenth Avenue, N.W.
Seattle, WA

Dear Ivan,

The pub date of Writers... will be November 1984, although books will be available in October.

I liked English Creek enormously; now it is dickering time with Atheneum. That is good news about The Sea Runners and a possible film; here's hoping.

If you enjoyed the Kennedy hoopla, imagine how he felt...

All best,

Gerald Howard

Gerald Howard
Senior Editor

GH/pw

14 May '84

Dear Gerry--

I need to check with you about the publication date of the western writers anthology, WRITERS OF THE PURPLE SAGE--is that definite for this November? I'm mentioning the book in an article in Montana: The Magazine of Western History--noting how many Montanans, ex- and current, are represented in the anthology; Russell Martin verifies my count that it's 9--and as the piece won't be out until late in the year, I want to be sure I'm safe in referring to the anthology as an accomplished fact.

All is well here. I don't know if Liz has had time to apprise you, but later this month I'm to deal with a possible movie offer for The Sea Runners. This is the second nibble in the past few months, and they guy this time is even known to have some money in his pocket. So we'll see. I hope all is well with you. I've much enjoyed the recent William Kennedy/Ironweed hoopla.

best,

Dan Weaver
Senior Editor
Penguin Books
625 Madison Ave.
New York NY 10022

Dear Dan--

Liz Darhansoff mentioned the other day that you'll be shepherding my Sea Runners into the Penguin edition, which I greatly look forward to. Let me know if you need copies of the reviews, on this one or the earlier two books; there've been some admiring ones along the way.

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Again, let me say how much I'm looking forward to becoming a Penguin penman.

very best

C suggests: Sea Runners in paperback shd go aboard Inland Passage cruise ships.

VICTOR B. SCHEFFER
14806 S.E. 54TH STREET
BELLEVUE, WASHINGTON 98006

(206) 746-2478

7 Dec 1982

Dear Ivan:

In response to your query I've read the bit about shooting hair seals and would suggest that in the next edition you change p.230, line 4, "harem-masters" to "males." The harbor seal, Phoca vitulina known locally as "hair seal" (to distinguish it from the Alaska fur seal), would be at Rialto beach the year around. But whereas the Alaska fur seal forms discrete harems, identified by a beaten path on the rookery beach where the harem-master or bull has patrolled his territory, the harbor seals are loosely organized during the breeding season. Promiscuous? Your story is OK as is, but if you're a perfectionist, you will want to make the change that I have suggested.

With best wishes,

Victor Scheffer

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Penguin Books Wins Carey-Thomas Award

Penguin Books has won the 1982 Carey-Thomas Publishing Award for the Penguin Contemporary American Fiction Series and the Penguin Originals Series.

The award, established in 1942 by the late Frederic Melcher, president of R. R. Bowker Co. and editor of *Publishers Weekly,* is given annually to a book or project that demonstrates creative book publishing, in terms of imagination, initiative, cooperation with the author, appropriate manufacture and successful promotion and marketing.

This year an Honor Citation went to the Library of America for its editions of American classics. Three Special Citations were also given: to Callaway Editions/National Gallery of Art for *Alfred Stieglitz: Photographs and Writings;* to Sierra Club Books for its series of books on environmental issues; and to Philomel for its books for blind children.

Books are nominated by staff members of *PW* and *Library Journal* and are judged by a different panel of judges each year, usually representing the library, critical and bookselling worlds. Judges this year were Susan Bergholz, manager of Endicott Booksellers in New York City; Murray L. Bob, director of the Chautauqua-Chattaraugus Library System in Jamestown, N.Y.; Herbert Mitgang, cultural correspondent for the *New York Times;* and Jonathan Yardley, book critic for the *Washington Post* and the *Washington Post Book World.*

The judges cited Penguin Books "for maintaining a strong commitment to publishing attractive, inexpensive editions of serious contemporary fiction. This award," the judges added, "is also to encourage similar endeavors elsewhere."

The awards will be presented June 29 at a luncheon at the Algonquin Hotel in New York City.

PEN-Los Angeles Presents Prizes

Novelist and playwright Christopher Isherwood's lifetime of work was recognized by the PEN-Los Angeles Center in its annual prize ceremonies May 21.

Isherwood, who is 79, has lived and written in Los Angeles for most of the years since he left Berlin in the late 1930s. Because of a sudden indisposition, he was unable to receive his award in person or to hear citations from, among others, the Santa Monica City Council and Mayor Tom Bradley of Los Angeles. Veteran Los Angeles printer and publisher Ward Ritchie, who had just been presented PEN's Publisher of the Year Award, accepted for Isherwood.

The renascent PEN center in Los Angeles, the only full-fledged center in the United States outside New York, conferred awards on a number of other writers whose work in the last year symbolized PEN's ideals.

Barry Gifford of Creative Arts Book Co. in Berkeley, received the organization's Maxwell Perkins Editor's Award, presented by Los Angeles writer A. Scott Berg, Perkin's biographer. In addition to being an editor and publisher, Gifford is the author of many novels.

The Thomas Thompson Nonfiction Book Award, given in honor of the late Los Angeles author of *Blood and Money* and *Serpentine*, was presented to Tom Reiterman for his *Raven: The Untold Story of the Reverend Jim Jones and his People* (E.P. Dutton).

Two San Francisco Bay Area writers, poet Thom Dunn and novelist Henry Bean, won the annual awards for poetry and first book of fiction, respectively. Dunn's winning book, *Passages of Joy,* was published by Farrar, Straus & Giroux, and Bean's novel, *False Match*, was published by Poseidon Press.

The award for writing for young people was shared by the authors of two Atheneum books, Zilpha Keatley Snider for *The Birds of Summer* and Clare Bell for *Ratha's Creature.*

Other PEN awards honored distinction by a promising student writer and writing for newspapers, magazines, television, radio and the stage. Because none represented PEN's ideals, no award was given this year in motion picture writing.

The President's Award was bestowed by outgoing PEN-Los Angeles Center president Larry Wilde upon Steve Allen for his "Meeting of Minds" on the Public Broadcasting Service. After accepting his award Allen addressed the 200 people gathered for the awards ceremony at the Beverly Hilton Hotel in Beverly Hills. Wilde then passed the gavel to PEN's new president, literary agent Andrew Ettinger, former West Coast editor and executive for Pinnacle Books and Harlequin Books.

CHARLES TRUEHEART

Successful Half Back Program Ends Early

Cut short by its success, Half Back, a program sponsored by the Ontario government, which turns each losing lottery ticket into a 50¢ coupon toward the purchase of a book by a Canadian author, is ending May 31, seven months earlier than expected.

More than 2-million lottery tickets were redeemed for the purchase of books by March 31, according to Barbara McIntosh, spokesperson for the

Academy and Institute Honors 27 Writers

Publishers as well as authors take tremendous pride in the annual awards of the American Academy and Institute of Arts and Letters. The awards cannot be applied for; they are given by a standing group (the organization has 250 members in music, art and literature); and some even stipulate that preference is to be given to artists whose work has not received due recognition. For publishers and editors, it is the ultimate payoff for their faith in noncommercial writing.

The high points of this year's ceremony May 18 were the awards of the Mildred and Harold Strauss Livings to Cynthia Ozick and Raymond Carver, and the presentation of the Gold Medal in Fiction to Bernard Malamud.

When the Livings—new this year and amounting to a stipend of $35,000 tax free for a minimum of five years—were announced by Academy president Arthur Schlesinger, Jr., the audience gasped. Asked later what she intended to do with so much Living, Ozick replied, hugging her husband, that first they would send their daughter to college—and then they would switch from generic paper towels to those with name brands.

Malamud, whose Gold Medal for Fiction is awarded only once in every six years, was introduced by Ralph Ellison. Ellison took the opportunity to read an essay in which he defended himself against an imagined slight in one of Malamud's novels and which, one hearer remarked, was longer than any of his short stories.

In his acceptance speech, Malamud paid tribute to Virginia Woolf as one example of writers who struggle against odds to complete their work. It was a poignant reference, considering Malamud's recent recovery from a heart attack and stroke. Calling the writer's life a privileged one, he said: "I have had that privilege for a while, and would gladly embrace it again if I could do the work better than before."

Stephen Dixon said of his award: "This is the first time they ever knew that I'm alive." Acknowledging that fiction writers often have less stable relationships with their publishers than poets—Dixon has been published by Street Fiction Press, Harper & Row and Johns Hopkins, and is now published by North Point Press—he said he hoped the award might make it easier to be published.

Reached by phone several days after the ceremonial, Dixon reported, however, that he had received three rejections within two days of accepting his prize. "I don't know what it means yet. I came home and washed the floor and now I have to feed the baby. Life goes on."

CAROLE COOK

Awards in Literature for 1983

(With principal publisher or publishers)

New Academy Members: Peter De Vries (Little, Brown), Richard Eberhart (Oxford), John Kenneth Galbraith (Houghton Mifflin), Peter Taylor (Knopf)

New Institute Members: William S. Burroughs (Holt, Rinehart & Winston), William H. Gass (David R. Godine), Richard Howard (Atheneum), Anne Tyler (Knopf), Mona Van Duyn (Atheneum)

Rome Fellowship in Literature: Gjertrud Schnackenberg (David R. Godine, Farrar, Straus & Giroux)

Witter Bynner Prize for Poetry: Douglas Crase (Little, Brown)

Sue Kaufman Prize for First Fiction: Susanna Moore (Houghton Mifflin)

Loines Award in Poetry: Geoffrey Hill (Houghton Mifflin)

Award of Merit Medal for the Short Story: Elizabeth Spencer (Doubleday)

Richard and Hinda Rosenthal Foundation Award: A. G. Mojtabai (Houghton Mifflin)

Mildred and Harold Strauss Livings: Raymond Carver (Knopf), Cynthia Ozick (Knopf)

Harold D. Vursell Memorial Award: Jonathan D. Spence (Viking)

Academy-Institute Awards in Literature: Alfred Corn (Viking), Stephen Dixon (North Point Press), Robert Mezey (Harper & Row), Mary Oliver (Atlantic Monthly/Little, Brown), David Plante (Atheneum), George Starbuck (Atlantic Monthly/Little, Brown), Leo Steinberg (Oxford), Edmund White (Dutton, St. Martin's)

Gold Medal for Fiction: Bernard Malamud (Farrar, Straus & Giroux)



Four newly elected members of the American Academy (l. to r.): Peter De Vries, John Kenneth Galbraith, Richard Eberhart and Peter Taylor

Penguin's U.S. Unit Doubles Gross Profit

The Penguin Group's U.S. unit, which includes Viking Press and Penguin Books, had 1982 sales of $31.4-million and a pretax profit of $2-million, more than double the profit of 1981, the British company announced recently.

The Penguin Group as a whole had sales of £56.2-million, up 19.0% over sales of £47.2-million in 1981. Pretax profits rose 42.1% to £5.6-million from £4.0-million. Debts fell to £5.8-million in 1982 from £8.2-million in 1981.

The company noted that "for the first time" all five Penguin companies contributed to the improvement in sales and profit, "emphasizing the international stength of the group." Penguin's U.K. sales in domestic and export markets were up and pretax profit rose 13.0% to £3-million from £2.7-million.

Zondervan Splits, Raises Dividend

Zondervan Corporation has split its stock 3-for-2 with delivery made May 16 to shareholders of record May 6. The company now has 3,879,053 shares outstanding.

On May 27 Zondervan made a cash payment of 7.5¢ per share to shareholders of record May 16, which represents an 18.5% increase in the dividend over the presplit rate of 9.5¢.

Just before the split, the stock was trading at more than $23 a share on the over-the-counter market, greater than double its 1982 range of $6.50-$14.25. In the first few days after the split became effective, Zondervan was trading at about $16 a share, up $2 on a presplit basis.

In the past six months Zondervan has also taken advantage of the strong advance in stock price and record sales and earnings by issuing over 500,000 new shares and refinancing $10-million of its prime-rate bank debt.

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June 2, 1994

Ivan Doig
17021 Tenth Avenue, NW
Seattle, WA 98177

Dear Ivan,

I know you're in touch frequently with Carolyn about what's going on with your books in Penguin, but I did just want to write a note to tell you how sorry I am that we couldn't come to an agreement with Simon & Schuster on your new novel. Needless to say, I hope we'll get another shot at it!

I also wanted to mention that we are reprinting The Sea Runners with its new cover in July.

I hope this note finds you well.

All best wishes.

Yours,

Kathryn Court

MAY 27, 1983/(ISSN 0000-0019) VOL. 223 NO. 21 $2.00

Publishers Weekly

The Journal of the Book Industry

EDITOR-AUTHOR CORRESPONDENCE TODAY: HOW GOOD IS IT?

THE WEST WATCH

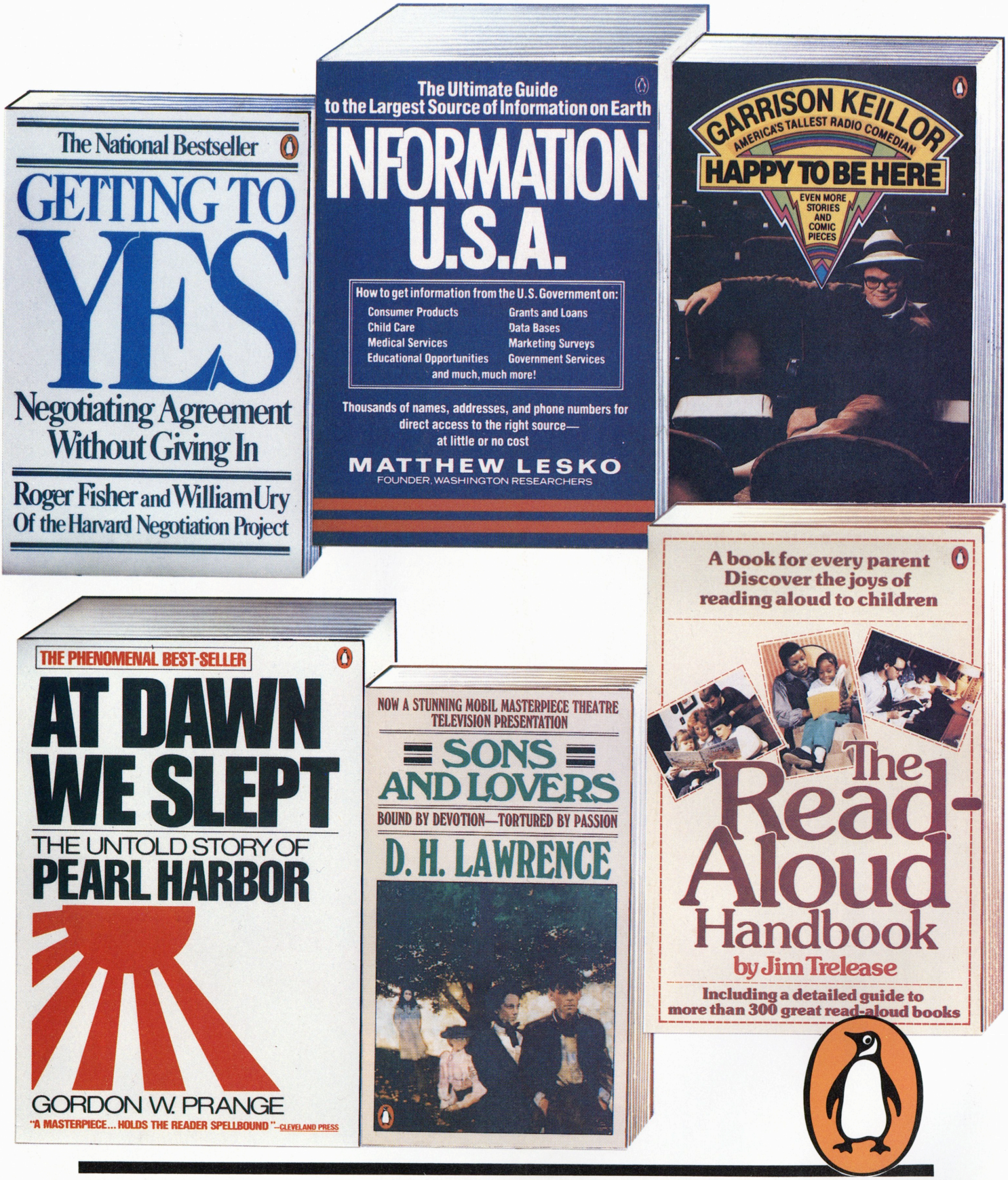
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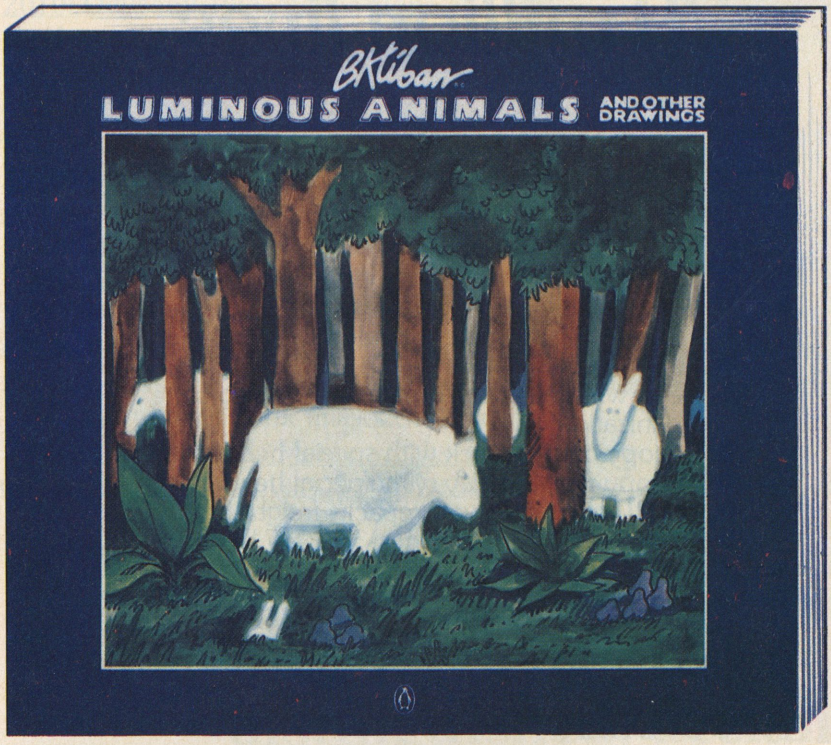
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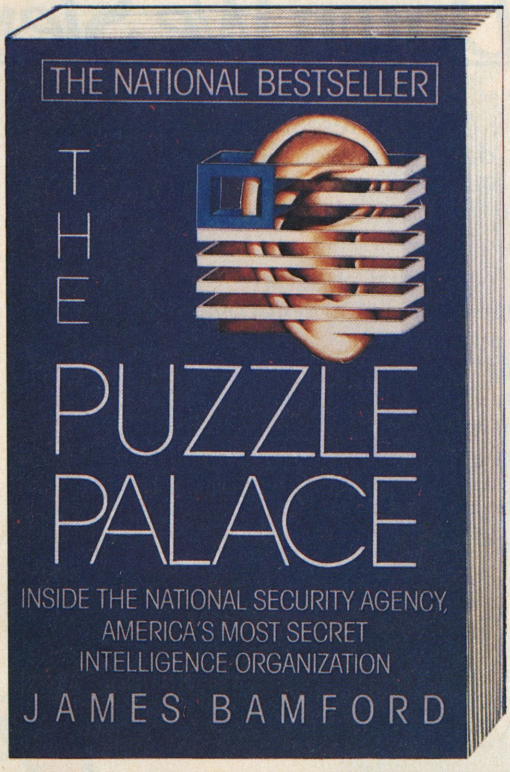
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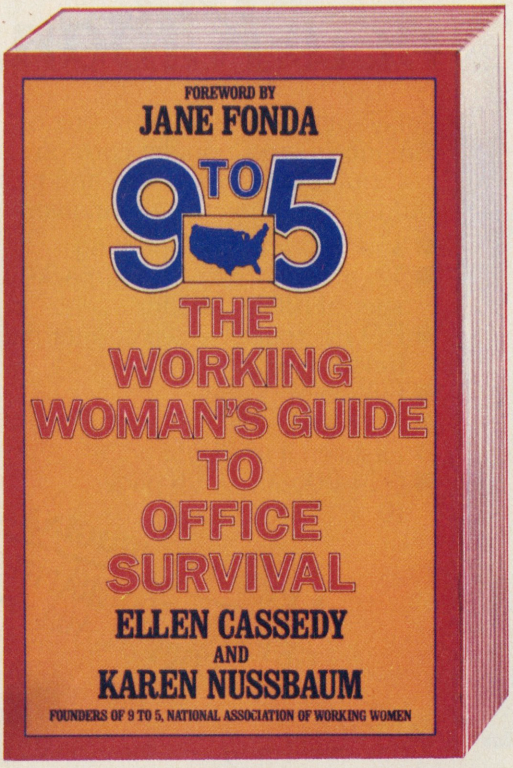
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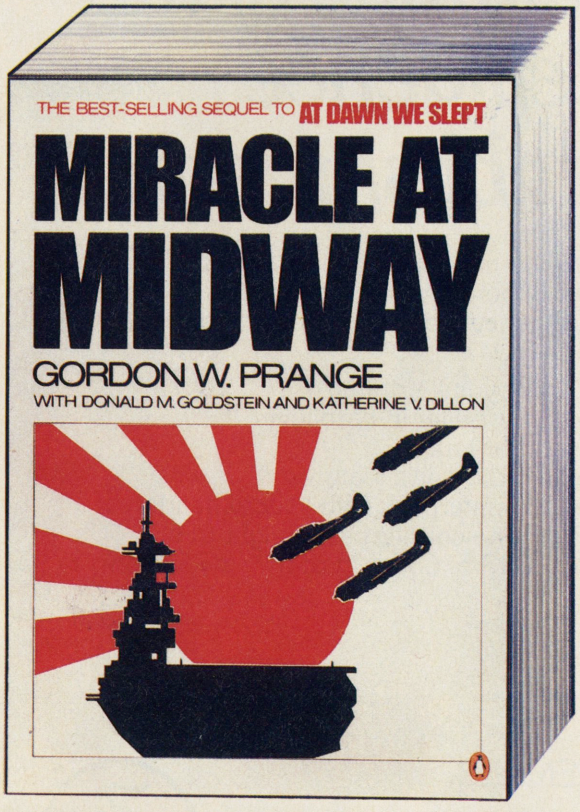
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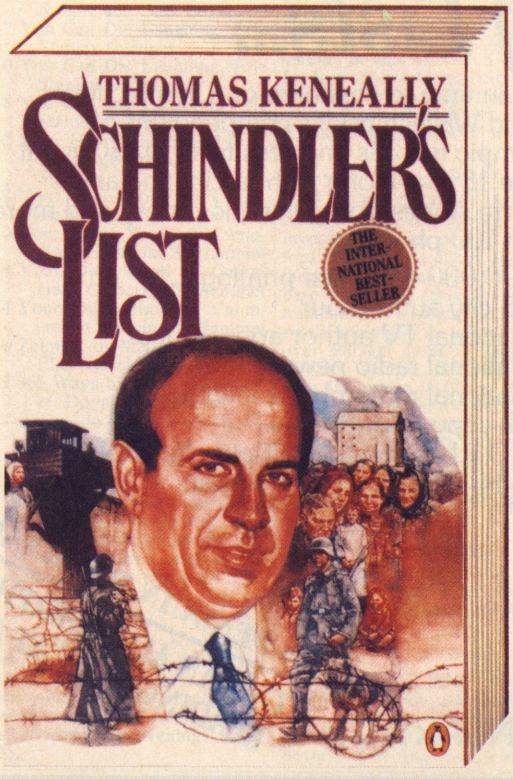


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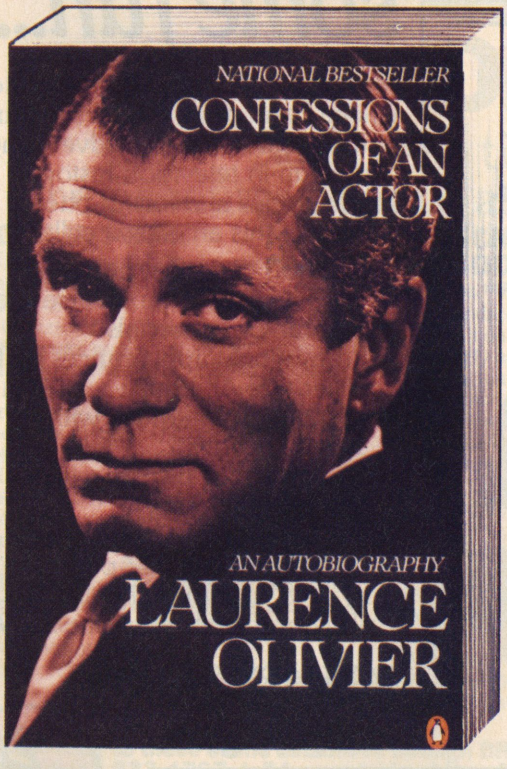


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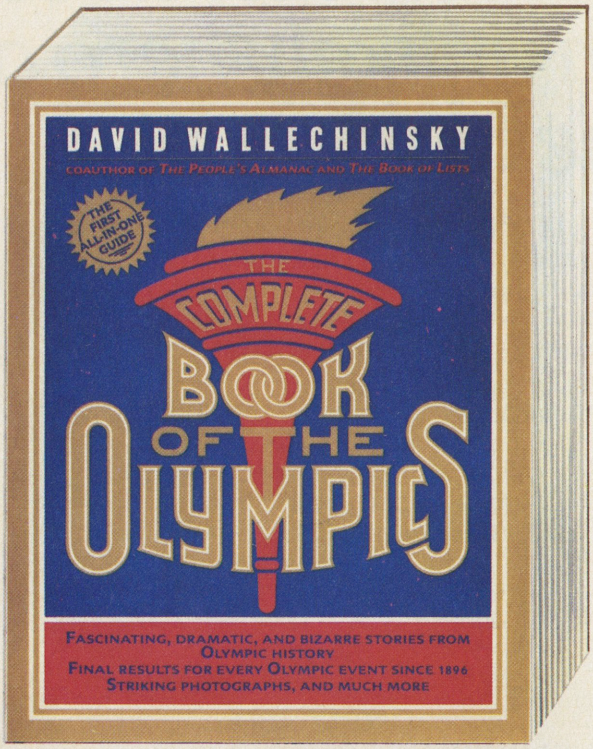
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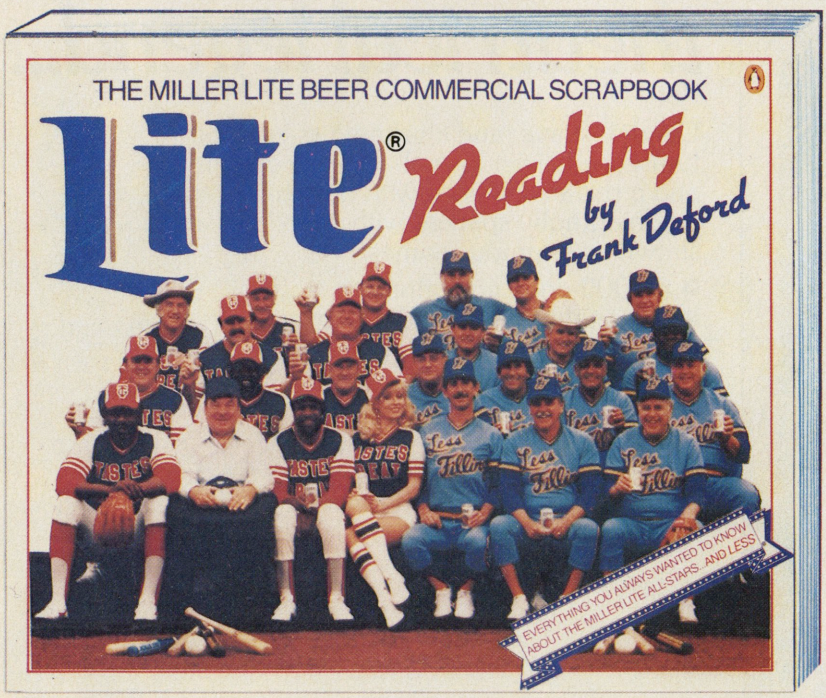
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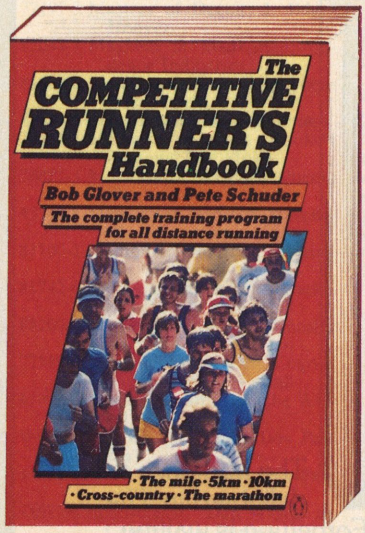
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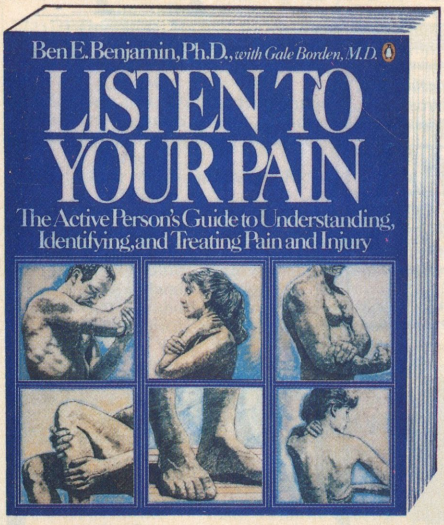
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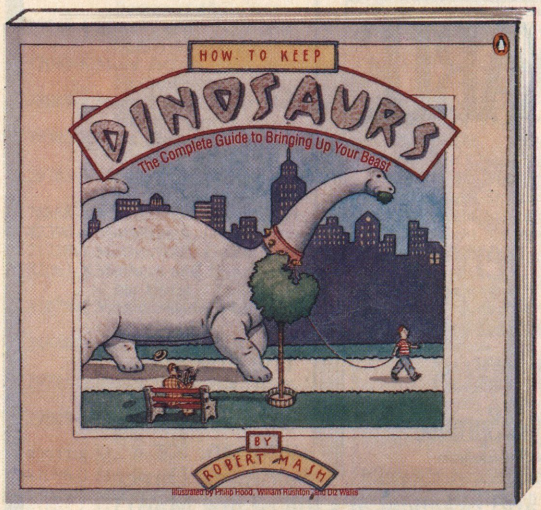
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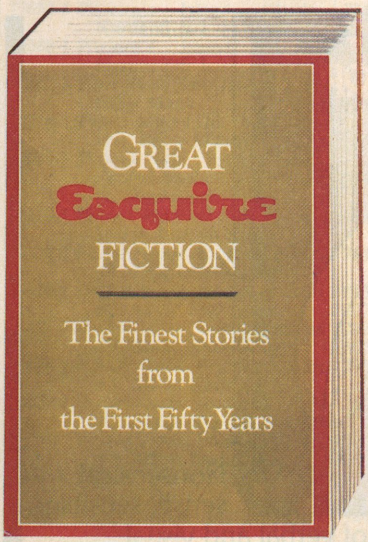
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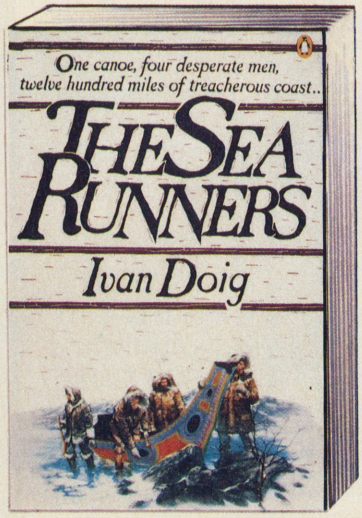
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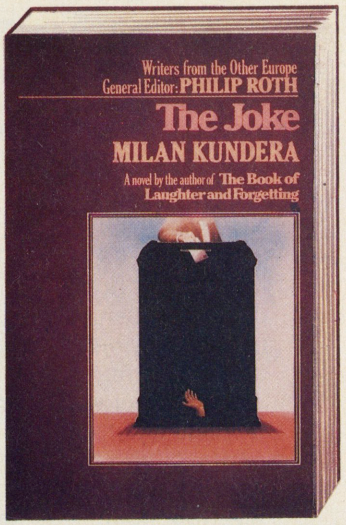
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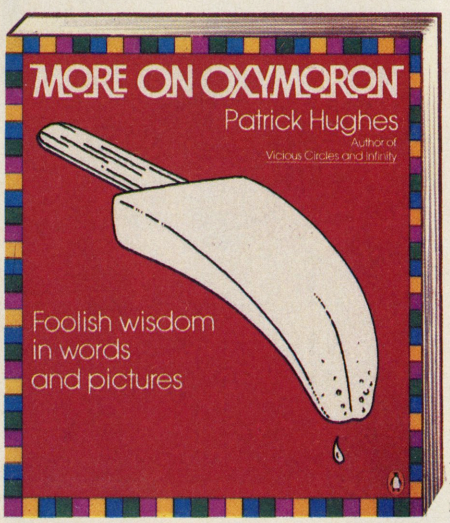
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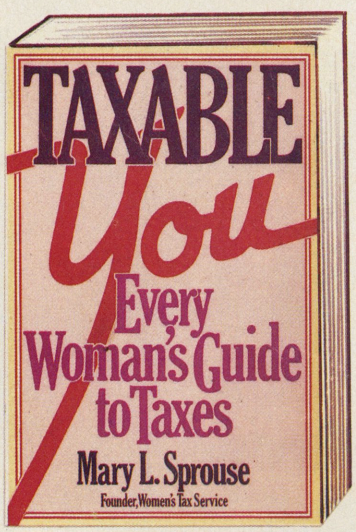
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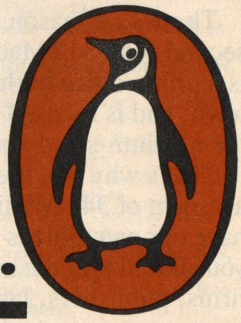
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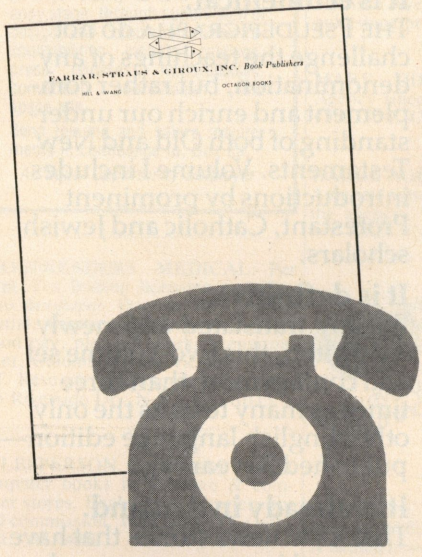
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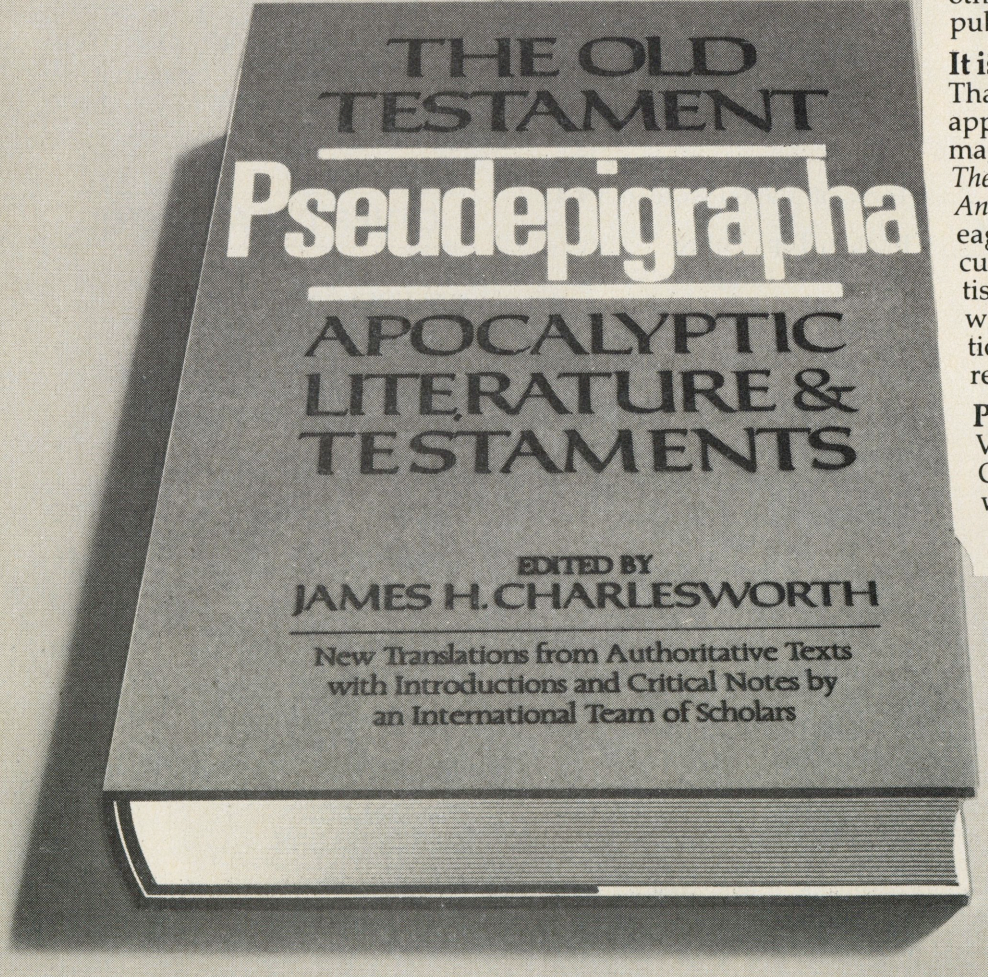
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PW AT A GLANCE

May 27, 1983

NEWS HIGHLIGHTS

The AAP and CIA give somewhat opposing views to two House subcommittees on President Reagan's directive requiring clearance of books by current or former government employees. The AAP testifies that at least 49 books published in the past 12 years—including books by Henry Kissinger and presidents Nixon, Ford and Carter—would have to have been cleared if the directive were in place. The AAP further states that the directive's effect would be "chilling" to publishers and authors. A senior CIA official admits that E. Howard Hunt hasn't submitted all his novels for CIA review and says that Ralph McGehee's *Deadly Deceits* took so long to clear because he made several submissions for clearance a chapter at a time.
Page 22

The William H. and Gwynne K. Crouse Library for Publishing Arts at the City University Graduate Center Library in Manhattan is dedicated. Conceived by the Crouses and Curtis G. Benjamin, former president of the McGraw-Hill Book Co., the library was funded, in great part, with money earned from more than 50 books by William Crouse dealing mainly with auto care.
Page 32

Capitol update on the library rate, math and science education funding and library aid.
Page 26

Company closeup. Stewart, Tabori & Chang's experiences since its founding two years ago illustrate the difficulties and rewards of a new, independent publisher. Sales are already over $2-million, and the company plans to turn a profit in 1984. *Page 24*

A Hemingway first fiction first: Bobbie Ann Mason wins the Hemingway Foundation Award, previously won by novels, for her collection of short stories, *Shiloh and Other Stories* (Harper & Row). Susanna Moore receives a special citation for her first novel, *My Old Sweetheart* (Houghton Mifflin), and the judges also recommend three other first novels that were strong contenders. *Page 27*

Lescron Enterprises, the Johnson City, N.Y., stripped paperbacks dealer settles with the 12 publishers that brought suit last year. Under the agreement, the publishers may inspect Lescron's facilities. *Page 23*

Thorsons Publishers is formed as a joint venture between Thorsons Publishers Ltd. of Great Britain and Inner Traditions International Ltd. in the U.S. The company intends to publish about 50 health books a year, both American originals and titles from the British parent. Ehud C. Sperling, president of Inner Traditions International, becomes president of the new firm as well, and Stanley B. Stetzer is named director of sales. *Page 25*

Garden Way's publishing division is bought by M. John Storey, president of the unit, who will continue cultivation of the Garden Way connection although he is transplanting publishing, marketing and editorial offices to Bennington from Charlotte, Vt. *Page 28*

Crown Books' parent company, Dart Drug, may make stock in the discount bookstore chain available to the investing public. If so, the company will have to disclose sales and earnings. *Page 23*

Alfred van der Marck, formerly general manager of McGraw-Hill's copublishing and foreign rights division, establishes his own imprint. Forthcoming titles include the four-volume *Historical Atlas of World Mythology* by Joseph Campbell, *The Red Couch: An American Epic* by Kevin Clarke and Horst Wackerbarth, *Masterpieces of Native American Art* by Jamake Highwater and *Futurism: From Marinetti's Manifesto to Tomorrow*, edited by Michael Early and Luce Marinetti. Sales, distribution and warehousing for Alfred van der Marck Editions will be handled by Harper & Row, San Francisco. *Page 28*

Ingram will soon have over 2500 software titles in its supply banks and is offering toll-free ordering, 24-hour turnaround, a weekly microfiche and quarterly inventory management reports as well as various discounts and stock-balancing privileges. *Page 23*

Bookselling & Marketing

Is market research a tonic for certain publishing programs, or does it serve only as a placebo? We recap the pros and cons (and the industry implications) that six experts in the field of market research raised in a recent half-day seminar, entitled "Market Research for Professional & Scholarly Publishers," sponsored by the AAP in New York City.

Also, "Sideline Update," which features new products of interest to booksellers, includes a newly "licensed" character—Abner Smoothie by name—that is soon to make its literary debut by way of Simon & Schuster's Little Simon division.
Pages 45, 46

Bestsellers

There are no new entries this week on our hardcover or trade paperback list. The new bestseller on the mass market list is:

- *The Onyx* by Jacqueline Briskin (Dell)

NEXT WEEK IN PW

An account of the activity at the recent 11th Jerusalem Book Fair leads off the issue, which also includes a penetrating look at the issues that indicate the unconstitutionality of minors' access laws. Watch for Computer Update, more reviews of computer books, Bookselling & Marketing's examination of telephone sales, Book Design & Manufacturing's report of Chicago Book Clinic winners, and an interview with Heywood Hale Broun.

YELLOW • PAGES

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Directory Lists 450 Agents
A new directory of North American literary agents (active in the U.S. and Canada) lists over 450 who are currently practicing and, in many cases, includes their attitudes toward unsolicited mss. and new writers and their principal interests.The book, *Literary Agents of North America: 1983–84 Marketplace* ($14.95), was compiled by Author Aid/Research Associates International, 350 E. 52nd St., New York, N.Y. 10022. It notes agents in 27 states, with no fewer than 116 in California and eight each in Illinois and Massachusetts.

Other findings, based on replies to a survey: of the agents who read mss. by as-yet-unpublished authors, nearly 80% charge in some way for the service; 15% won't read unsolicited queries at all; nearly 80% refuse to handle articles and only 8% deal with poetry. An unusual feature of the book is its use of symbols to show agents and agencies not listed in other guides and directories, including Bowker's Literary Market Place, the Directory of the American Society of Journalists and Authors and the *Writer's Market.*

Focus on Forecasts

Nonfiction *Page 57*
• Likely to be the summer's newsmaker: Kissinger as depicted by Pulitzer Prize-winner Seymour Hersh in a stunningly revealing exposé titled *The Price of Power.* (Summit)
• The *Washington Post* is dubbed *The Imperial Post* by Tom Kelly, who writes about the newspaper that rules our capital and about the Meyers and Grahams who made it so. (Morrow)
• In a challenging linguistic analysis originally published in his native country in 1967, the late French intellectual Roland Barthes decodes the mystique of *The Fashion System* through the subliminal messages conveyed in the *haute couture* press. (Farrar, Straus & Giroux/Hill and Wang)

Fiction *Page 59*
• Stanley Ellin, Grand Master mystery writer, moves in a new direction in *The Dark Fantastic,* a novel of racial hatred that itself could prove to be as explosive as its theme. (Mysterious Press)
• In an exuberant, ribald, if occasionally too modish satire, Argentinian-born Luisa Valenzuela paints a folkloric landscape of her country, *The Lizard's Tail,* assayed through the medium of an androgynous sorcerer. (Farrar, Straus & Giroux)

Paperbacks *Page 62*
• A generational saga surely destined for the bestseller list, *Thurston House* is a trade paperback by Danielle Steel. It's all here, fans: cathartic drama, romance, history, well-integrated subplots, strongly defined characters and a satisfying ending. (Dell)
• In *The Throwing Madonna: From Nervous Cells to Hominid Brains,* William H. Calvin presents 17 very readable essays, leading the reader through a maze of lore to an understanding of what the brain is and what it does. (McGraw-Hill)

Children's Books *Page 67*
• *The Story of Baseball* by Lawrence Ritter is a prize history of the national sport, with photos illustrating the text and anecdotes about heroes of the game, past and present. (Morrow)
• Lillian Eige makes her debut with an arresting novel about the relationship between a 14-year-old boy and an elderly man in *The Kidnapping of Mr. Huey.* (Harper & Row)

Quote/Unquote

People who work in this industry should be interested in the preservation of letterwriting not so that a future associate professor . . . can pry into the lives of people who'd perhaps rest easier if they were left alone but because they're beautiful works of prose.

David Reiff
Senior Editor, Farrar, Straus & Giroux, in "Dear Editor . . . Dear Author . . . " *(page 14)*

Collector's Items

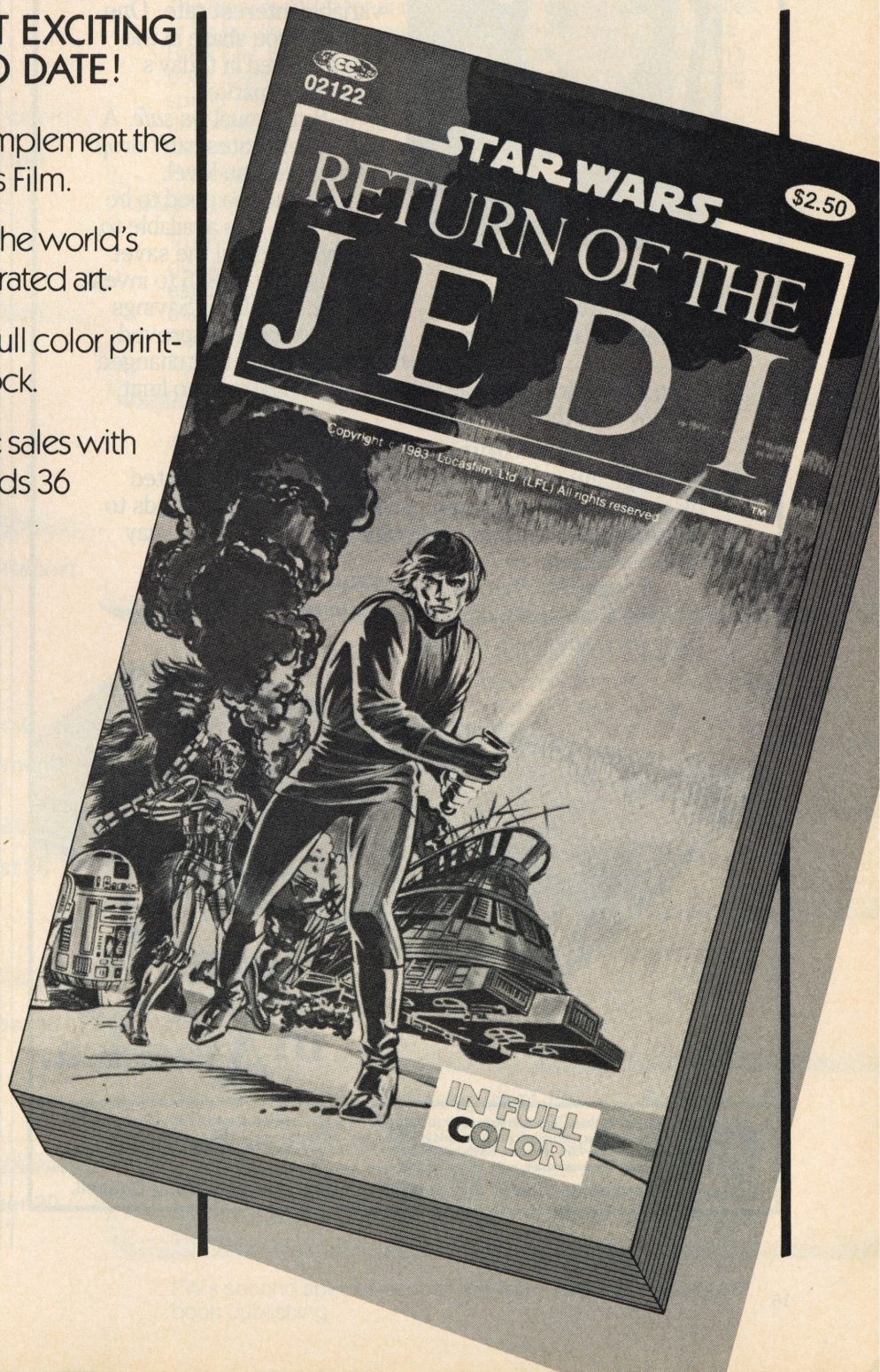
When Hardcover Fiction Sold at Below $7
Exactly 20 years ago, in the issue of May 27, 1963, the bestseller lists looked a lot different from their present format: there were no ISBNs, no position numbers—and no double-digit prices, either. Many authors, though, are still familiar names, and some of the books, too. Here's the fiction roster:

FICTION
The Glass Blowers (Doubleday, $4.95) by Daphne du Maurier. *Two months' sales, through May 17, on this title were 52,364.*
Raise High the Roof Beam, Carpenters, and ***Seymour—An Introduction*** (Little, Brown, $4) by J. D. Salinger.
The Sand Pebbles (Harper, $5.95) by Richard McKenna.
Seven Days in May (Harper, $4.95) by Fletcher Knebel and Charles W. Bailey.
Grandmother and the Priests (Doubleday, $4.95) by Taylor Caldwell. *As of May 17, this had sold 44,451 copies.*
The Moon-Spinners (Mill-Morrow, $4.50) by Mary Stewart.
The Tin Drum (Pantheon, $6.95) by Günter Grass.
Fail-Safe (McGraw, $4.95) by Eugene Burdick and Harvey Wheeler.
The Light of Day (Knopf, $3.95) by Eric Ambler.
The Moonflower Vine (Simon & Schuster, $4.95) by Jetta Carleton.
The Bedford Incident (Atheneum, $5.95) by Mark Rascovich. *There are 40,000 copies in print.*

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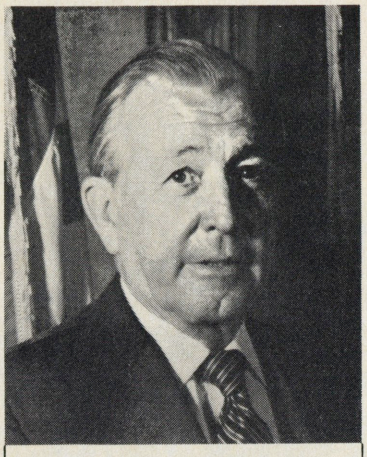
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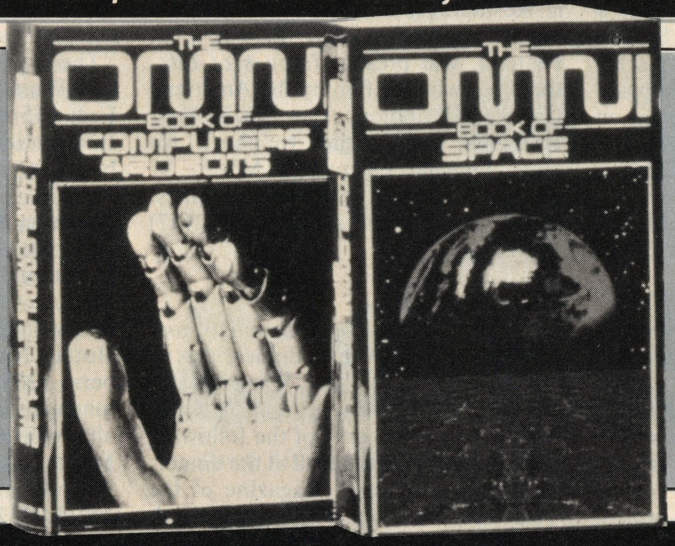
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FROM ZEBRA BOOKS IN OCTOBER, 1983

MEDIA

Ray Barron, who writes a weekly "Ad Notes" column for the *Boston Herald* and another weekly column for *New England Advertising Weekly*, will begin reviewing books on advertising, marketing, broadcasting and public relations for the two journals. Send appropriate review copies to: Ray Barron, *BH & M*, 80 Broad St., Boston, Mass. 02110.

Psychotherapy in Private Practice, a new quarterly journal published by The Haworth Press, will review books for psychiatrists, social workers and psychologists. The journal's focus is on private practice, so business and office management books are also welcome. Send review copies to: Robert D. Weitz, Editor, *Psychotherapy in Private Practice*, 7566 Martinique Blvd., Boca Raton, Fla. 33433.

The ***Theatergoer,*** a magazine about onstage and backstage news, trends and techniques; the ***Cat Lover,*** "for people who live with cats"; ***Travel Business,*** "the news digest for profit-minded professionals"; and ***Briefing,*** "the restaurateur's news digest," seek review copies of significant trade and professional books on their respective fields. Send books to the editor of the appropriate journal at Walter Mathews Associates, 28 W. 38th St., New York, N.Y. 10018; (212) 921-8012.

CALENDAR

Wednesday, June 8

American Medical Writers Association/ New England Chapter dinner meeting, 6 P.M. (drinks), 7:15 P.M. (dinner), Stella Restaurant, Boston, Mass. Ronald Waife, chairman, 1982 AMWA Film Festival, will present *Images of Life*, the prize-winning film by the American College of Radiology. Fee: $18.50. Reservations, accompanied by check, to: New England Chapter, AMWA, 37 Forty Acres Dr., Wayland, Mass. 01778. Information: Judith Linn, (617) 358-7071.

Thursday, June 9

American Society of Journalists and Authors annual awards dinner, 6 P.M. (drinks), 7 P.M. (dinner), Warwick Hotel, Ave. of the Americas at 54th St., New York. Recipients of the following awards will be announced at the dinner: Author of the Year, Magazine of the Year and the Mort Weisinger Award. Reservations: $20 members, $23 nonmembers, in advance. Contact: Dorothy Stearn, ASJA, Suite 1907, 1501 Broadway, New York, N.Y. 10036; (212) 997-0947.

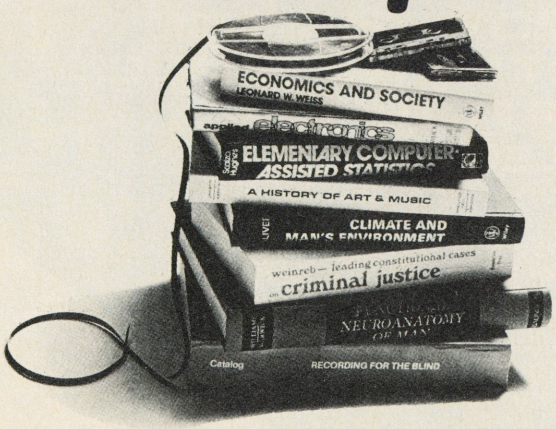
Tuesday, June 14

Women's National Book Association/ San Francisco Chapter dinner meeting, Commandant Rm., Marine's Memorial Bldg., Sutter St., San Francisco. The Bay Area Book Woman of the Year Award will be presented to Cyra McFadden, author of *The Serial*. Pat Holt, book editor, *San Francisco Chronicle* (and last year's Woman of the Year) and McFadden will speak on "The Life and Times of a Contemporary Woman Writer in San Francisco." Fee: $15 members, $17 nonmembers. Information and reservations: Elizabeth Lay, (415) 652-0556.

Thursday-Friday, June 16-17

Association of American Publishers International Division two-day workshop, 9 A.M.-5 P.M., "The Fundamentals of Foreign Rights," Prince George Hotel, New York. Fee: $165 members, $265 nonmembers (includes two lunches, four refreshment breaks and all conference materials). Information: Mark Hussey, International Division, AAP, One Park Ave., New York, N.Y. 10016; (212) 689-8920. □

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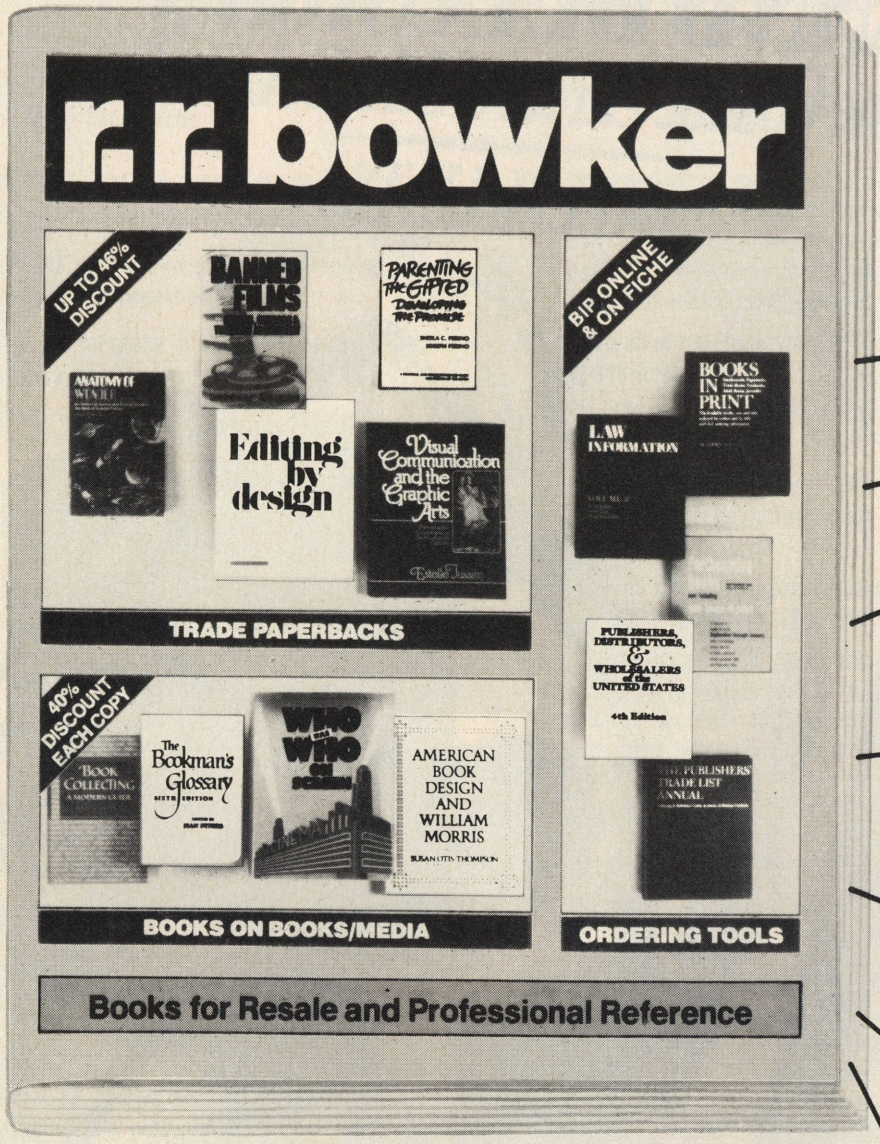
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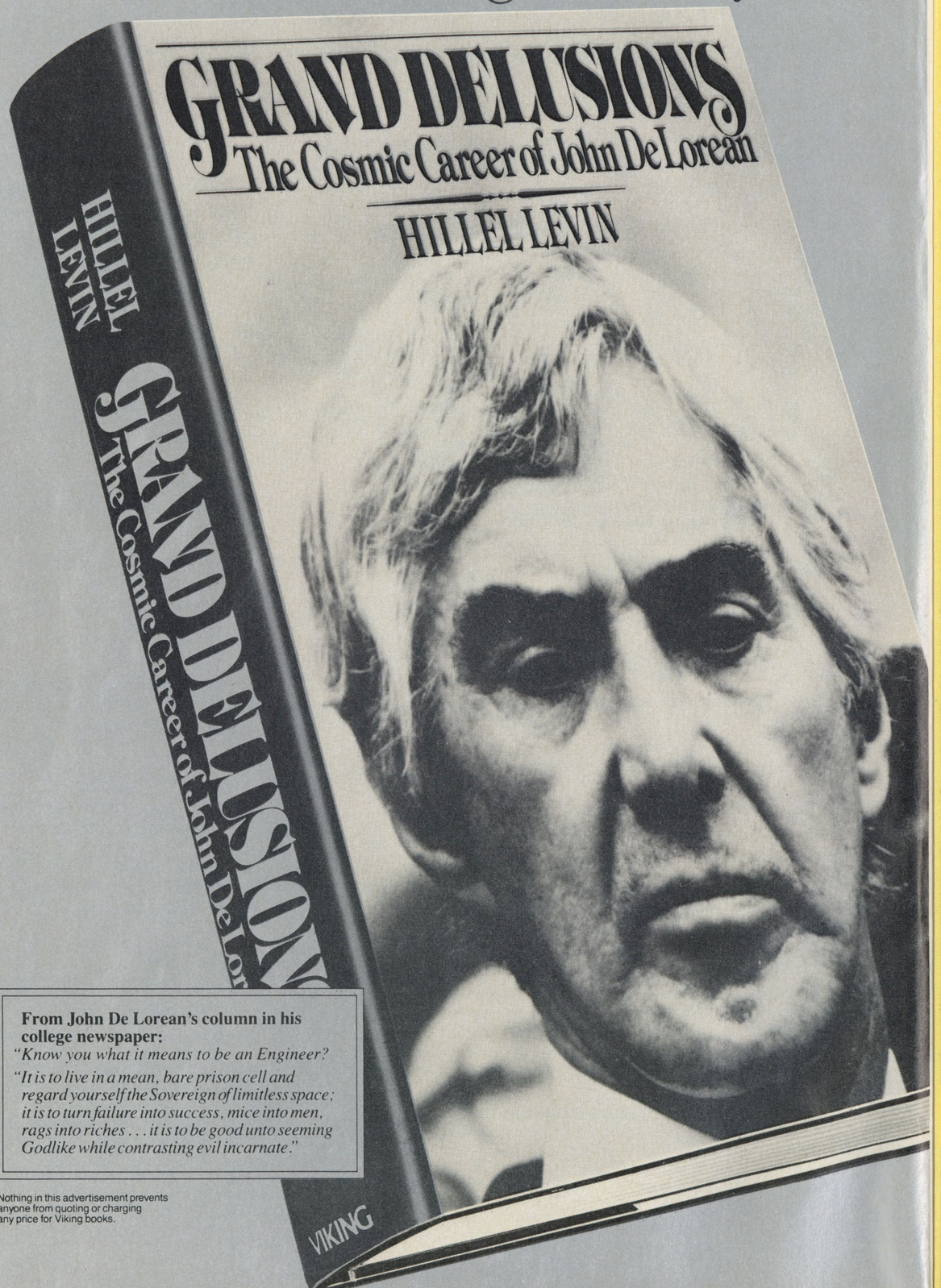
- **How does my bookstore obtain a SAN number?**
- **Where is my competition and what is their specialty?**
- **How do I find out-of-print/ out-of-stock information?**
- **Who's who within book and magazine publishing houses, and how do I reach them?**
- **Which subject areas were popular in 1982 and which are likely to grow?**
- **How do I find local wholesalers for fast book shipment to my store?**
- **Where is an all-time best seller list?**

This new catalog provides information on new product lines designed for bookstore resale—and for professional reference—

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- **"Market Place Directories" Retail Program** makes the *Literary Market Place,* the *Magazine Industry Market Place,* the *Audio-Visual Market Place* and the *Direct Marketing Market Place* directories available for resale at *30% discount on each copy.* And, this year for the first time, LMP will be available in October for Christmas gift buying!
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From John De Lorean's column in his college newspaper:

"Know you what it means to be an Engineer?

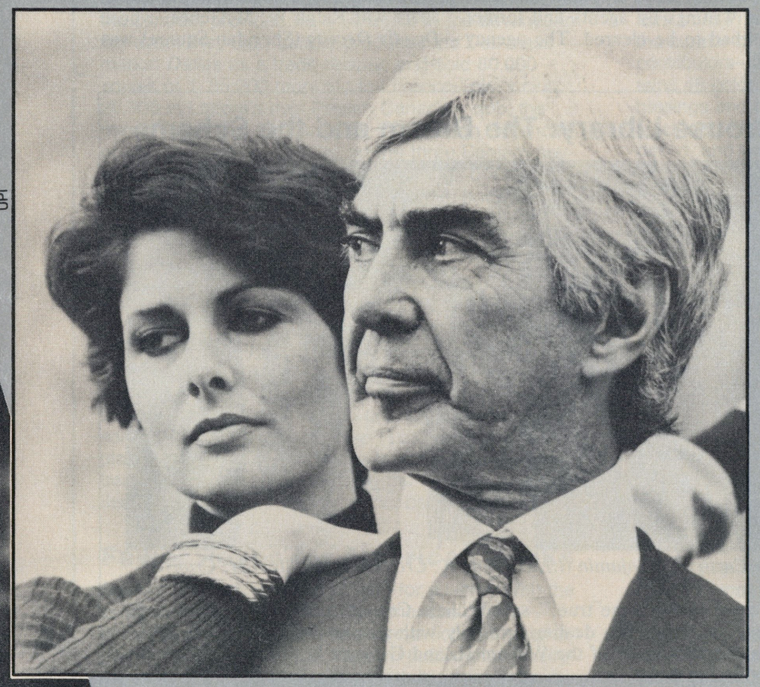
"It is to live in a mean, bare prison cell and regard yourself the Sovereign of limitless space; it is to turn failure into success, mice into men, rags into riches . . . it is to be good unto seeming Godlike while contrasting evil incarnate."

Nothing in this advertisement prevents anyone from quoting or charging any price for Viking books.

John Wayne and Martin Luther King.

He was always larger than life: the "A" student who seldom cracked a book, the self-proclaimed Big Man on Campus, the *wunderkind* engineer who single-handedly saved Pontiac, the marketing wizard who gave America's youth its muscle cars, the corporate bad boy who shot to the top of GM and tossed it away, the flamboyant Hollywood swinger, the visionary entrepreneur, the champion of the black worker here and the unemployed in Belfast, the charismatic millionaire who treasured the comforts of home and hearth.

It was all too good to be true. And it wasn't.



Hillel Levin, the investigative journalist who blew the whistle on John De Lorean—*a full year before De Lorean's spectacular arrest on drug-trafficking charges*—now pulls away all the struts that propped up De Lorean's facade and reveals the truth behind the finely crafted image.

From the beginning—as Levin shows—De Lorean's career seemed to be fueled by a remarkable talent for scamming. Through meticulous research and interviews with players in De Lorean's inner circle, Levin unravels the court cases and lawsuits that accompanied his ascent ■ examines the convoluted and bizarre business schemes ■ explores the labyrinth of holding companies and paper corporations that channeled huge sums of other people's money into his personal control ■ pieces together the saga of the gull-wing car that De Lorean still believes will rise again, Phoenix-like, from its ashes.

And at the center of the story: the devoted father, husband and born-again Christian, preparing now for public baptism and a reaffirmation of his marriage vows.

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Editor: Madalynne Reuter/Assistant Editor: John Mutter

AAP Warns Review Decree Could Punish Publishers

At least 49 books published in the past 12 years—including those by Henry Kissinger and former presidents—would have to have been cleared or censored by various government agencies before publication if President Reagan's recent directive on prepublication review had been in force, according to the Association of American Publishers. The AAP also warned that the directive could be used to take punitive action against publishers who failed to make sure an author was living up to his perceived obligations to the government.

The AAP's contentions were included in written testimony to two House subcommittees that held a joint hearing April 28 on Reagan's directive to expand the CIA's prepublication review process to cover all government officials or contractors with access to "sensitive compartmented information." Although the administration won't release the number of government officials who would be covered by the expansion, one estimate placed it in excess of 100,000.

At the April 28 hearing, Rep. Don Edwards (D., Calif.), chairman of one of the subcommittees, questioned CIA officials closely about whether they treat authors such as E. Howard Hunt and Frank Snepp equally.

(The Supreme Court decision three years ago upheld the CIA process, which resulted in Snepp's paying the federal government all the royalties from his book, *Decent Interval* [Random House], and submitting two novels for clearance.)

Edwards asked Charles E. Wilson, chairman of the CIA Publication Review Board, whether all of Hunt's novels had been reviewed by the CIA. "No, not all of them," Wilson replied, but added, "Mr. Hunt has been fairly faithful" in making the submissions.

"There is a specific reason for reviewing a work of fiction . . . when a work of fiction gets too close to fact," Wilson said. "Mr. Hunt has voluntarily submitted several of his novels for our review, and I assume because he wanted to be absolutely certain that his fictitious account was not getting too close to fact."

Wilson added that Hunt's failure to submit material "would not violate his agreement unless the material that he wrote about fit the guidelines under which the Publications Review Board operates," meaning the author had been exposed to classified materials.

Snepp, who sat in the audience taking notes on the hearing for an upcoming book for Random House on the incidents surrounding his landmark case, told *PW* that the CIA had misrepresented the situation.

He noted that Wilson and Ernest Mayerfield, CIA deputy general counsel who handles the prepublication review process, made it appear that only certain writings by agents and former agents had to be cleared. The agency signalled his lawyers that he would be immediately subjected to prosecution if he failed to get prepublication review on anything he wrote or said in a speech, Snepp said. "I have to submit just so they can see if I should have submitted," he said, and suggested the same treatment is given all authors who publish works unfriendly to the CIA.

His next book for Random House, he said, promises to create another stir because during his successful lawsuit against the government, several bits of classified information were divulged. He plans to put them in this book, which will have to be cleared by the CIA, he said, but noted that recent administration directives allow the government to reclassify material already made public.

One of the authors caught in a similar snare was Ralph W. McGehee, whose *Deadly Deceits* (Sheridan Square) was

Crouse Library: The Dream and the Scheme



© 1983 Peter Harris/CUNY Graduate Center

Curtis G. Benjamin (l.), Gwynne K. Crouse and William H. Crouse

"It's a dream come true," said William Crouse, author of more than 50 McGraw-Hill books dealing primarily with automotive mechanics, at the May 10 dedication of the William H. and Gwynne K. Crouse Library for Publishing Arts.

"It's a scheme come true," said Curtis G. Benjamin, former president and chairman of the McGraw-Hill Book Company, who with the Crouses, conceived the idea of a comprehensive collection of industry materials easily accessible to all users. Housed within the City University Graduate Center Library on New York City's 42nd Street, the library will be open in the evening as well as during working hours, and through interlibrary loan provisions, its materials will be available to users across the country.

At the dedication ceremony, Benjamin revealed still another scheme. Noting that bachelor's degrees are given by 175 schools in journalism and many more in "something called communications," Benjamin said he hoped CUNY would break through and become the first institution to award BAs in book publishing.

BULLETIN

A settlement "with teeth in it" with Lescron Enterprises, a dealer in stripped books in Johnson City, N.Y., has been announced by 12 paperback publishers. Under terms of the agreement, in effect for five years, the publishers may inspect Lescron's premises for coverless books and interview its personnel. This is the second settlement in the publishers' suit against 10 dealers.

published earlier this year with a section outlining his two-year experience in getting the CIA to clear his manuscript. When McGehee's case was mentioned to Wilson, he said the author's assertions were incorrect.

"Over the course of two years, Mr. McGehee made several submissions to the CIA for clearance," Wilson said. He said the submissions involved "three lengthy manuscripts, each of which was yet another attempt to end up with a successfully reviewed and authorized" manuscript for the publishers. McGehee also made his submissions a chapter at a time, causing the review process to take longer than normal, Wilson said. "We are not talking about one review, we are talking about numerous reviews."

The AAP's testimony attacked the review process as a violation of the First Amendment that "cannot help but have a pronounced chilling effect on the publishing process and a devastating impact on informed public discussion which is at the heart of our system of democratic government."

The AAP list of books that would have been reviewed had the directive been in force, compiled after a random sampling, includes works by John Dean, John Kenneth Galbraith, W. Averell Harriman, Hubert Humphrey and Arthur Schlesinger.

Besides slowing down the writing process, the review directive will "cripple" the ability of an author to deal with a publisher "until after the writing has been approved for publication," according to the AAP. This will lead to "dulling, frustrating or destroying the incentive of present or former government officials to write and seek to be published. Further, as a practical matter, the inability of author and publisher to collaborate throughout the process of development of a manuscript also will result in the publication of fewer works."

Another threat lies in having members of one administration empowered to pass judgment upon the writings of those they replace. "The latitude afforded under the directive will inevitably invite both delay in publishing and politically motivated excisions which will have the effect of harassing those who would criticize their political successors," the AAP commented.

The association also told the panels that it was concerned that breaches of nondisclosure agreements might be enforced "against third parties such as book publishers. The destructive impact of the directive on the public's right to be informed on matters of deep concern can only be exacerbated by the serious chance that a publisher who publishes a book not cleared by the government will be subject to onerous penalties . . . . The effect of the directive is to place publishers in the wholly untenable position of choosing between policing compliance with the author-employee's submission obligations—in order to legally protect themselves—or foregoing publishing works falling within the scope of the directive."

The testimony concluded with the observation that the people who are likely to jeopardize national security are unlikely to write books or be deterred by the directive.

HOWARD FIELDS

Crown Books May Sell Shares on Stock Market

Shares of Crown Books, a fast-growing chain of discount bookstores, may soon be available on the stock market. Dart Drug Corp., a major owner of Crown, has announced that public sale of Crown stock is being considered, but disclosed no other information.

Stock in Dart, which reported 1982 earnings of more than $9-million, has been available for years, while its two primary subsidiaries, Crown and Trak Auto, have been free of financial disclosure requirements.

Last month, Dart sold to the public 5.8-million shares, or 32% of the stock, in the four-year-old Trak. Since then, public filings that are required show that Trak earned $4-million for Dart last year. If the six-year-old Crown operation goes public, it, too, will have to make financial disclosures.

In 1981, when Dart sold half its interest in Crown to Thrifty Drug, a California chain, the 50% sale was disclosed at just over $12-million. Thrifty already had been a Dart partner in Crown's West Coast stores. Since then, Crown stores have opened in Chicago and Houston and now total 125 nationwide.

Herbert Haft is the founder, chairman and president of Dart. In 1977, his son Robert, a 1973 Harvard Business School graduate, founded Crown Books, and by promoting books on the *New York Times* bestseller list at 25% to 35% off the list price, and using the slogan "If you paid full price, you didn't buy it at Crown Books," has become the major bookseller in the Washington, D.C., area.

H.F.

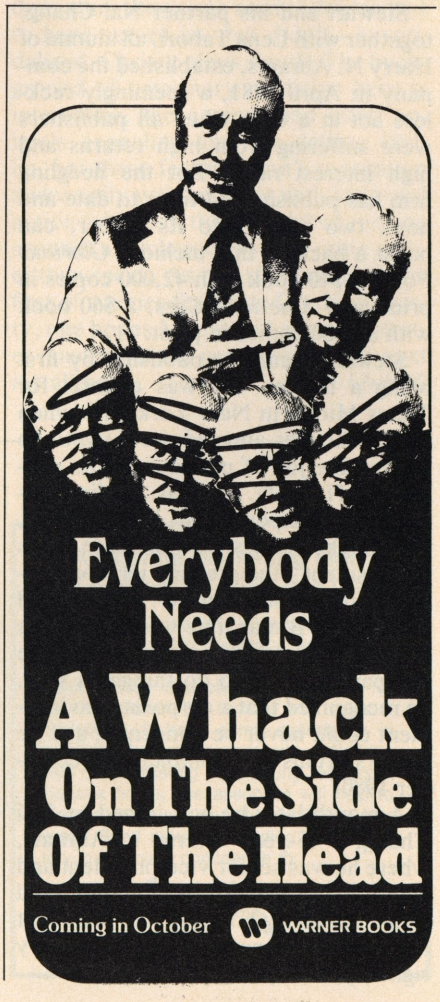
Ingram to Distribute 2500 Software Titles

Ingram Book Company, the nation's largest trade book distributor, which now has bestselling computer software titles in stock, has announced that it will expand its inventory to 2500 titles by the end of summer.

Ingram will offer toll-free ordering, 24-hour turnaround, a weekly software microfiche, quarterly inventory management reports and a technical support staff—services, Ingram claims, that are "unparalleled by any current software distributor."

All software will be net priced with volume discount incentives and stock-balancing privileges. The minimum software order will be $100. There will be no minimum order requirement, however, for software orders placed with a minimum book order of 10 copies. All orders over $500 will be sent freight prepaid by a carrier offering delivery within three days in the continental United States. Ingram customers can earn up to a 7% volume purchase discount, plus Ingram's regular 2% cash discount.

A special introductory software offer for booksellers will be announced at the American Booksellers Association convention, according to a release from Ingram.



COMPANY CLOSEUP

Stewart, Tabori & Chang

Started in a recession, the two-year-old publisher of high-ticket illustrated books had nearly $2.2-million in sales last year and may make money this year

by Madalynne Reuter

It takes a gratified publisher, when mentioning gross sales for one year of nearly $2.2-million, to say with something close to satisfaction, "We lost money as we planned." Andrew Stewart, president of Stewart, Tabori & Chang, was speaking of 1982, his firm's first full year of operation as a publisher of illustrated books. "We may make money in 1983," Stewart continued, "and if we do, it will be more than we planned. However, we *do* plan to make money in 1984."

Stewart and his partner Nai Chang, together with Lena Tabori, all alumni of Harry N. Abrams, established the company in April 1981, a seemingly reckless act at a time when all publishers were suffering from high returns and high interest rates. But the fledgling firm has published 14 titles to date and now, two years into its career, can boast a backlist that includes *Glorious Food,* a $40 book with 42,000 copies in print, and *American Cars,* a $60 book with 30,000 copies in print.

Stewart became a publisher by first being a lawyer. He was counsel for Times Mirror in New York City when in 1975 he was amazed, he says, to be offered the job of president of its subsidiary, Harry N. Abrams. Feeling flattered but inexperienced, Stewart says, he thought the first two or three years as president "the greatest job conceivable" (his present one is "unparalleled on earth"). But as time went on and he wanted to do things his way and the company wanted to do things its way, he recognized that a corporate environment could never be congenial, and he left to start his own company in December 1980.

A month later he was joined by Nai Chang, a 15-year veteran at Abrams, where he was senior vice-president and head of design and production, and Lena Tabori, who was vice-president involved with special sales, subsidiary rights, publicity and promotion.

Tabori had left Abrams to establish Welcome, a licensing and packaging company. Putting on a second hat, she became associate publisher and vice-president in charge of marketing for Stewart, Tabori & Chang, but since December, finding that she was "too involved in too many other things," she has withdrawn from day-to-day managerial responsibilities. She remains, as Stewart puts it, "shareholder, close friend and close adviser." And contributor to the S T & C list. With Jane Lahr she edited *Love: A Celebration in Art and Literature,* and she is editor of *American Crafts*, coming in the fall.

Stewart maintains that starting the company in the short period of four or five months during a recession had a lot of luck attached to it. "One thing led to another. I don't think I could do it again. I was simply lucky to find the right people in a short time."



Andrew Stewart (l.) and Nai Chang discuss (what else?) illustrations

Stewart spoke to 15 or 20 potential investors and secured six. A key person during the start-up period was Peter Workman, who was enthusiastic about the project and who wanted Workman Publishing Co. to distribute the as yet unpublished line.

Financing was a three-step process. Because Stewart, Tabori & Chang got off to a faster start and consumed more cash than anticipated, the initial $800,000 in funding was not enough. The second step added $200,000, still with the original six investors, and the third step another $200,000, with a seventh investor involved. The company now has $1-million in equity and $200,000 in debt.

"For a while cash flow was tight, and I didn't take a salary for most of last year," Stewart says. "But we feel in good shape now."

He does not minimize the difficulty of a new house finding acceptance. "Bookstores don't know who you are, and it takes a year to figure you out. Even your own salespeople are learning who you are. It used to upset me at first when a salesman would see the finished book and say, 'Wow, it's as beautiful as you said it would be.' "

The reaction of retailers was similar. Although S T & C books advanced poorly last fall, reorders were strong. *American Anthem,* for example, advanced only 3000 copies but then sold out the entire printing of 10,000 on reorders. "It was entirely the response of booksellers and their customers seeing the physical book," Stewart says.

In his last years at Abrams, Stewart gave the list a more commercial character, with such titles as *Gnomes, Fairies, The National Air and Space Museum* and *Broadway Musicals*. "I love them, and they are the kinds of books we seek to do here—beautifully done, illustrated books directed to a broad market. Perhaps not as broad as Kliban, but much broader than the typical art books done by a general trade house. Much as I love it, I would rarely allow myself the indulgence of, say, early Germanic painting. The American public is not ready for very many of those."

Examples of what a portion, at least, of the American public is ready for are S T & C's *Galaxies,* which has 70,000 copies in print in the $16.95 paperback edition and 20,000 in the $27.50 hardcover edition.

Although the amount of cash involved in producing an extravagantly

illustrated book is great—and the risk is proportionate—Stewart maintains that prices of S T & C titles are lower than equivalent books by other publishers. "With few exceptions," Stewart says, "our books are our ideas, as opposed to buying something in. We don't have to pay high royalty advances. And I think we have a good idea of what works. Several of us have had lots of experience, and when you can concentrate that experience and energy on a small number of titles instead of diffusing it on 50 or 60 a year, you can do a good job."

Chang, who watched over as many as 70 titles a year at Abrams, agrees. "Although I felt attached to every book at Abrams, here we feel that our policy of producing quality books cannot be undermined because we are able to exert close controls."

Stewart believes the size of a staff should be governed by the size of the list, with one person per title as the perfect ratio. S T & C has nearly reached the ideal ratio—"sooner than expected," Stewart observes—with a staff of 15 and a list of 10 to 12 books and two to three calendars a year.

The environment for the optimum number of staff members has also been planned: a light-flooded space with no partitions except for Stewart's office, and even there the walls, floor to ceiling, are of glass. "Communication is easier because we are all working close to each other," Chang explains.

On the drawing board—and in this company it's a literal expression—are *Cowboy: The Enduring Myth of the Wild West* ("the best illustrated book I ever had anything to do with," says Stewart, making no effort to conceal his enthusiasm) and *The Taste of France* ("perhaps the most beautiful book I ever had anything to do with"), with the same format as *Glorious Food*.

"Our principal interest is in making books, not money," declares Stewart as Chang nods in agreement. "If it were money, we both could be making more in other places. The financial side is important, but books come first."

Toby Olson's *Seaview* Wins Faulkner Award

The $5000 PEN/Faulkner Award for Fiction has been given to Toby Olson for his novel *Seaview*, published by New Directions. The award was conferred May 21 in Washington, D.C., at the Folger Shakespeare Library.

Stipends of $1000 were presented to the five writers nominated for the award: Maureen Howard for *Grace Abounding*, Bobbie Ann Mason for *Shiloh and Other Stories*, George Steiner for *The Portage to San Cristobal of A.H.*, Anne Tyler for *Dinner at the Homesick Restaurant* and William S. Wilson for *Birthplace*.

Thorsons Publishers Formed by Two Houses

Thorsons Publishers, Inc., has been founded as a joint venture by Thorsons Publishers Ltd. of Great Britain and Inner Traditions International Ltd., an American house.

The new company will specialize in health books, and plans to put out about 50 a year, some of which will be new and backlist titles from its British parent. At the same time Thorsons will originate titles in the U.S. that will be released in the U.S. and U.K. simultaneously.

Thorsons's first list includes *Homeopathic Medicine: A Doctor's Guide to Remedies for Common Ailments* by Trevor Smith, M.D., *Relaxation and Meditation Techniques: A Complete Stress-Proofing System* by Leon Chaitow, *The Brown Rice Cookbook* by Craig and Ann Sams, *The Magic of Tofu* by Jane O'Brien, *Vitamin C* by Dr. Leonard Mervyn and *Minerals: What They Are and Why We Need Them* by Miriam Polunin.

The British parent company, Thorsons Publishers Ltd., has a list of over 1000 titles and publishes 100 books a year. The company, which owns Aquarian Press, A. Thomas & Co., Science of Life Books and Turnstone Press, says that it has grown 35% in sales in the past year.

The American parent company, Inner Traditions, was established in 1975 by president Ehud C. Sperling, who is president of Thorsons Publishers. Stanley B. Stetzer is director of sales.

Thorsons Publishers is located at 377 Park Ave. S., New York, N.Y. 10016; (212) 889-8350.

550 Small Presses Exhibit in N.Y. Armory

More than 550 small presses displayed books, magazines, musical and graphic works at the ninth New York Book Fair, held during the weekend of May 13–15. This was the fair's first tenancy in Manhattan's cavernous 7th Regiment Armory, and the event, which drew an attendance of approximately 15,000 people, proved to be a rather unlikely pairing of exhibit hall and exhibitors—especially on Sunday, when the National Guard appeared for a scheduled three-hour maneuver. The maneuver provided a striking contrast to the fair, which this year was marked by a high percentage of politically themed publications, including many titles on El Salvador, Nicaragua and the antinuclear movement.

The fair is the largest exhibit of alternative publishing in America, and this year it included 350 individual tables plus combined exhibits, representing titles of an additional 200 small presses, that brought the number of participating publishers to a total almost double last year's count of 300.

New York Book Fair coordinator Suzanne Zavrian noted that small press response to the midtown location was mixed: some veteran exhibitors reported an increase in activity and sales over previous years, while others reported a decrease. Participation in the fair is open to noncommercial presses. A.S.





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A sampling of the New York Book Fair: Crossing Press copublisher John Gill with fairgoers. Crossing publishes trade books, calendars, cards and also is a distributor for 48 feminist and other presses. Left: Beth Hanson at the Pace Gallery booth. Pace prints its own gallery catalogues and is also a distributor of other gallery and museum publications

CAPITOL UPDATE

Library Rate

Eleventh-hour action in a key House of Representatives subcommittee has increased the possibility that the special fourth-class library rate will remain unchanged on October 1.

A House Appropriations subcommittee, acting on a bill that would provide money for a federal subsidy to the U.S. Postal Service, adopted an amendment May 12 that would increase the revenue from $760-million, as originally proposed, to $879-million, the figure included in the House version of the budget for fiscal year 1984. At the same time, the Senate was still wrestling with its budget bill, which included only $760-million for "revenue foregone" for the USPS.

Rep. Joseph Addabbo (D., N.Y.) proposed the winning amendment to raise the amount to the figure the Postal Service has said would be necessary to keep the library rate at the current 14th step in the 16-step plan to phase out the subsidy in 1987.

Math and Science

A Senate committee has gone along with the House and passed a bill to provide far more funds than the Reagan administration would like for a program to help improve the nation's math and science education.

The Labor and Human Resources Committee, by a 16–2 vote May 11, passed a bill that would provide just short of $1-billion to fund teacher institutes, development of materials, and awards and scholarship programs for math and science education. A similar House bill passed in March authorized just over $1-billion, primarily for training of teachers.

The administration had sought only $300-million for the programs, which would be funded through the National Science Foundation. The programs were expected to benefit book publishers, since math and science textbooks and teaching materials would be needed for the accelerated programs.

Library Funds

The House Education and Labor Committee, ignoring the annual White House effort to eliminate federal aid to libraries, voted May 11 to allocate millions of dollars through the end of the decade.

Following what has become a tradition in recent years, President Reagan asked for no funds for library assistance in the 1984 fiscal year. In previous action, Congress already had allocated $80-million, and earlier this year it voted an additional $50-million for public library construction as one way of creating jobs.

The House panel would increase the funding for library services—the part of most interest to publishers since those funds are used to buy books—by $5-million a year from the current $65-million earmarked until $95-million would be earmarked in fiscal year 1988. Under the proposed legislation, the $50-million in library construction funds would continue as an annual bequest and the current $15-million for interlibrary programs would be increased by $5-million a year until $35-million was reached in 1988.

The committee also added two other programs to begin in fiscal year 1985, to provide $1-million a year for grants for acquiring foreign language materials, and $5-million in grants for state and local library literacy programs.

Negative action by the panel, from the publisher standpoint, included an amendment that would require administrative costs for library construction and interlibrary programs to be taken from the library services section, a move that could drain millions from the fund. Another amendment would set aside 2% of the funds earmarked for all three sections for library services for American Indian tribes. H.F.



ABC Cartoon Cat to Promote Reading

The Library of Congress's Center for the Book and the ABC Television Network have entered into an agreement "to promote the love and appreciation of books and reading" through the use of a newly created cartoon character, an alley cat named "Cap'n O. G. Readmore."



The campaign will start September 17 during ABC's Saturday morning children's programs. Eventually 30- and 60-second spots featuring the character will be aired during a two-hour prime-time special based on *The Wind in the Willows* by Kenneth Grahame.

At an April 21 news conference, Squire D. Rushnell, vice-president for long-range planning and children's television at ABC, said that Cap'n Readmore is intended to be a tapdancer that both adults and children could love, so the spots may be used on shows based upon books, such as the recent miniseries, "The Winds of War."

Rushnell said he wasn't sure that the character would be used in conjunction with anything controversial such as "The Thorn Birds," but he added, "The whole concept is that anytime we would promote a book, we would use it." If "Roots" were being shown today, he said, he could "see O. G. being a bridge between the film and book."

The Center for the Book has been involved with CBS since 1978 in a "Read More About It" promotion that makes time available during made-for-TV movies to promote a bibliography on the subject compiled by the library. Rushnell said, "I have long applauded the CBS effort with the Library of Congress and have been frankly very envious of it."

John Cole, director of the center, said he was glad to see ABC compete with CBS to promote books and hoped that NBC would become involved when the center sponsors a meeting to consider similar reading promotions on radio.

Librarian Daniel J. Boorstin said that the new affiliation should lay aside the

contention that television will replace books. "TV should create new roles for the book," he said. "Perhaps this will be an incentive for any other networks to use television to promote reading."

The Readmore character has been imprinted on bookmarks and is the subject of a display that libraries can use in promotions. Readmore is described in promotion materials as "a well-read and worldly cat with a headful of knowledge gleaned from books. In effect, he has been everywhere and done everything—via books." H.F.

Mason Wins Hemingway First Fiction Award

For the first time in its eight-year history, the $7500 Ernest Hemingway Foundation Award for first fiction has gone to a short story collection, *Shiloh and Other Short Stories* by Bobbie Ann Mason (Harper & Row). In addition, a $1500 special citation has been given to Susanna Moore for her first novel, *My Old Sweetheart* (Houghton Mifflin).

The citation for Mason read in part: "With a transparent style that eschews fanfare and melodrama, Mason has created a fictional world so densely detailed and instantly credible that the author completely disappears behind it. Her talent seems to arrive full-blown: startling in its maturity, fresh in its voice. . . ."

My Old Sweetheart, "at heart the story of a family," was commended for its "exotic atmosphere and an enchanted style."

This year's panel of judges, which consisted of Rita Mae Brown, Morris Dickstein and Scott Spencer, named three other novels as "significant contenders" for the award. These were *The 13th Valley* by John M. Del Vecchio (Bantam), *Mean Time* by Christopher Leland (Random House) and *Hero Jesse* by Lawrence Millman (St. Martin's Press).

H&R Buys Series From *InfoWorld*

With a preemptive bid of $600,000 two weeks before the scheduled auction, Harper & Row's electronic and technical publishing division acquired U.S. rights to six trade paperbacks to be written by the staff of *InfoWorld: The Newsweekly for Microcomputer Users*.

The books will be consumers' guides to the latest software and hardware for Apple, IBM, TRS-80, Commodore and Atari personal computers and CP/M operating systems. The first books in the series are expected to be published in March 1984.

Under the terms of the sale, Harper & Row will pay *InfoWorld* an additional $120,000 in production costs. John Brockman Associates represented *InfoWorld* in the deal.

CROSS CURRENTS

Unique Copy Center, sued by nine publishers along with New York University for copyright infringements, is discussing a settlement, according to its counsel M. Andrea Ryan of the Manhattan firm of Brumbaugh, Graves, Donohue & Raymond. Although NYU settled, the photocopying shop filed a counterclaim in March, charging that the publishers' suit violated two sections of the Sherman Antitrust Act.

"I am not particularly interested in guns," said Michael Korda, Simon & Schuster's editor-in-chief, "but I have opinions on them as I do on other things." He was explaining his May 16 letter to the *New York Times* in which he asserted that the overwhelming majority of Americans do not want national gun control. Pointing out to *PW* that he owns a working farm in upstate New York (where his wife raises pigs as well as horses and he raises pheasants), Korda said, "I see myself as a country person. I kept a horse in New York City when I couldn't afford a car. I would like to have a Cadillac Seville or a Mercedes, but now it's more important that I have a pickup truck with a winch. I have shot all my life. I no longer hunt anything on four feet but I do shoot pheasant, duck and grouse. Unapologetically. I eat them. I also fox hunt. These are ordinary country sports, not unusual among publishers."

Continuing our beverage coverage of the Texas Institute of Letters annual meetings under the liveoaks at Friday Mountain Ranch, we excerpt from the *TIL Newsletter:* "Bill Brett brought along a quart jar of a perfectly clear distillation which he believed to have been completely handmade in Texas by Texas labor. The product, despite its fireball repute, won the plaudits of the small crowd that partook—which included a pair of the TIL Fellows and our guests, Jim Michener and editor John Kings, even though Michener partakes but lightly of anything alcoholic; he said this sip-from-the-fruit-jar was in the nature of Texas research."

Fifteen publishers from the Minneapolis-St. Paul area recently formed the Independent Publishers Association. Marlin Bree, MarLor Press, is president; James R. Sherman, Pathway Books, is communications director; and Monica O'Kane, Diction Books, is treasurer.

For the first time, there are two winners of the Seal Books $50,000 First Novel Award. David Kendall, author of *Lázaro*, and Jonathan Webb, author of *Pluck*, will each receive $25,000. Both books will be published in Canada by McClelland and Stewart and Seal Books, and in the U.S. and throughout the English-speaking world by Bantam.

With the cooperation of the author and experienced Broadway denizens, children's books are being adapted for theater productions in a new program, Books on Stage, which was awarded a $5000 grant from the Christian A. Johnson Foundation. The first production will be *The Trip* by the late Ezra Jack Keats, with sets and costumes by the author and a score and lyrics by Stephen Schwartz, who wrote *Godspell* and *Pippin*. Interested publishers should contact Meridee Stein, First All Children's Theatre, 36 W. 65th St., New York, N.Y. 10023.

After 16 months in the field for Prentice-Hall, Marcia Horton, 22, has become an editor in its vocational and technical division. Her career began at Thomas Horton & Daughters, the 11-year-old firm that now has 14 titles in business and economics and is located in Sun Lakes, Ariz., where it is sometimes referred to as "the last publisher before the freeway."

Merrill and Software Firm Set Joint Venture

Charles E. Merrill Publishing and Educational Research, Inc., a Helena, Mont., educational software producer, have formed a joint venture to produce a computerized supplement for Merrill's new elementary basal math textbook series, scheduled for release in the summer of 1984. The software will be designed to be marketed with the Merrill series and as a stand-alone product that could also be used with other textbook series, according to James C. Kingman, vice-president of Educational Research.

The joint venture represents Merrill's first foray into the software market as well as a major contract for the two-year-old Educational Research, which will soon double its staff of 13.

Under the terms of the agreement, Merrill will pay an undisclosed royalty

on sales to Educational Research. The joint venture is being underwritten by a "third-party investment group."

The software for the project will be compatible with Apple computers, which represent between 40% and 50% of computers installed in U.S. classrooms, according to Kingman. The software will also be compatible with another major system, but the company has not yet chosen the brand.

Merrill president Gary Eisenberger called the project "a significant step forward in the nature, quality and quantity of educational software." Kingman said that as far as he knew, the project marked "the first time that a publisher has simultaneously released a totally integrated computerized supplement for a traditional print product."

Educational Research announced last year that it had formed a $500,000 investment pool to help small- and medium-sized publishers finance the development of educational materials that can be adapted for use on microcomputers in schools (*PW*, Dec. 17, 1982). The company plans to spend about $100,000 a year on a handful of projects over the next five years. The joint venture with Merrill is being financed separately from this investment pool, which Kingman said "wouldn't touch the dollars needed to fund a project of this size."



Alfred van der Marck Establishes Imprint

Alfred van der Marck, formerly general manager of the McGraw-Hill copublishing and foreign rights division, has formed a new imprint, Alfred van der Marck Editions. Sales, distribution and warehousing will be handled by Harper & Row, San Francisco.

At McGraw-Hill, van der Marck was the publisher of such books as *The Madrid Codices of Leonardo da Vinci, The Unknown Leonardo, John Paul II, Tibet* and *The Great Wall.*

Heading the list of the new firm is the four-volume work *The Historical Atlas of World Mythology* by Joseph Campbell, the first volume of which, *The Way of the Animal Powers,* will be released this fall. The remaining volumes, *The Way of the Seeded Earth, The Way of the Celestial Lights* and *The Way of Man,* will be published over the next three years.

Scheduled for spring 1984 publication is *The Red Couch: An American Epic,* a series of color portraits of personalities, famous and unknown, by Kevin Clarke and Horst Wackerbarth. Future publications include *Masterpieces of Native American Art* by Jamake Highwater, a catalogue raisonné of the earliest known American Indian art, and *Futurism: From Marinetti's Manifesto to Tomorrow,* edited by Michael Early and Luce Marinetti.

Part of the program includes quality paperback editions of books that failed to find their audience in hardcover. This fall the new imprint will issue a revised and redesigned edition of Highwater's *Ritual of the Wind: North American Indian Ceremonies, Music and Dance.* Also to be issued in paperback are *Medicines from the Earth: A Guide to Healing Plants,* edited by William A. R. Thompson; *Plants of the Gods* by Albert Hofmann and Richard Evans Schultes; and *Herbs and Spices,* edited by the late Waverley Root.

Alfred van der Marck Editions is located at 235 Park Ave. S., New York, N.Y. 10003; (212) 533-5080.

Temple Wins National Jewish Book Award

Temple by Robert Greenfield (Summit Books) has won the 1983 National Jewish Book Award in Fiction. Winners in other categories of the 34th annual awards, conferred by the JWB Jewish Book Council, are:

- Holocaust: *None Is Too Many: Canada and the Jews of Europe 1933-1948* by Irving Abella and Harold Troper (Lester & Orpen Dennys, Random House, dist.)
- Israel: *Among Lions* by J. Robert Moskin (Arbor House)
- Jewish Thought: *Hispano-Jewish Culture in Transition: The Career and Controversies of Ramah* by Bernard Septimus (Harvard University Press)
- History: *Zakhor: Jewish History and Jewish Memory* by Yosef Hayim Yerushalmi (University of Washington Press)
- Scholarship: *Friars and Jews* by Jeremy Cohen (Cornell University Press)
- Children's Literature: *King of the Seventh Grade* by Barbara Cohen (Lothrop, Lee and Shepard)
- Children's Picture Books: *Yussel's Prayer: A Yom Kippur Story* by Barbara Cohen, illustrated by Michael Deraney (Lothrop, Lee and Shepard)
- Visual Arts: *Israel in Antiquity: From David to Herod* by Andrew S. Ackerman and Susan L. Braunstein (Jewish Museum)
- Yiddish Literature: *Canadian Jewish Anthology* by Chaim Spilberg and Yaacov Zipper (National Committee on Yiddish of the Canadian Jewish Congress)

Executive Buys Garden Way Division

M. John Storey, an executive at Garden Way, Inc., is buying the company's publishing operations, which he will operate as an independent business. The sale is effective June 30.

Publishing, marketing and editorial offices will move to the Bennington, Vt., area. Customer service and order fulfillment will continue to be provided at the offices in Charlotte, Vt.

Storey, a vice-president of Garden Way and president of its publishing and research divisions, said that he will "continue to publish books under contract to Garden Way." He joined the company in 1976 after working 10 years at Time-Life and Hearst Publications.

Garden Way Publishing titles in production include *The Compact House Book* by Don Metz and *Award-Winning Passive Solar House Designs*, copublished with McGraw-Hill. Editorial work is now under way on *Garden Way's Joy of Gardening Cookbook* by Janet Ballantyne.

ALA Book Reviews To Appear on KEYFAX

Book Reviews from *Booklist* and *Openers,* publications of the American Library Association, will soon be available through a teletext service, to encourage a wider audience to borrow books from libraries or buy them from bookstores.

KEYFAX National Teletext Magazine, published by Chicago-based KEYCOM Electronic Publishing, is a one-way information retrieval system that allows subscribers to call up on their television sets pages of continuously updated news, sports, business, weather and features. □

PEOPLE

Editor: John Mutter

Dr. K. Wayne Smith has been elected chairman and chief executive officer of World Book. He has also been appointed president of the education, training and information group at the Scott Fetzer Co., World Book's parent company. He was formerly group managing



Wayne Smith

partner of Washington, D.C., operations of the Coopers & Lybrand accounting firm. He was earlier executive vice-president with the Washington Group and a top executive at Dart Industries.

Chuck Taliano has joined E. P. Dutton as director of sales. He was formerly trade sales manager for Doubleday and was earlier sales manager for Dial/Delacorte. He has also held sales positions with Random House.

Susan Ginsburg has joined St. Martin's Press as senior editor. She was formerly executive editor at Pocket Books and before that was senior editor at Grosset & Dunlap. She began her career in the editorial department of Pocket Books.

POCKET BOOKS announces:
Roger Bilheimer has been promoted to associate director of publicity. He was formerly a senior publicist and earlier held the same position at Avon Books. Before joining Avon, he worked at Pocket in the editorial department and as district sales manager for New York City.
Linda Vilensky has been promoted to senior publicist. She was formerly publicist.
Patti Richards has joined the company as senior publicist. She was formerly publicity and advertising associate in the marketing department at Hearst Books. Before that, she was assistant to the publisher and editor-in-chief of *Ms.* magazine.

Pamela Rosenthal has been appointed promotion coordinator of books for young readers at Dell. She joined the company in 1981 as a publicity assistant and last year was made promotion associate, school and library services.

SCRIBNER BOOK COMPANIES has named the following senior vice-presidents:
Morton Berke, marketing; **Susan Richman,** publicity and public relations; **Mary Semple,** personnel; **Marshall De Bruhl,** reference books; **Victor Mongelli,** operations and treasurer.

DOUBLEDAY has named the following vice-presidents:
Clayton Winters, director of marketing; **Karen van Westering,** managing editor; **Frank Cermak,** business manager; **Jacqueline Everly,** director of subsidiary rights.

NEW AMERICAN LIBRARY announces:
Susanne Jaffe has been named executive editor, Signet. She was formerly senior editor at Avon Books and senior vice-president and editor-in-chief of Ace Books.
Sara Whelan has been named promotion coordinator. She was formerly promotion assistant at the Berkley/Jove/Ace Publishing Group and had worked at the Jason Aronson Publishing Co.
Doug Rosefield has been named direct sales manager in San Francisco. He was most recently at Bantam and worked at NAL earlier in his career.
Donna Cullen has been promoted to assistant managing editor.

Christine Huffman has joined Stein and Day as sales manager. She was formerly national sales director of W. H. Smith Publishers. Before that, she was manager of store mechandising at Waldenbooks, sales representative for A & W Publishers and assistant manager, manager-buyer and promotional manager for the southwest for Cokesbury Bookstores. She has also written for *Publishers Weekly* and writes regularly for the *American Bookseller*.

Eileen Schnurr, formerly senior editor, fiction and books, at *Redbook*, is now fiction editor at *Mademoiselle*.

John P. Kennedy has joined Unipub as director of product acquisition and development. He was formerly acquisition editor for Congressional Information Service and earlier served as a foreign affairs officer for the State Department.
Marla Newell has joined Unipub as advertising/promotion manager. She was formerly senior copywriter for John Wiley & Sons. She earlier worked at Van Nostrand Reinhold and Matthew Bender.

Thomas Consolino has joined William Morrow & Co. as director of sales. He was formerly director of sales at H. M. Gousha and before that was vice-president and director of sales and promotion at Houghton Mifflin.
Douglas A. Stumpf has joined Morrow as senior editor. He was formerly an editor at the Dial Press and before that was editor-in-chief of *Current Musicology*.

Dianitia Hutcheson has been named director of communications for *International Moneyline,* a financial newsletter, and publicity director of its subsidiary, Richard & Snyder Publishers. She was formerly managing director of Alice Allen, Inc., publicity director of Putnam and of Lippincott, later Lippincott & Crowell. She has also worked at Harcourt Brace Jovanovich and Doubleday.



© Thomas Victor

Dianitia Hutcheson

GROVE PRESS announces:
Jodie Gould has been named publicity manager and will assist vice-president and executive editor Fred Jordan. She was formerly a senior publicist at St. Martin's Press.
Bill Jordan has been named assistant sales manager. He was formerly a buyer at the University of Pennsylvania bookstore.
Irene Schneider is in charge of all rights and permissions.

Eleanor Berger has been promoted to production editor of Jove, Second Chance at Love and To Have and to Hold titles at the Berkley Publishing Group. Before joining the company last year, she worked in the production department of Grosset & Dunlap.

Berta Steiner has been appointed to the new position of manager of the production department of University Park Press's medical division. She was formerly medical production managing editor at Springer-Verlag New York and earlier was assistant managing editor for Raven Press and managing editor at Appleton-Century-Crofts. □

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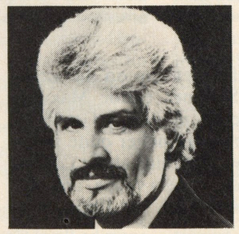
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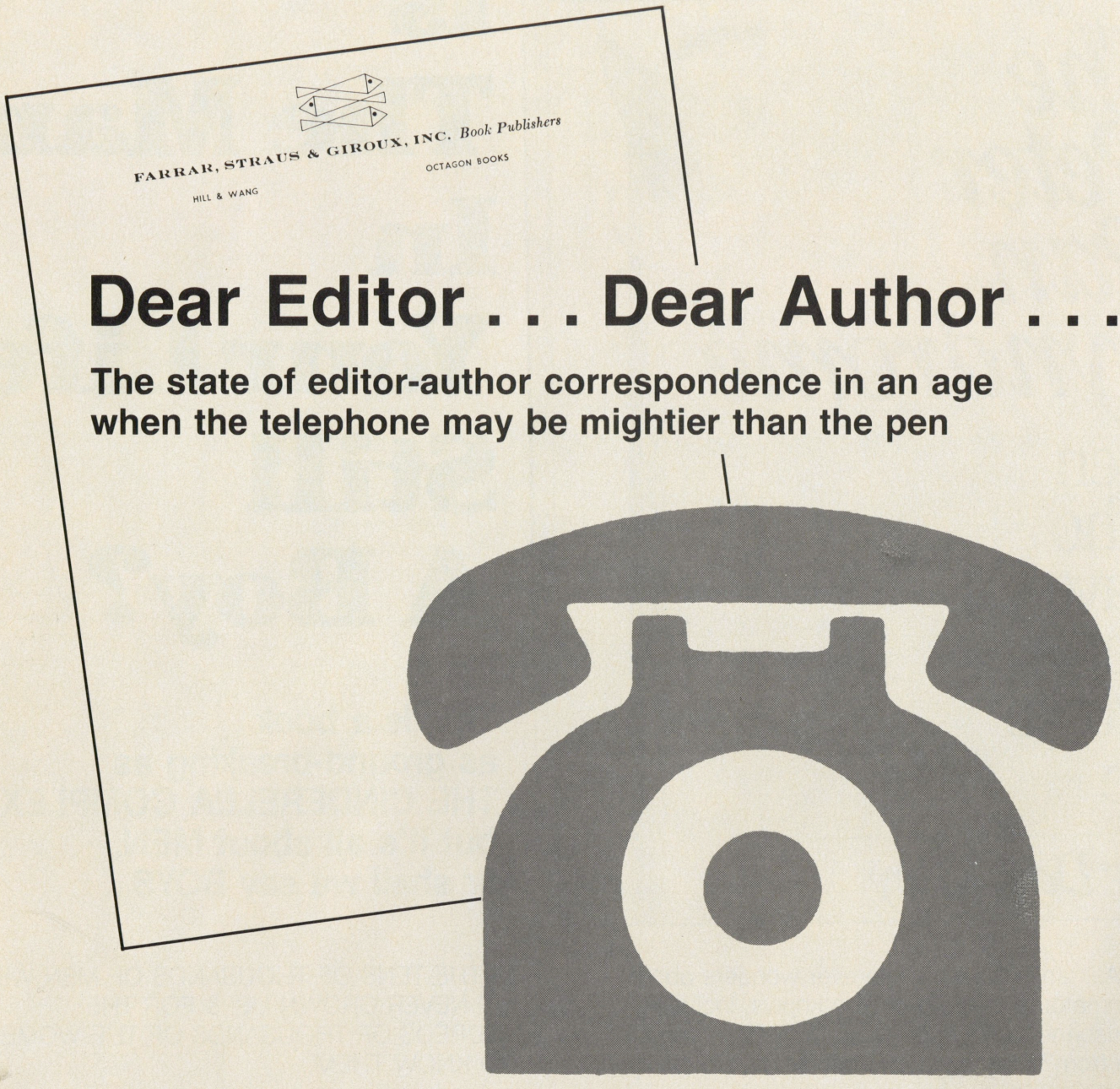
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Dear Editor . . . Dear Author . . .

The state of editor-author correspondence in an age when the telephone may be mightier than the pen

by Jennifer Crichton

I would know Tom Buchanan if I met him on the street and I would avoid him," Scribner editor Maxwell Perkins wrote F. Scott Fitzgerald in 1924. "Gatsby is somewhat vague. The reader's eye can never quite focus on him, his outlines are dim. Now everything about Gatsby is more or less a mystery, i.e., more or less vague, and this may be somewhat of an artistic intention, but I think it is mistaken."

"I myself didn't know what Gatsby looked like and was engaged in & you felt it," Fitzgerald wrote back. "If I'd known & kept it from you you'd have been *too impressed with my knowledge to protest."*

The Fitzgerald-Perkins correspondence stands as a document of collaborative thinking. Perkins's letters are politic yet forthright, self-effacing yet firm. In their steady tone, they complement the mercurial nature of Fitzgerald's letters, which sweep from heady elation to the lower registers of despair. The exchange is not only a record of creative effort but of the development of an enviable friendship as well—the two perhaps inseparable and both marked by trust, respect and affection.

The example exists. But has the editorial letter, which delves into the flaws and attributes of a manuscript, survived? Much works against it and little fosters it. The postal service is less than immediate, and the phone is used impulsively and without hesitation. Air travel is no longer intimidating and collapses the geographical distance that separates an editor from an author. Heavy workloads at publishing houses, by most accounts, have placed unbearable time constraints on editors and their assistants. Clearly, the letter has suffered.

"The Bloomsbury generation in Europe and the Hemingway-Fitzgerald generation in America were possibly the last about which you could write the kind of literary biogra-

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Crichton is a free-lance writer in New York City.

phy that has been our meat and drink," Viking editor Amanda Vaill believes.

"It's painful for contemporary writers to read something like Virginia Woolf's letters because now so much gets lost on the phone," laments short-story writer and novelist Laura Furman.

But precisely because so much gets "lost on the phone," many writers and editors—not all veterans of the old school of publishing—find that the editorial letter has a value and function that no other means of communication can quite fulfill.

'An Exactitude Is Missing'

Describing the misinterpretation that often occurs in phone conversations, Vaill draws circles in the air over her head and explains, "It may be that the writer has a kind of thought balloon above his head of what is understood, the editor has another thought balloon, and the two don't correspond at all." Vaill never gives editorial suggestions over the phone in conferences that too often lapse into "shmooze sessions," but will only elaborate on what she has already stated in a letter.

The very term "correspondence" implies an agreement of meaning, and this harmony may be one of the letter's primary virtues.

"There's a kind of exactitude missing in phone calls," writer Bill Barich (*Laughing in the Hills*) thinks. "You can sit around and talk, have great ideas and be a real genius, but when you have to sit down, think something through and put it into words, you become a lot clearer and much more responsible."

"I'm guilty, but I don't feel guilty about it, of conducting most of the real business of working on a book through voice," Farrar, Straus & Giroux editor-in-chief Michael Di Capua says. While preferring face-to-face meetings with authors, he finds the telephone an acceptable alternative. "After working with a writer on several books, you know each other's way of thinking, and the possibilities for misunderstanding are less and less. Perhaps that's an illusion. But if there has been any confusion, it's been kept secret from me."

"There's not some handing of the baton from the letter to the phone call as in a relay race," Farrar, Straus senior editor David Rieff feels. "The phone and letter don't contradict each other, and they're both very useful with different while overlapping functions. The need to have a record of what you've said is still a powerful reason for a letter, and the editorial letter has, to that extent, the value of any business letter."

"So many books now are written on the basis of proposals that a response by a writer to certain queries from us almost becomes part of the proposal," says Vaill. At Viking, as at Dutton, correspondence is circulated throughout the editorial staff. "It's a very clear expression of the editorial *we*, to see how and what our colleagues are doing and how they solve thorny problems when you have a thorny problem yourself," Vaill says. "Even if you haven't sponsored a specific book, you still have a vested interest in how it does."

The editorial letter is a record less in the sense that it's a document to be brought into evidence in a breach of contract suit than as "a frame and point of reference so there's no misunderstaning or misconception," according to Roger Straus, Farrar, Straus & Giroux president.

"I started out at Macmillan over forty years ago. The editorial letter was a big thing then, and everyone wrote great, long letters. I'm afraid I've written a great too many letters since, but I can't change now," says Howard Cady, senior editor at Morrow, who uses the letter for editorial suggestions and the WATS line for morale. He values the letter as a reference point because when the revised manuscript comes in later, he can recall specific issues that were raised as the manuscript was being written.

The tangibility and permanence of a letter can't be supplanted by WATS lines or lunch dates. As John Donne wrote to a friend (in a letter that appeared in Donne's collected letters in 1620, one of the first such collections), "I desire that you might have in your hands Letters of mine of all kindes, as conveyances and deliverers of me to you. Because they are permanent, in them I may speak to you in your chamber a year hence before I know not whom, and not hear my self."

Mary Lee Settle, author of *O Beulah Land* and *The Killing Ground*, considers this concrete aspect of the letter vital. "The telephone is ephemeral, and people remember things differently," she says. "A letter you hold in your hand: there it is."

Editorial suggestions, expressed in a letter, may be referred to by a writer again and again. Laura Furman observes that notes taken during telephone conversations may not be precise. When working on *The Shadow Line* alone on a Texas ranch, she pinned her editor's letters to the wall. While reminding her where a scene moved a bit slowly or a character was described too hazily, they also served as "a token of conversation, a token of camaraderie and of the outside world. All writers are very isolated, even when they're in the middle of Manhattan."

A letter demands a response in kind. By writing to an editor, the author might clarify thoughts as much for his or her own benefit as for the editor's, and this is something underscored by William Howarth, the Thoreau scholar who wrote *Thoreau in the Mountain*. "When I've worked with Pat Strachan at Farrar, Straus, after sending in a manuscript, the first thing I'd get back was a general letter of response saying, 'I see what you're trying to do, here's what you could do to make it work everywhere,' " he says. "This would prompt an outline from me on how I could proceed to do what she'd suggested or to defend what I'd done. The process of any composition can make your thought a lot clearer, and in writing a letter to an editor, I've sometimes found what it was I wanted to say in the manuscript."

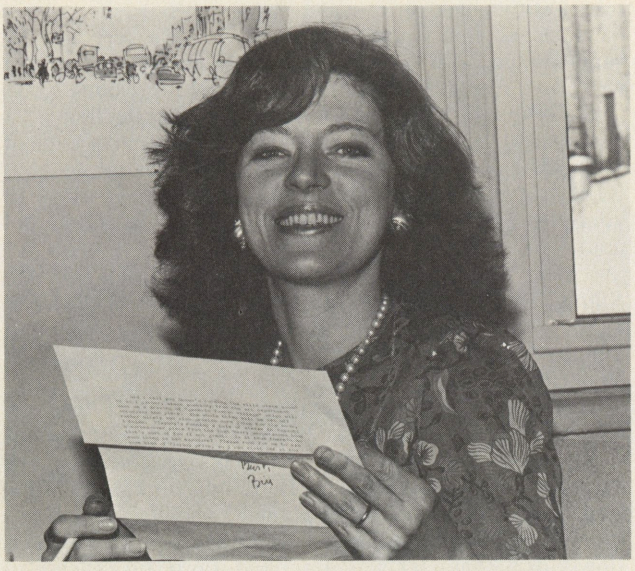
Letterwriting as a Focus

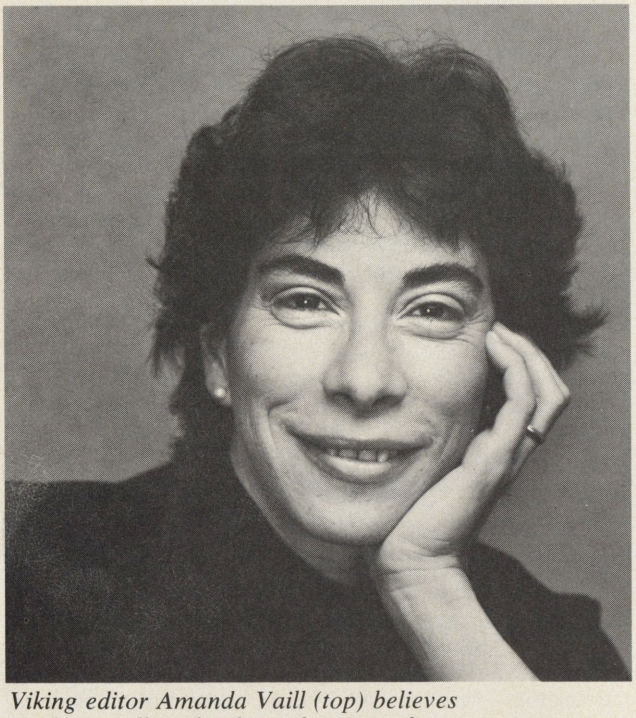
That letterwriting helps focus an idea applies to an editor as well. "The editorial letter gives the editor a chance to refine his or her thought and the writer a chance to reflect on those thoughts," says Pat Strachan, one of the many younger editors who believe in the practice. The letter's relative slowness is directly to its advantage, she feels, adding that "writing is not done on the spur of the moment. One can't expect the editing to go quickly either."

The slow and private assimilation that a letter affords is a vital alternative to a phone call, which may be intrusive. "There's something awful about picking up the telephone and in effect announcing, 'Hey, I'm in your house, and I hate to tell you, but there's a big problem in the book.' It's difficult to do that," Vaill says. Because one tends to be more careful in constructing one's opinion when writing, a letter may tread more lightly on touchy areas. An editor is dealing with delicate things, Vaill believes. "The work is delicate because it isn't yet written, and writers' feelings about their work, even with the least egocentric writer, are delicate and complicated."

"I'm offering suggestions—writers end up doing what they want and can do," says Knopf editor Victoria Wilson, who finds that most letters from writers are about "little practical things rather than the coming-to-surface of a new book."

As form follows function, many writers find letters their ideal means of communication. An author writing an editor is on home terrain: putting words to paper. David Rieff points out that the material dealt with in letters is the same as that of the entire enterprise. "It's not an accident





Viking editor Amanda Vaill (top) believes in phone calls only after *a letter; author Laura Furman (above) laments that "now so much gets lost on the phone"*

that a writer writes prose," he remarks.

"We writers tend to be more forceful in writing than we are in conversation," William Howarth says. "There's a certain different kind of persona that takes over when you start to type, bolder and more expressive. All the eloquence gets channeled into the silent relationship with the paper."

"You know that old phrase, 'How do I know what I think until I hear what I say'?" asks Virginia Rich, whose *Cooking School Murders* was edited entirely through letters and complementary telephone calls, with nary a trip to New York to meet with her Dutton editor. "Well, how do I know what I think until I see what I write?"

"Writers used to talk so well, sitting around saying brilliant things, having a salon. Now they seem to be inarticulate, and I certainly am not a good talker," says Florence King, whose novel, *When Sisterhood Was in Flower*, was edited long-distance. "I have absolutely no self-consciousness in a letter at all—it is me at my best."

"I suppose everyone imagines that in the recent past there was more time than there is now," says Joseph Kanon, editor-in-chief at Dutton, who does much, if not most of his editorializing in person or on the phone. "Editors are much more involved in the entire publishing process now. You're the person called on by an author or agent for every aspect of the publishing of a book. That an editor just sits at a desk and works on projects no longer holds true—that's just a small part of it."

Even if publishing were a more leisurely profession in the past, speed doesn't always hold first priority in an industry where quality of thought reflects on the products and profits.

David Rieff objects to notions of utility. "This is not the Amalgamated Widget Company," he says. "The course of world culture is not going to alter if most books are published a month earlier or later."

When Viking struggled to synchronize its publication of D. M. Thomas's *Ararat* with its overseas publication, Amanda Vaill found herself frequently on the phone with Thomas in England. "The pages of the manuscript rustled, the phone was stuck in my ear, and those little cash register bells were ringing, reminding me that the phone call was costing the earth." Justifiable as expensive phone calls may be for a bestselling writer like Thomas, the publishing industry "is not ITT," as Rieff puts it. The cost efficiency of letters can't be ignored.

The Durable Rejection Letter

The letter least in threat of extinction is the durable rejection letter. Gordon Lish's colleagues at Knopf view him as the master of the rejection letter. Lish, who expressed his feelings about the matter in *PW* Interviews, May 13, further describes his peerless technique: "I'm courtly with relatively unrecognized writers and off-hand and wise-apple with very established writers. The task in a letter of rejection is to say no fearfully. The principle is to assume that the person to whom you're sending the letter, if the rejection is not said charmingly enough, will one day get you.

"But to speak of letterwriting is entramelling to the zen of letterwriting," Lish continues. "The thing is not to think, that's all. One way in which I'm exceptional is that I answer a letter the instant I receive it. If I should think about it or ignore it, I answer it instantly. I cannot help myself."

It's plain that as long as there are writers, there'll be letters written. Writers use letters for therapeutic reasons—to warm up before episodes that may in effect turn out to be drafts. But as letters come into publishing houses and carbons of letters sent from publishing houses stay put, what happens to them? How are they preserved?

House procedures range from haphazard organization to diligently followed plans. One of the most well-developed systems is at Viking. Editors weed out extraneous or irrelevant material from their personal files and give them to an archivist in charge of a central bank of author/editor correspondence files. When staff members need to refer to old files and to withdraw documents from the central bank, they log out the files to protect against disappearance. The archivist also insures that valuable files aren't sent to the Viking warehouse in New Jersey where inactive material is consigned to a dormant life of relative disarray.

Most publishing houses, when they find themselves flooded with files, avail themselves of warehouses, an arrangement usually most to the benefit of warehouse owners, since files then become inaccessible to all but the most dogged detective.

"One of my first jobs at Macmillan was to help decide which files were to be thrown out and what was to be kept. It's tragic to think of what I helped throw out—the marvelous source material it would have been!" Howard Cady recalls with regret. "Macmillan published everything Ed-

"People are nervous about strangers going through their files . . . especially to help an author from another house. Who are they benefiting? Another publisher"

ward Arlington Robinson had written, as well as John Masefield and Rabindranath Tagore." Cady, honor-bound as all editors are to leave their correspondence files behind when they move from one publishing house to another, is sorry he didn't snag a "wonderfully sweet letter" written to him by William Butler Yeats. (Tom Stewart, Atheneum's editor-in-chief, confesses to have taken a Robert Lowell letter received while he was at Farrar, Straus & Giroux.)

A felicitous solution to the storage problem is the donation of inactive files to libraries. Gift arrangements with libraries are often determined by the university affiliation of a publisher and a reluctance on the part of a house to let its files go too far afield. "That we're in New York and accessible, that we're an educational institution and had a manuscript room all set up, and that so many publishing people have gone to Columbia, make such an arrangement almost irresistible," Kenneth Lohf, librarian for rare books and manuscripts for the Columbia University libraries, can happily say.

Bennett Cerf, Columbia graduate, arranged for Random House's files to be given to the university's libraries, and files seven to eight years old are delivered in great bulk every year or so. The papers of Alfred A. Knopf are found at Columbia, as are those of M. Lincoln Schuster and Richard L. Simon. But neither Knopf nor Simon & Schuster have immediate plans to send their files there. Norton ships off files at least 20 years old to Columbia as well.

Boston-based Houghton Mifflin and Little, Brown donate their files to Harvard, where the library that specializes in manuscripts is the Houghton, named for the publishing house's founder. Scribners' files find their way to the Firestone Library at Princeton because Charles Scribner II, a Princeton alumnus, felt a close connection with the school.

While some libraries avidly pursue the correspondence files of certain writers to augment their collections, publishing houses rarely break up their files for individual archives. Financial statements are almost never included in the files given to libraries, but otherwise few publishing houses exercise much selectivity in what is to be donated.

Neither Farrar, Straus & Giroux nor Viking has a gift arrangement with a library, and Farrar, Straus has no such plans for the foreseeable future principally because "there are certain matters that come up in correspondence that neither the publisher nor writer would want to become public knowledge," Michael Di Capua explains. "The notion of evaluating that through tons of correspondence is horrifying."

Access to Columbia and other libraries is granted to qualified researchers, and publication of letters' contents, which are generally uncopyrighted, requires permission from the library and publishing house. This question is, however, a shady area of the law (see *PW*, Apr. 8). Access to files within publishing houses is trickier, particularly since there's no published record of what files do or do not contain. Access, granted on an individual basis, sometimes seems capriciously approved or denied.

In 1979, biographer Marion Meade, at work on a literary biography of Dorothy Parker, wrote to Norton for permission to see Parker's correspondence files. Boni & Liveright, which had published Parker in the '20s, had merged with Norton, and Meade presumed the material was now in Norton's possession. Norton insisted there were no such files, but some time later, an editor granted Meade permission to see what files there were. On opening them, the first thing Meade saw was her letter of request and the subsequent reply that said no files existed.

"People are nervous about strangers going through their files," Meade now says, "especially to help an author from another house. Who are they benefiting? Another publisher." Most publishers have been helpful in permitting access, but Meade contends that the real challenge is getting in the door. "It's helpful if you know someone, preferably high-placed," she says.

Hilary Mills, whose *Mailer: A Biography* appeared last year, discovered that the Holt, Rinehart and Winston files she needed had been shipped to a warehouse and were impossible to place. For a look at Mailer's relationship with Little, Brown, Mills requested permission to view his correspondence files. The request was denied. "I don't think they asked Mailer," Mills says. "They're trying to protect their authors, and that makes a certain amount of sense to me."

How valuable is correspondence? Will the literary biography that has been our "meat and drink" die out?

"If someone 20 years hence were to do a literary biography of Derek Walcott or Joseph Brodsky, the letters they've written will be of enormous advantage," Roger Straus thinks. "But there's another resource in addition to letters—a writer's journals. Susan Sontag, for example, writes extensively in her journals, and Edmund Wilson's notebooks, which we publish, are invaluable."

"People who work in this industry should be interested in the preservation of letterwriting not so that a future associate professor at the University of South Dakota can pry into the lives of people who'd perhaps rest easier if they were left alone, but because they're beautiful works of prose," David Rieff insists. "Without denigrating my profession, great books are going to get written with or without editors or editorial letters. There are no editors in the American sense in France, and French literature has done quite well over the years."

There is the awful nonexistence of letters that never get written—the complete absence of letters and telephone calls that often attends a writer bound up by a writer's block. "You don't hear *anything*," Amanda Vaill says in an ominous whisper. "Writing letters becomes a reminder to the writer that something else isn't coming out of the typewriter."

Ed McClanahan, whose first novel, *The Natural Man*, has just been published to glowing reviews, was at work on the book since 1962. "I could not write a letter for years because it was necessary for me to say something about the progress of my book," he remembers. "When I wasn't making any progress or wasn't pleased with my progress, I just couldn't force myself to write letters." But when he did finish the book and sent it up from Kentucky to Farrar, Straus & Giroux and found that his publishers agreed to take it, "Well," McClanahan says with a lilt to his voice, "now I'm writing letters like crazy." □

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RIGHTS & PERMISSIONS

Paul S. Nathan

Getting to Know Kapuściński

Serendipity would seem to account for the fact that *The Emperor: Downfall of an Autocrat* by Ryszard Kapuściński is on the way to becoming internationally known. Polish being one of the less familiar tongues, not too many Polish books get published in other languages. Kapuściński's, however, happened to be brought to the attention of an American, William R. Brand, and his Polish wife, Katarzyna Mroczkowska-Brand, by the latter's mother. Brand himself is fluent in Polish. The two of them were so taken by the depiction of Haile Selassie's Byzantine rule and his overthrow that they set about translating it into English. Perspicaciously, they submitted a sample of their work in progress to Helen Wolff.

Now the American edition, published earlier this year by Harcourt Brace Jovanovich as a Helen and Kurt Wolff Book, is providing European publishers with an accessible version, on the basis of which six have arranged to issue their own translations. Five of the six who negotiated with Carol Lazare of HBJ's rights department are Flammarion in France; Feltrinelli, Italy; Tammi, Finland; Kiepenheuer & Witsch, Germany; and Siglo XXI, Spain. Quartet in England made its deal with Lazare's associate Irene Skolnick.

Kapuściński has just flown in to New York from Warsaw, and in his first interview here (conducted in English) he has answered questions likely to occur to all who read *The Emperor*. The book consists largely of monologues in which former members of the emperor's government or entourage reminisce and reflect. It reads like a novel, and one wonders whether some of it was invented. Only the style of speaking, says Kapuściński. He has striven for an archaic quality, because the book is about authoritarianism, and in today's world authoritarianism itself is archaic.

Second, it is quite clear that *The Emperor* serves as a metaphor for Poland under repression. How, then, has it been allowed to become a 120,000-copy bestseller, why have seven different dramatizations been permitted to hold the stages of theaters throughout Poland (one in Krakow now in its third year) and why was still another adaptation filmed for showing on national television?

"I wrote it during the Gierek regime," he explains. "Gierek liked a court atmosphere, protocol. I was attacking the pomposity of that regime. The present regime prefers not to take it personally." He adds that he was not attacking Haile Selassie. "I liked him very much. He was an excellent person who, tragically, overlived his time and couldn't break with the past."

Until recently Kapuściński considered himself a journalist who also wrote books. However, the weekly to which he was attached, *Kultura,* has been closed down by the Jaruzelski government, so that book writing has been his occupation. In a phone call to Helen Wolff at her New Hampshire home, I learned that, to her great satisfaction, she holds world rights to two more of Kapuściński's books.

Editor Turns Coauthor

Behind a recent second serial sale lies a story going back seven years.

In 1976 John Wiley & Sons brought out a book by Bud Getchell, founder of the Human Performance Laboratory at Ball State University, Muncie, Ind. *Physical Fitness—A Way of Life* it was called. A new edition has just come off the press. At the time the manuscript first landed on editor Wayne Anderson's desk he was overweight and out of shape. Before he had sent it off to the printer, he had corrected both conditions by following the book's recommendations.

Sold on what Getchell had to offer, Anderson embarked on a collaboration with him; the result, *Being Fit: A Personal Guide,* was published in April 1982. Now, just over a year later, *Self* has bought the section on "Walking" for use in late summer or early fall.

In Praise of Dullness

We can anticipate a dull fall season if a trade paperback, scheduled for October, catches on.

Last December the *New York Times* ran a feature article with a Boulder, Colo., dateline about Joseph L. Troise, a writer of technical automotive books who is also founder and president of the International Dull Men's Club. Shortly thereafter, Troise appeared on the coast-to-coast "CBS Morning News" and several other major network shows, expatiating on his second specialty, dullness.

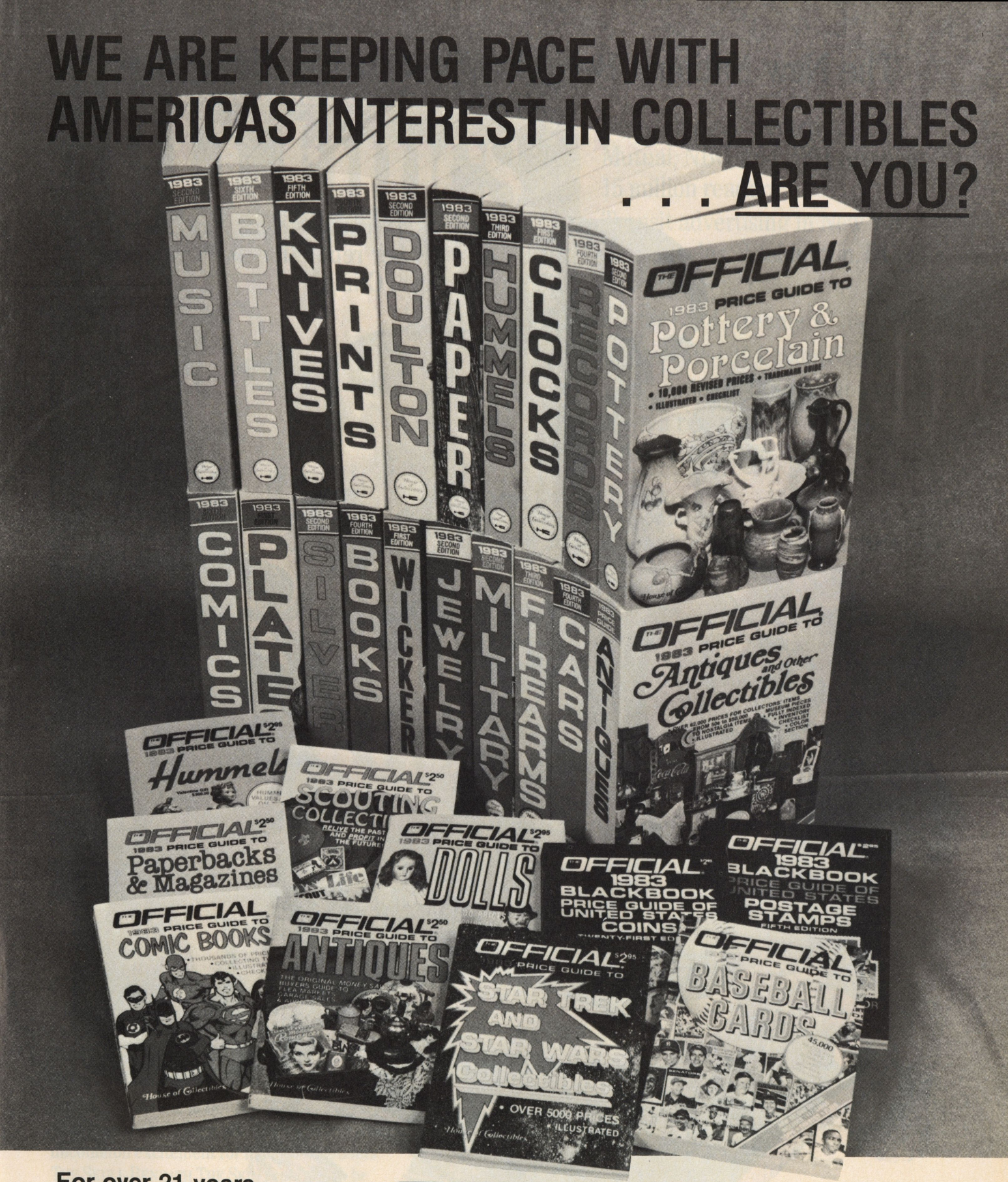
New York agents Arthur and Richard Pine, scenting a potential book, contacted Troise in Boulder and suggested the kind of proposal he might write to attract publishing offers. He accepted the advice and in due course mailed them a draft. They returned it for further work. On the next try he came through with something they felt was good enough to lead to a contract. Two publishers were given a look. Bantam bought it.

Forty-eight hours later the Pines had a deal with Corgi in London covering U.K. and Australian rights in *Dare to Be Dull!*

When the book comes out here, Bantam plans to send Troise cross country, presumably to bore the public.

Short Subjects: Judith Rossner's *August,* coming from Houghton Mifflin, has been taken by the Book-of-the-Month Club as a featured alternate. August is when the New York psychiatric establishment, en masse, goes on vacation, and the author recounts the events of one holiday month involving a woman doctor and her male patient. BOMC's advance is $25,000. . . . *Angels,* first novel by poet Denis Johnson, scheduled by Knopf for fall, will also be published in England. Auctioned on behalf of New York agent Robert Cornfield by Mic Cheetham of the Abner Stein agency in London, it has gone to Chatto & Windus. . . . And it was Cheetham who placed Bette Pesetsky's new first novel, *Author from a Savage People,* another Knopf title, with the Bodley Head. Next year Pan will do the British reprint. In this country Pesetsky is represented by Goodman Associates. . . . Dell has clinched reprint rights in *The Last Lion,* William Manchester's portrait of Churchill from 1874 to 1932. This book from Little, Brown is even longer than that house's *Ancient Evenings.* In addition to heft, both share the distinction of being major club selections. . . . Inter Nationes is the German government-funded bureau that helps finance translations of German books. Two such books are in line for publication by Pantheon: Peter Schneider's *Der Mauerspringer* (*The Wall Jumper*) and a two-volume work by Bernt Engelmann to appear here in one-volume condensation, *Im Gleichschritt Marsch.* An English title is being sought for this oral history of the Third Reich. . . . *Roy Lichtenstein 1970–1980* by Jack Cowart is proving to be one of Hudson Hills Press's more popular art books. German rights have been licensed to Prestel, Italian to Electa and U.K. to Petersburg Press, with Hudson Hills itself doing a special English-language edition for the Fundacion Juan March, Spain. With an assist from its printer in Tokyo, Toppan, the press has sold Japanese rights to the Seibu Museum of Art. □

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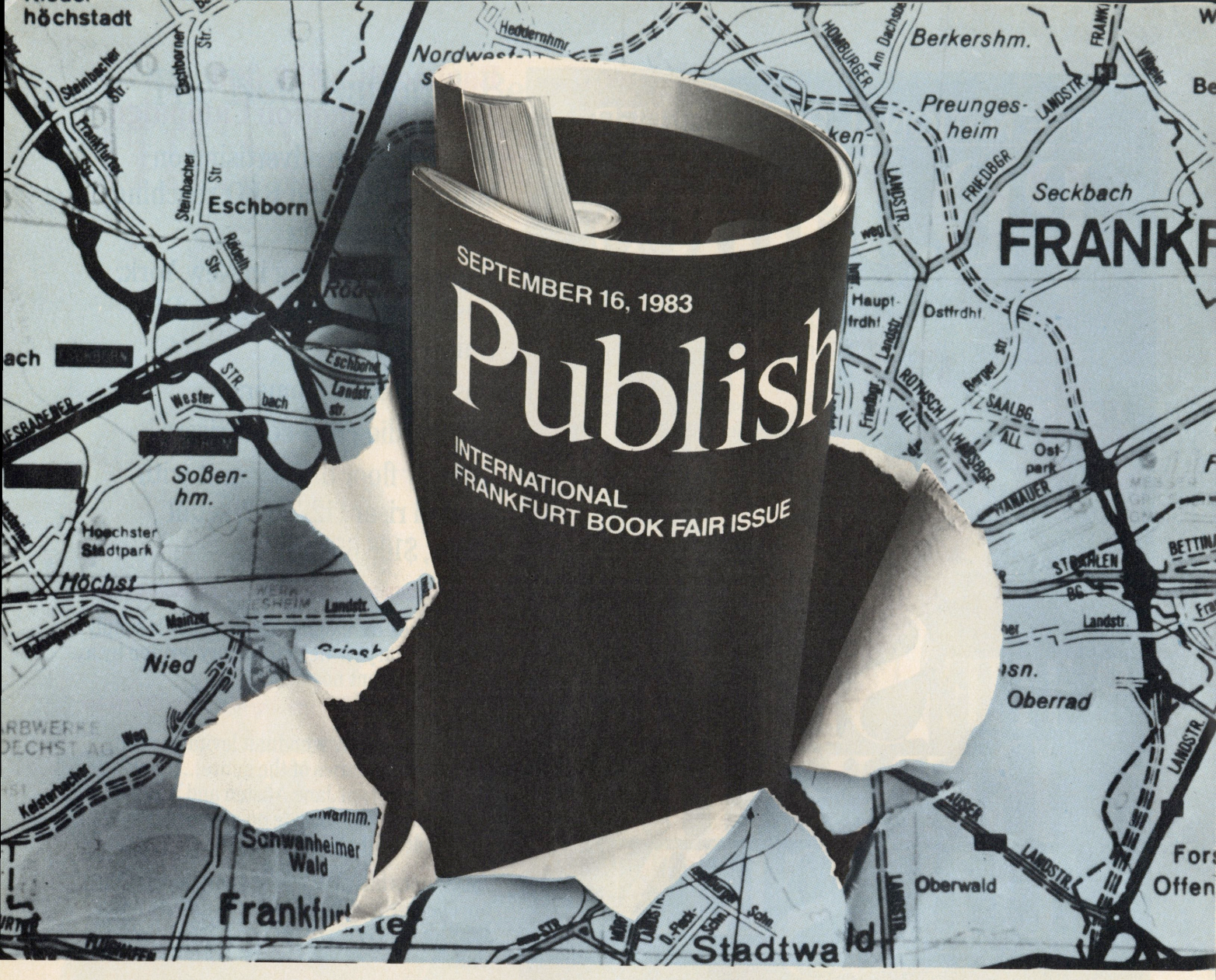
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AAP Panel Addresses the Topic of Market Research

"It's questionable whether in publishing we address research as a bona fide business undertaking," said Neil Gray of Medical Economics Press; he was speaking at a May 5th Association of American Publishers seminar on "Market Research for Professional & Scholarly Publishers." Although the program, held at AAP's New York headquarters, was intended for specialty publishers, many points raised in the meeting also had implications for general trade publishing, especially in the areas of reference books and nonfiction.

The six panelists made distinctions between different market research techniques and offered advice concerning use of outside research companies and in-house research departments. As Michael L. Grissom of Newsweek, Inc., pointed out, market research can help clarify who the reader is and why, and who is reading the competitive product. It can determine the level of awareness and perception of the product, and also provide marketing information such as response to price and packaging. These are all "issues ripe for exploration—which can be put into a marketing plan," noted Grissom, who utilizes research in his position as manager of strategic marketing at Newsweek.

Grissom compared different kinds of research services and noted that while the full-service company may offer experience and research expertise, unless the publisher states its objectives (and the research company understands the publisher's market), the study may not provide the expected information. He recommended an "active" rather than a "passive" research company: one that does more than "the publisher's bidding" and will "take the larger problem and build toward a research plan." Grissom also suggested that the publisher should take a look at the "first run of early data" in an outside study to see if it is making sense and to provide feedback to the outside research firm.

Research Therapy

"Treat your research department like doctors or psychiatrists," advised Marion White, vice-president research for Ziff-Davis Publishing Co. "They know what's going on out there. I know things the president of the company doesn't know—yet." She noted that an in-house department serves both a diagnostic function ("are there problems out there?") and a conduit for finding potential solutions ("where do we go from here—what products do we develop for which market?").

Although some firms like Ziff-Davis have a research staff, Jim Glickman of Glickman Research Associates pointed out that an in-house research department need not be large but should have at least one research professional who knows where to turn for data or outside research services, and to whom the publisher and editors can direct their questions.

Start with Your Files

Although speaking from the viewpoint of a research company, Glickman stressed that primary research (mail or telephone surveys and focus group interviews) may not be necessary: "Don't jump into primary research," he said. "Ponder the subject and see if you already know the answer: it may be buried in your files." The first step, he advised, should be to ask whether this problem has been investigated in-house before. Even if the answer is no, every publisher has a database, whether or not it is computerized. Beyond the publisher's files, he noted, there are excellent secondary sources of data: trade associations, public libraries and the U.S. government, including information available from the Census Bureau or Internal Revenue Service (at a nominal cost), which "may provide 20%-30% of what you need," said Glickman.

This advice on tapping secondary sources was echoed by Seija Goldstein, of CBS Publications, who pointed out that as director of magazine acquisitions and development she also finds informal surveys helpful "because they are faster." She cautioned, however, that with informal research, the publisher runs the risk that respondents may intentionally give incorrect information (formal studies are designed to minimize this). For developmental, long-term projects and for "fine-tuning editorial content and cover design," CBS uses primary research, according to Goldstein, who explained that while CBS has an in-house research department, outside services are sought for projects either "too large" or "too confidential" to be handled inside. She suggested that an alternative to the commercial research firms is found in universities (such as the Harvard Business School), which are an excellent source for such services "at around one-tenth the cost. Often they are more innovative, but it also takes more time."

Budgeting for Research

The audience of approximately 60 had some questions of their own, such as how much a publisher should budget for research. Elizabeth O'Brien (Intermed Communications, Inc.) suggested that ½%-1½% of total revenues should be allocated for research. In relation to other allocations for advertising and promotion, it was pointed out by Jerry Kossoff of Beta Research that research (especially focus groups) can be useful to test advertising and promotional materials in advance of the expenditure for media. Cover design, contents and titles are also appropriate for focus group treatment. O'Brien (a veteran focus group moderator or "hostess") offered advice for conducting this kind of research, which she stressed is "qualitative" rather than "quantitative" and which usually serves as the preliminary step to the preparation of questionnaires. Her suggestions included the following:

- A moderator should be knowledgeable about the product, but should not appear to know more than the subjects in the group. He or she should be able to create a spontaneous, relaxed (versus adversary) setting and to control dominant members as well as being able to draw out the shy participants.
- Visual aids are helpful for getting participants to conceptualize and contribute. Lists, proposed tables of contents, layouts, cover art and flip charts can lead to worthwhile responses.
- While it is a "prime criterion" that subjects in a focus group be representative of various demographic characteristics, socio-economic factors should not vary among the members as this tends to lead to intimidation and will cut off the flow of information.
- To prevent editorial, marketing or sales departments from projecting or "hearing only what they want to hear," taped results should not be made available until the study is complete (which may include several sessions) and not until material has been objectively analyzed.

Mail and telephone surveys are used to obtain the "quantitative" data necessary for a complete study, said O'Brien. Telephone interviews are faster and more costly. While they do have advantages (they allow probing queries: "What did you mean by that?"), telephone queries inhibit responses to certain personal questions, which are more likely to be answered on a form.

O'Brien also offered the following mail-survey tips:

- Make the cover letter brief but good, because "if they don't read it, you're one step away from the waste basket."
- Use ample white space to prevent the questionnaire from intimidating the respondent.
- Pretest the questionnaire with people not directly involved in the project.
- An incentive (cash, a free pen, etc.) means an additional cost but also provides a higher percentage of responses.

Moderator Neil Gray pointed out that too few publishers incorporate research in their strategic planning. "Research isn't a solution to our problems, but it certainly can suggest possible directions." ALLENE SYMONS

Bantam Taps Police Market for *Balefire*

When a novel has a special-interest background and is written by an author with the right credentials, techniques more typically used for selling nonfiction can be effective as a promotional tool. Bantam found this to be true when it directed a special campaign at Vietnam veterans to promote *The 13th Valley* by John Del Vecchio, and the publisher has taken a similar strategy for its upcoming hardcover, *Balefire* by Kenneth Goddard ($14.95).

Balefire—a what-if suspense story about a terrorist conspiracy at the 1984 Olympics in Los Angeles—is a first novel. Author Goddard's credentials include a former position as chief of the police crime lab in Huntington Beach, Calif.; currently he is with the Forensics Science Branch, Division of Law Enforcement of the U.S. Fish and Wildlife Service in Washington, D.C. Like Del Vecchio, who was involved with Vietnam veteran groups, Goddard is a member of a "network," which makes this kind of book/author suitable for mounting a word-of-mouth campaign. To accomplish this for *Balefire*, Bantam sent a special brochure and cover letter to over 2000 police officials, associations and related groups with a request that the brochure be posted. According to Bantam's associate publicity director, Sally Williams, "In both cases the authors were well-connected," and to compile an effective "network" mailing list, both writers made contact suggestions. Goddard, for example, pointed out that *Police Chief* magazine publishes an annual list of law enforcement officals.

For both *The 13th Valley* and *Balefire*, the mailings went out two months before publication, which may seem early, but Williams gives her rationale: "I included a note asking them to post the notice on the bulletin board. It may take a while before they get around to posting it and reacting."

M. Evans Takes Its Cuke Book to the Bars

Back in April 1982, the manuscript of a humor book entitled *Why Cucumbers Are Better Than Men*, written by a team of writers and lawyers from Minneapolis (who call themselves The Cucumber Group), was submitted to M. Evans. After a round of prurient snickers from the enthusiastic staff, a few legal problems had to be cleared up before publication could proceed: the manuscript had been circulating in a photocopied form, and unauthorized versions had to be withdrawn. One firm (which distributes primarily to gift shops) was allowed to continue publication of an edition that Evans's publicity director, Cindy Morgan, calls "raunchier" than the "more tasteful" Evans edition illustrated by Risa Glickman.

The price for the trade paperback was set at $2.95, and an initial printing of 25,000 copies was ordered. When Evans faced the how-and-where question of promotion, it was decided to send out a press kit and to hit the singles bars where a publication celebration for a slightly risqué book like this might be most appreciated. Keen on its promotion plans and pleased with advance orders, the publisher increased the first printing to 40,000 copies.

The pub date fell, appropriately, on a Friday. On that day and with mailgram back-up to media and accounts, walking cucumbers (two cukes per bar, four bars per location) invaded singles bars in 10 cities—New York, Dallas, Houston, Minneapolis, Boston, Chicago, Philadelphia, San Francisco, Los Angeles and Washington D.C. Once inside, the cukes did not become pickled but instead passed out green buttons and free copies of the book.

Reactions in the bars varied, according to Morgan. In some establishments men seemed to find the book more amusing than did the women. Other surprises: several of the bars originally scheduled for cuke visits in New York City banned the cucumbers (others, however, were willing to take them in); the cukes were thrown out of one bar in Dallas, but another Dallas watering hole welcomed them with a marquee that said, "Come in and find out why cucumbers are better than men." In Chicago a flasher challenged the cucumber (presumably to a duel). In Philadelphia the cucumbers gave a reading from *Why Cucumbers* (etc.) on the DJ's microphone. Patrons were invited to contribute their own views on the subject, and the impromptu session continued for two hours.

Morgan considers the publicity stunt a success, and explains that although the events didn't get as much television coverage as expected, radio stations responded to the press kit by giving *Cucumber* readings over the air and mentioning the book. A.S.



© Diane Gedymin

Cukes mingle at Manhattan drinkery (Ryan McFadden's) in a pub-night promotional celebration for Why Cucumbers Are Better than Men

Sales and Distribution

The Toothpaste Press has announced that all orders from libraries, individuals, bookstores and jobbers should be directed to its new distributor, Bookslinger, located at 330 E. Ninth St., St. Paul, Minn. 55101. All questions about rights, permissions, publicity events, editorial matters, etc., should continue to be sent to The Toothpaste Press, P.O. Box 546, West Branch, Iowa 52358.

Chronicle Books of San Francisco is no longer the distributor for Flashmaps Instant Guide series. All inquiries regarding these books should be directed to Flashmaps, Inc., Box 13, Chappaqua, N.Y. 10514.

Manchester University Press of Great Britain has opened an office in the U.S. Distribution and promotion will be handled by the Longwood Publishing Group, Inc., at 51 Washington St., Dover, N.H. 03820; (603) 742-4662 or (800) 343-9444. Inventory, including backlist titles, will be held in the publisher's warehouse in New Hampshire.

Books and Sidelines Planned for Simon & Schuster's Elegant Bear

The licensing of trademarked characters is big business, and publishers have been sharing in the market demand for adorable, funny and droll characters for decades. Now, Simon & Schuster (which has also published Disney and Peanuts books) is about to become the publisher of a new licensed character. His name is Abner Smoothie; his creator is illustrator Dennis Kyte (a graphic designer who also has jewelry, fabric and apparel designs to his credit); and Abner is scheduled to make his literary debut on October 1 in *The Last Elegant Bear*, a Little Simon hardcover priced at $9.95.

Not that bears haven't been done before. But in *The Last Elegant Bear*, illustrator Kyte has created one with blue-blood lineage, ancestral home and eccentricities that are not uncommon among members of the old-monied upper class. There is also in Abner, Kyte explains, a touch of innocent "decadence," which might be suspected since Abner is often portrayed in his favorite monogrammed bathrobe. As Little Simon editor-in-chief Kate Klimo says, comparing Abner with another literary bear, "He's not at all Pooh-ish."

The format of *The Last Elegant Bear* is reminiscent of a family album, complete with padded/embossed/leatherette cover. The book itself consists of a whimsical chronology of the life, times and "forebears" of Abner Smoothie, presented in intricate sepia and full-color drawings accompanied by what Klimo calls "a running bio" that tells the story of Abner and his dotty family tree.

According to Klimo, S & S debated over the imprint to use for Abner and decided to go with Little Simon since the publisher is hoping the title will become a crossover book with adult impulse-buying potential ("like Shel Silverstein," says Klimo). S & S intends to reinforce this targeted market by including it in the adult section of its catalogue with a reference to the children's books catalogue.

Promotional plans to launch *The Last Elegant Bear* include posters and "Paws Prep" T-shirts to be handed out at the ABA convention in Dallas and to major S & S accounts after the trade show. A five-city tour featuring a life-size plush Abner Smoothie is also planned for early 1984. One of the advantages of licensing, of course, is that the exposure the character gains can reinforce sales of various products. Of the cross-merchandising opportunities, Klimo observes: "It will go both ways. Elegant Bear products will be displayed with books in bookstores, and books will be displayed with nonbook items in gift stores." Harvey London, vice-president, sales manager at S & S, is coordinating the publisher's cross-merchandising with other licensees.

The book is actually the second product to carry the Elegant Bear trademark; a line of ceramics has been on the market from Sigma (a division of Towle) since the end of 1982. But soon the Elegant Bear will also be available in plush toys and on wearing apparel. Other products, including bedsheets and paper goods, are currently being discussed, according to Dennis Kyte Design Studio's president, Seymour Surnowe, who explains that although the studio holds the license, S & S (which as publisher is neither licenser nor licensee) will be coordinating its sales effort with other manufacturers to make the Elegant Bear as visible and marketable as possible. Currently, the S & S sales force carries along the Sigma information on Elegant Bear ceramics products on sales calls.

By the Christmas selling season of 1983, the Elegant Bear line of plush





Left, a page in the life of Abner Smoothie, from The Last Elegant Bear *(Little Simon/ Simon & Schuster); right, cover design features Abner in bathrobe with his stuffed toy, Puppy; below, illustrator/ author Dennis Kyte in his own habitat*



toys (manufactured by Gund Inc., one of the major producers of plush products) will be available in selected markets, with general distribution expected early in 1984. Abner (in plush) will be featured in his monogrammed bathrobe carrying his own stuffed toy, a rabbit named Puppy. The bear will come in various sizes and prices, ranging from a small item priced around $8 to the largest in the series, priced around $75, according to Surnowe. Another example of the cross-merchandising effort planned by licensees is the hang tag that Gund will use on its toys: each hang tag will feature a reproduction of Simon & Schuster's *The Last Elegant Bear* cover, and the Gund sales force will use the publisher's poster to promote the bear character in its own accounts. A.S.

Peterson Birds on Video. For Houghton Mifflin, Roger Tory Peterson's *A Field Guide to the Birds* has long been a hardcover and paperback standard in bookstores. In April HM introduced *Watching Birds,* the first in a videocassette series (available in Beta and VHS) based on the Eastern Seaboard edition of the guides. Produced in conjunction with Metromedia and under the supervision of Peterson, the videocassettes feature 52 birds and have a suggested retail price of $59.95. Other regional editions are in the developmental stage. For further information on discounts and terms, contact Houghton Mifflin sales representatives or the publisher's special sales department at Two Park Ave., Boston, Mass. 02180; (617) 725-5000.

VCR Wine Guide. As an outgrowth of the New American Library title *Enjoying Wine,* author and wine expert Paul Gillette, a syndicated columnist and the author of *Playboy's Book of Wine,* has produced a videocassette entitled *Enjoying Wine with Paul Gillette.* Available for both Beta and VHS videocassette recorders, it is priced at $69.95 (retail) and demonstrates seven wine tastings, with featured segments on wines from California, France and Italy, plus advice on how to select, taste and judge wines. For more information contact Video Associates, Inc., 5419 Sunset Blvd., Los Angeles, Calif. 90027; (213) 463-3255.

Dover's B'klyn Bridge. As the latest in its line of posters, Dover Publications is offering three new posters of the Brooklyn Bridge to tie in with the centenary year of the "Great East River Bridge." Two of the designs feature photographs by Andreas Feininger; the third is an illustration from the Dover title *A Picture History of the Brooklyn Bridge* by Mary Shapiro. Each is on coated stock and is priced at $1 net (minimum 10 single or assorted). Posters are shipped flat and separate from book orders. Dover Publications, Inc., 180 Varick St., New York, N.Y. 10014; (212) 255-3755 or (800) 223-3130.

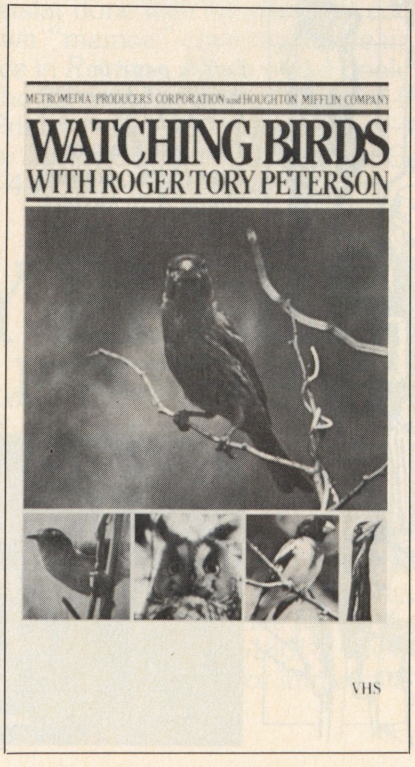
Meadowbrook Baby Cards. Meadowbrook Press, publisher of books for parents and children, has introduced a specialized line of baby gift cards and giftwrap. Based on Meadowbrook's baby record calendar and *Our Baby's First Year*, the eight card designs are priced at 25¢ retail and are available to retailers in packages consisting of eight-design/200 units and four-design/100 units. A coordinated giftwrap selection will be available in early July, along with a new record book, growth chart and other related products. For information contact Meadowbrook Press, 18318 Minnetonka Blvd., Deephaven, Minn. 55391; (612) 473-5400.

Sara Midda from Sunrise. The delicate illustrations from Sara Midda's *In and Out of the Garden* (Workman) are now available from Sunrise Publications in a line of 24 notecards featuring garden images along with verse and prose taken from the book. Price is $1 each retail ($6 per dozen wholesale); terms net 30. Sunrise also has a new line of social cards. For information: Sunrise Publications, Inc., P.O. Box 2699, 2620 State Rd. 37 N., Bloomington, Ind. 47402; (812) 336-9900.

007 Game Adventures. Victory Games, Inc. (a division of Monarch Avalon, Inc.), has announced the introduction of role-playing games based on Ian Fleming thrillers. Called James Bond 007: Role Playing in Her Majesty's Secret Service, the series consists of six products, available for shipment in September, including *The Basic Game Book* ($9.95 suggested retail), which provides information for player skills needed in each mission (the goal is to obtain the "007" rank) and includes an introductory adventure ("The Island of Dr. No"); The Complete Basic Game Set ($12.95); The Complete Equipment Guide and Briefing Manual for Q Branch, with over 150 illustrations and technical drawings of weapons and equipment used in the James Bond movies as well as other items that may be used during a mission ($9.95); Octopussy Adventure ($6.95); and Gamesmaster Pack—A James Bond 007 Supplement ($8.95). For information contact Victory Games, Inc., 43 W. 33rd St., Suite 603, New York, N.Y. 10001; (212) 563-2630.

Can Bookmarks Talk? Liberty Publishing Company says its can. A sound strip is activated on the Original Talking Bookmark when it is pulled lightly between thumbnail and forefinger, causing the elfin-image bookmarks to say "I miss you," "Happy birthday" or several other messages. The bookmarks come individually wrapped in plastic and are available to the trade in sets of 25. A demonstrator accompanies each set. Retail price is $1.29 each. Contact Liberty Publishing Co., 50 Scott Adam Rd., Cockeysville, Md. 21030; (301) 667-4094. □

PRODUCT VIEWS



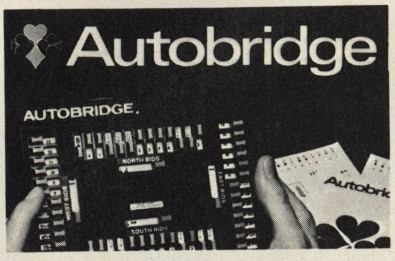


Peterson's bird guide on videocassette, from Houghton Mifflin; Dover's poster celebrates the Brooklyn Bridge centennial

SIDELINE MART

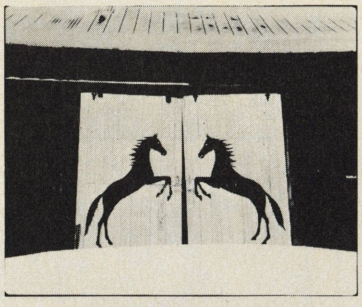
In response to the fact that more and more bookstores are carrying sidelines in addition to books, *Publishers Weekly* has increased its planned editorial coverage in 1983 to include a monthly sidelines round-up column as a supplement to its special sideline issue coverage. The Sideline Mart will therefore be a special monthly feature in 1983. Advertising units are limited to 1/12 and 1/6 pages.

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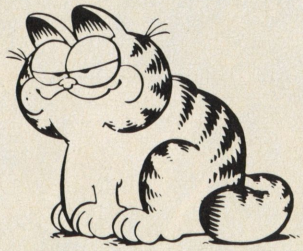
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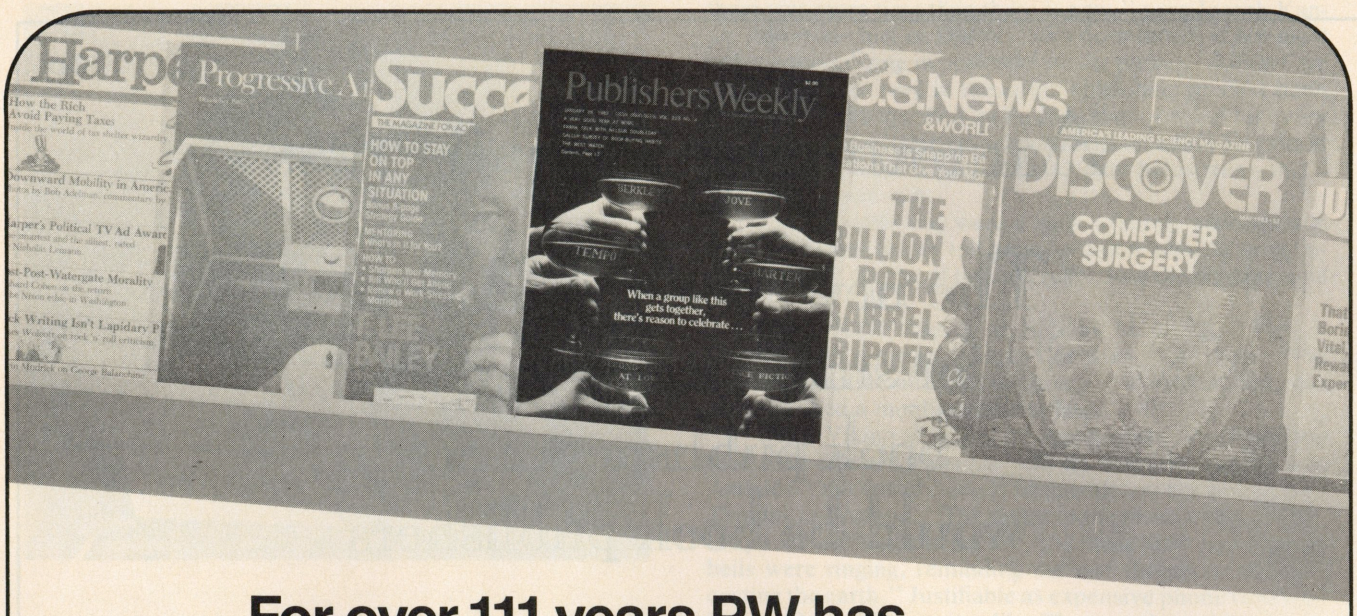
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A Quartet of Literary Biographies Is Set

Biographies of four famous 20th century literary figures—three American and one British—have been scheduled by publishers for the fall season and beyond. Beginning with the biography furthest down the road, in 1986 Harper & Row will publish a biography of Katharine S. White by Linda Davis, who is writing the book with the cooperation of E. B. White, husband of the late essayist and *New Yorker* editor.

Davis's biography will be based, Harper & Row says, on thousands of unpublished letters, private papers, published and unpublished creative work and interviews with colleagues and friends—John Updike, Roger Angell, William Maxwell, William Shawn and others. Davis will concentrate on the years 1925–1961, weaving the story of White's private life with the story of her influence on the *New Yorker*.

In his obituary for White, *New Yorker* editor William Shawn wrote: "More than any other editor except Harold Ross [the founding editor] himself, Katharine White gave the *New Yorker* its shape and set it on its course. . . . The history of American fiction in the last 50 years would not have been the same without her."

White served as editor to some of the most famous names in literature—Nabokov, Mary McCarthy, Marianne Moore, John O'Hara, Edmund Wilson—and was married twice—to Ernest Angell, an attorney for the American Civil Liberties Union, and to E. B. White, with whom she had three children.

Davis has already spent five years researching the untitled biography and it will be her first published book.

A biography of E. B. White himself is due from Norton, which will publish ***E. B. White*** (Jan., cloth $22.50), described by the publisher as the first biography of the distinguished author of *Charlotte's Web* and *Stuart Little*, who is also the White of Strunk & White's *The Elements of Style*. While the book is not an authorized biography, Norton reports that White has corresponded with and given full cooperation to author Scott Elledge, professor of English at Cornell University. Elledge has been working on the biography for the last 15 years.

According to Norton, the biography contains previously unpublished letters and describes White's childhood, his undergraduate years at Cornell and "his often difficult pre-*New Yorker* years when he struggled to find himself as a writer and as a man." The biography also recounts, "for the first time in any detail," White's relationships with Harold Ross, founder of the *New Yorker*, with James Thurber, his lifelong friend, and with his wife Katharine.





At left, a photo of E. B. White taken in 1962; Kenneth Grahame at right

A non-*New Yorker* literary life will be recounted in a biography of Kenneth Grahame, author of the classic children's story *The Wind in the Willows*, to be published by Facts on File. In September, the company will release an abridged and illustrated version of Peter Green's definitive biography of Grahame entitled ***Beyond the Wild Wood: The World of Kenneth Grahame*** ($16.95). The biography examines Grahame's life and times and includes an extensive look behind the author's best-known work, first published in 1908, including detailed sketches of the book's characters and the real-life counterparts from which they were drawn.

The Wind in the Willows reportedly has an average yearly sale in all editions of more than 80,000 copies. This year, the work will go into the public domain in England, and three film versions are scheduled to appear on British television.

Grahame, who was born in 1859, became the youngest Secretary of the Bank of England and lived a life in strict conformity with Victorian mores. "But," the publisher notes, "his public image of adult sobriety masked an abiding childlike love of a bygone England of rural peace and perfection he felt had been breached and destroyed by the Industrial Revolution."

Peter Green, who has abridged this new version himself, is currently professor of classics at the University of Texas at Austin.

And due in 1984 from Atheneum is a biography of Ralph Ingersoll, founder of the controversial newspaper *PM*, published in New York during the 1940s. Writing the biography will be Roy Hoopes, the author of *Cain*, published last fall by Holt, Rinehart and Winston.

Ingersoll was the first managing editor of the *New Yorker*. He left in 1930 to become managing editor of Henry Luce's *Fortune* and in the next five years brought Archibald MacLeish, James Agee, Dwight Macdonald and others into the pages of that magazine. He became general manager of Time, Inc., where he championed the publication of *Life*.

Luce asked Ingersoll to become publisher of *Time* after the success of *Life*, but Ingersoll, crushed at being removed from *Life*, refused to work for any magazine not his own, Atheneum reports.

Ingersoll raised $1.5-million to back *PM*, which was launched in 1940, and Ingersoll's pro-Marxist yet anti-Rus-

sian attitude immediately sparked controversy. "For most of his brief editorship," Atheneum says, "it was simultaneously attacked by Wall Street, the Communists and the Catholic church."

Ingersoll has been married four times and had two highly publicized affairs—with playwright Lillian Hellman and novelist Laura Hobson (whose own autobiography, ***Laura Z: A Life*** [$17.95] is due out in October from Arbor House); he was a friend, and then an enemy, of Henry Luce, Clare Booth Luce and Ernest Hemingway. During the 1930s, Ingersoll flew his own plane and during World War II landed with the Allied troops in Normandy on D-Day.

Today Ingersoll, 82, is retired and lives with his fourth wife in Cornwall Bridge, Conn.

Crossroad to Issue Book On Bishops' Letter

Catholics and Nuclear War: A Commentary on the U.S. Catholic Bishops' Pastoral Letter on War and Peace ($17.50, paper $8.95) will be published by the Crossroad Publishing Company late this summer. The book will include the entire letter itself, plus commentaries, pro and con, by leading American theologians, historians and social scientists.

On May 3, a group of Catholic bishops meeting in Chicago approved, by an overwhelming majority, the text of a pastoral letter defining moral perimeters for the use of force in international affairs. Early drafts of the letter had been the subject of intense controversy when the Reagan administration attacked many of the letter's proposals. The letter essentially supported a call for a nuclear freeze, a stand President Reagan opposes.

Catholics and Nuclear War will critique the letter through statements by 20 contributors, including William V. O'Brien, Catholic University; Lester C. Thurow, MIT; and Gordon Zahn, Freedom House. The book's foreword will be provided by the Reverend Theodore M. Hesburg, president of Notre Dame. Philip J. Murnion, director of the National Pastoral Life Center in New York City, will serve as the book's editor.

Cartoon Music History Is Arco's July Lead

The History of Music in Cartoon ($12.95), an English edition of the 250,000-copy European bestseller, will be published by Arco in July. *L'histoire de la musique en bandes dessinées* by musicologist Bernard Deyriès and Denys Lemery was named Best Book of the Fair at the 1979 Bologna Book Fair.

The book depicts in cartoons the entire history of music, from the first simple songs to Mozart, from Beethoven to Wagner, from Mahler to the present day. Period costumes and settings have been rendered in color.

The initial printing for the Arco edition will be 25,000 copies. The illustrated book about the international language, obtained by Arco publisher Peter Sherred and chief executive officer Peter Grenquist at the 1981 Frankfurt Book Fair, is already available in many languages: German, Afrikaans, Portuguese, Spanish, Greek, Dutch and Japanese. In addition to this English edition, new editions will be available in Swedish, Finnish, Danish and Arabic.



PAPERBACK BOOKS

Arbor House: Working Out with 'Sportshape'

Helane Royce, the Manhattan dance and exercise instructor who came to national attention recently for her work as an exercise consultant to the New York Rangers hockey team, will outline her special program for conditioning for men and women in ***Sportshape: A Daily Fitness Program for Men and Women*** (no price set), a Priam trade paperback due from Arbor House in November.

The New York Rangers, Arbor House reports, began using the Royce method of sports conditioning to supplement their regular preseason training schedule. Her exercises—which can also be used to prepare for tennis, racquetball, skiing, baseball and basketball—aim to prepare various muscle groups for the particular sport to be played in order to avoid injury. One Ranger said of her program: "I hate it but it works"; another moaned, "She makes me feel muscles I never knew I had."

The daily programs outlined are illustrated by photographs of various athletes performing the prescribed exercises.

Pocket's Plan for College Acceptance

Although he is only 20 years old, Lawrence Graham has already published two books, *Ten Point Plan for College Acceptance* and *Jobs in the Real World*; he has been written about in the *New York Times*, *People*, *Us*, *Glamour*, *Seventeen* and *Good Housekeeping*; and he is a student *and* a career counselor at Princeton University.

Now, the indefatigable Graham is back with his third book, ***Conquering College Life*** ($3.95), an August trade paperback original from Washington Square Press.

Covering college life from first-year orientation to graduation, *Conquering* answers questions on how to deal with the independence of being away from home (and the dependence of living with a roommate); how to study effectively and avoid test anxiety; how to choose a major (and courses along the way); managing expenses; and improving your social life.

Seventeen chapters, says Pocket, guide the reader through four years at his or her chosen institution and amid the advice, humor and anecdotes are sprinkled to ease the pressure.

Back to Press

—St. Martin's Press. ***Runner's Repair Manual*** ($5.95) by Murray Weisenfeld has 32,000 copies in print after a 3800-copy fifth jog to press.

—Sterling. ***The Basic Manual of Fly-Tying*** ($8.95) by Paul N. Fling and Donald L. Puterbaugh has tied up its sixth printing for 18,000 copies in print.

—Vintage. ***The Longest War*** ($2.95) by Jacobo Timerman has 37,500 copies in print after its second printing.

—Whatever Publishing. ***Prospering Woman*** ($7.95) by Ruth Ross has 20,000 copies in print after a 10,000-copy second printing. □

THE WEST WATCH

Charles Trueheart

An End

The Westwood Book Store, whose ill-fated relocation, financial woes and imaginative efforts to stay alive were described in this space last month (*PW*, Apr. 29, p. 28), closed its doors on the evening of May 11.

The store, a booklover's sustenance and browser's mecca in Los Angeles since 1936, had been reorganizing under Chapter 11 of the Federal Bankruptcy Act since last autumn, but in recent months its solvency became tenuous and, finally, elusive. The Westwood Book Store is now liquidating its assets under Chapter 7 of the act.

A nonprofit entity called the Westwood Literary Foundation had been organized early this year by friends of the beleaguered bookseller to manage a lending library within the store, whose proceeds and customer traffic would help the store survive. "The foundation kept the bookstore open the past two months," said Lewis Perdue, the foundation's originator and maximum leader, "but it just wasn't big enough, soon enough, to really make a difference."

The foundation now is searching for a new home in the Westwood area for its lending library. "It's a net moneymaker," Perdue says, and may be attractive even to a chain bookstore outlet as a back- and midlist repository.

Meanwhile, at the Westwood Book Store, employees were learning to fill out unemployment compensation forms, and were wandering red-eyed among the books that simply wouldn't move.

A Milestone

The nation's largest university publisher, the University of California Press, formally marked its 90th year of operation in mid-May with a pair of celebrations, one in San Francisco (across the bay from its Berkeley headquarters) and the other in Los Angeles (where the press maintains its second office). Both affairs featured readings from an assortment of UC Press books, ancient and recent. In Los Angeles, actor Charlton Heston read from a new edition of *Moby-Dick,* to be issued in paperback by the press this spring.

James H. Clark believes the role of the press he has directed since 1977 continues to be "to publish those serious books of nonfiction for a broader audience that now find no other home." But the current anniversary comes at a time when the press is preparing to move into dazzling new quarters, an old warehouse in Berkeley that has been redesigned for the press's use, and this coincidence, to Clark, suggests new directions for the press.

"I think it's time, after 90 years, to add a dimension of vitality to the press without leaving behind its tradition or character," Clark says. "I want to go out and get some major authors for the press—not work that's any less scholarly, but that's broader-based. If there's someone who's been doing research in a field, I want him or her to do the major statement for us, not just a piece of research. And these books should generate enough income to pay for themselves and others."



Among the UC Press titles that pay for themselves and others today are inexpensive reprints of classic works like the aforementioned *Moby-Dick.* This version, designed by Andrew Hoyem and illustrated by Barry Moser, was originally published in a limited edition by Hoyem's Arion Press of San Francisco. Clark wants "books that are respectable and handsome made available to a wider group of people than those who collect rare and limited-edition books." Another in this vein is *Alice's Adventures in Wonderland,* which won a TABA design award this spring; Lewis Carroll's *Through the Looking-Glass* will follow under the UC Press imprint in the fall.

The press also attends carefully to its home state. *The California Coastal Access Guide* is a strong seller and an important resource to outdoors-conscious Californians; *L.A. Freeway,* another recent title, is an illustrated ode to what they have wrought.

A Beginning

Book publishers in Southern California—they do exist—have revived their moribund regional trade association and launched ambitious plans to serve the disparate needs of a membership from San Diego to Santa Barbara.

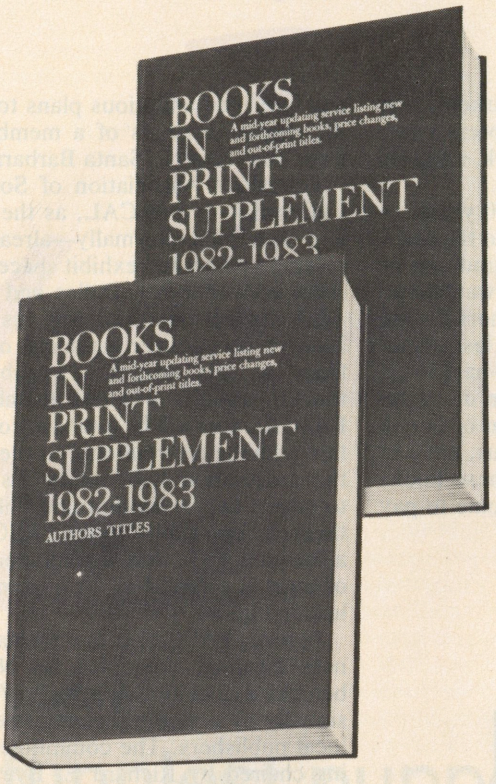
Publishers Association of Southern California—or PASCAL, as the group is to be known informally—already has reserved combined exhibit space at the ABA convention in Dallas and at the ALA convention in Los Angeles late in June. A cooperative catalogue of titles from, at this writing, 17 publishers that are among the charter members of PASCAL also will be issued in conjunction with the conventions. At the ALA, the association will outline its plans to guests at a reception and will offer them an opportunity to join PASCAL at a flat rate of $50 until a graduated scale of dues is established by a permanent leadership.

Pending PASCAL's first formal business meeting, scheduled for November, the association is being run provisionally by a steering committee of 14 local publishers. The committee is being chaired by Richard E. Bye, vice-president of Los Angeles–based Knapp Communications and founder of its book-publishing division, the Knapp Press. Bye is a former publisher of *PW* and vice-president of the R. R. Bowker Company.

At the November meeting, bylaws will be presented to the membership for its approval and a slate of permanent officers will be elected. Future plans for the organization call for other cooperative promotion and advertising ventures, designed to appeal especially to the large number of small publishers in the area. PASCAL will also sponsor the more customary activities of trade associations: workshops and programs to draw together book (and software) publishers for information exchange, "networking," socializing. Bye said he hopes the association "will attract specialists from some of the larger publishers in the East to come and conduct seminars or special programs."

The steering committee plans to propose three classes of membership: for full voting members (publishers), independent members (personnel of publishing operations) and associate members (booksellers, vendors, authors, publicists, suppliers and the media). Although PASCAL will maintain an office in Los Angeles—staffed by a salaried administrator, conceivably—monthly meetings will circulate among chapters throughout Southern California. □

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NONFICTION

ILLUMINATED HEBREW MANUSCRIPTS

Bezalel Narkiss. Alpine Fine Arts Collection, $60 ISBN 0-88168-000-1

The 60 illuminated manuscripts reproduced here in full-page color plates were chosen for their beauty and for the light they shed on the various schools of Hebrew illumination. These works are remarkable for their esthetic appeal, decorative exuberance, inventiveness and extraordinary colors. A 13th century Spanish manuscript shows zoomorphic, painted letters turning into grotesque animals and humans. In a Hamburg miscellany depicting the Day of Judgment, a man prays behind an angel guarding the gates of paradise. The earliest specimens are fragments from 11th century Egyptian Bibles. There are striking examples of Spanish manuscripts drenched in orientalism; French works laced with floral and animal motifs; Italian secular, medical and religious illumination produced by scribes for educated patrons. A treasure for art lovers and collectors of Judaica. [*June*]

THE FASHION SYSTEM

Roland Barthes, translated by Matthew Ward and Richard Howard. Farrar, Straus & Giroux/A Hill and Wang Book, $20.50

A woman in a magazine ad wears a skirt that tells you she vacations at the shore and probably reads Proust. Barthes decodes the subtle signs and messages that women's fashion subliminally conveys in this brilliant, sometimes difficult essay. Fashion responds to the hunger for newness and youthfulness by concealing the commercial origins of its image system, Barthes points out. The rhetoric of fashion is both too serious and too frivolous, mirroring society's sexist stereotype of woman as sublime and childlike at once. The typical model portrayed in fashion ads, Barthes shows, lacks a mature, developed personality. She is a collection of traits—easygoing, coquettish, discriminating, fast, sophisticated or whatever—like so many flavorings. This extended linguistic analysis of French fashion magazines was originally published in 1967. It pierces to the heart of the fashion mystique. [*July 14*]

FLASH OF THE SPIRIT: African and Afro-American Art and Philosophy

Robert Farris Thompson. Random House, $19.95 ISBN 0-394-50515-8

Illustrating his survey with more than 150 photographs, a noted Yale professor of African art history studies the essential esthetic, religious and philosophical concepts of five cultures—Nigeria, Cameroon, Dahomey (now Benin), Mali and the Congo (now Zaire)—and their effects on the art, architecture and beliefs of people of African descent in Brazil, Cuba, Haiti (especially voodoo) and the United States. The subject matter ranges from the primary esthetic values of the Mande and the ideographic writing of the Ejagham people to the influence of Yoruba art on the buildings of Oyatunji, S.C., and of Kongo art and religion on the sculptures of Henry Dorsey of Louisville, Ky., and the "sacred furniture" of James Hampton of Washington, D.C. A richly impressive work for specialists in this field. *Foreign rights: Random House.* [*July 16*]

PASSPORT TO ANYWHERE: The Story of Lars-Eric Lindblad

Lars-Eric Lindblad with John G. Fuller. Times Books, $20.75 ISBN 0-8129-1068-0

As a boy in Sweden, Lindblad was captivated by the stories of the great explorers, so it is small wonder that, when he started arranging travel tours, he was attracted to the most exotic, least visited spots on earth. In pursuance of his dream, he was among the pioneers in setting up tours of lesser-known sites in India and East Africa. In 1964 he arranged a tour of Outer Mongolia that included the Gobi Desert and Karakorum, the city of Genghis Khan. He then resolved to take a group to Antarctica, which he did on a borrowed Argentine ship. On a subsequent trip to the South Polar region he resolved to have his own boat built, and so commissioned the *Lindblad Explorer.* With his new ship he added to his itinerary the Seychelles, the Arctic, the Amazon basin and Indonesia. [*July 20*]

THE IMPERIAL *POST*: The Meyers, the Grahams and the Paper That Rules Washington

Tom Kelly. Morrow, $14.95 ISBN 0-688-01919-6

Kelly's breezy history of the *Washington Post* focuses on the main personalities behind that paper's past half century, from its 1933 acquisition at a bankruptcy auction by tycoon Eugene Meyer through recent years under Phillip, Katharine and, now, Donald Graham. In a brisk, once-over-lightly style, the author traces Meyer's rise through Wall Street and government service, culminating in his half-successful effort to make the *Post* a political force; and the paper's growth, from the late 1940s, under Meyer's son-in-law Phil, a "benevolent elitist" whose *Post* crusades were a bid for power in Washington. Under Katharine and editor Ben Bradlee, the paper won new respectability and profitability in the 1960s and '70s, rivaling the *New York Times* in quality, yet "curiously adrift" between greatness (Watergate, etc.) and disgrace (the Janet Cooke affair, the recklessness of feature writers, etc.). Includes many stories about triumphs and sins by *Post* stars. Photos not seen by *PW. 30,000 first printing; $25,000 ad/promo. Foreign rights: William Morrow.* [*July 22*]

ON THE RADIO: With Harden and Weaver

Frank Harden and Jackson Weaver with Ed Meyer. Morrow, $12.95 ISBN 0-688-02032-1

Readers in the Washington, D.C., area, many of whom have been devoted listeners to Harden and Weaver for more than a quarter century, will undoubtedly love this behind-the-scenes look at their wake-up team. Others will be bored stiff. Weaver, from Buffalo, N.Y., and Harden, from Macon, Ga., both batted around in the radio business until they ended up in the nation's capital and, before long, became the morning stars on WMAL. They meshed superbly, both favoring an approach that puts a premium on spontaneity; their relationship has remained

THE PRICE OF POWER: Kissinger in the Nixon White House
Seymour M. Hersh. Summit, $19.95 ISBN 0-671-44760-2
A big, fact-crammed eye-opener, Pulitzer Prize-winner Hersh's study brims with revelations, insights and details on foreign policy-making during Nixon's first term as president. Based on more than 1000 interviews, the book describes a period when foreign policy was shaped by two men, Nixon and Kissinger, in a secret-ridden White House (a "maze of duplicity and illegality"), wracked by intrigues and betrayals, in which personal and political expediency often counted most.

Hersh's remarkable behind-the-scenes story begins with Kissinger's "maneuvering" with presidential candidates for a key, postelection role in 1968 (wooing Nixon with Paris peace-talks leaks), his appointment as national security adviser, and the ensuing "power grab," through a reorganized National Security Council, under which Kissinger became Nixon's "chief collaborator" on foreign policy. Soon Kissinger was holding secret talks on Vietnam and SALT, keeping information from officials and his own staff, manipulating the press and virtually eliminating the Secretary of State's role and any chance of opposition to Nixon's policies. The Vietnam War (the duo talked peace publicly and threatened more violence privately), the coup-planning against Chile's Allende and other developments are presented in a new light, all underscoring Kissinger's extraordinary power.

No less fascinating is the relationship between Nixon, consumed by a need for flattery, and Kissinger, eager to give it and to advocate "whatever Nixon believed." *101,000 first printing; major ad/promo; first serial to Atlantic Monthly; BOMC featured alternate; author tour. U.K. rights: Faber & Faber.* [*June 13*]

amicable, they note, because they rarely see each other outside the studio. Harden and Weaver include a few (very few) short (very short) samples of their badinage; evidently they expect that their readers have heard their routines on the air. Photos not seen by *PW. Foreign rights: Bill Adler Books.* [*July 22*]

TURGENEV'S LETTERS
Selected, translated and edited by A. V. Knowles. Scribners, $30 ISBN 0-684-17867-2
These 236 representative letters from the great 19th century Russian novelist, short story writer and essayist to friends, relatives, colleagues and admirers confirm one's feeling that he was a polite, charming, considerate, modest, weak-willed hypochondriac; an ineffectual father and landowner, but a delightful "uncle"; an admirer of women, but an indifferent lover; a lazy man with few convictions, little interest in politics, and a passion for hunting. Originally written in Russian, French, German and English (although he wrote to Henry James in French because he mistakenly thought his own English wasn't good enough), these letters show Turgenev's love for music, literature and individual freedom; his lack of interest in worldly affairs; and his propensity for falling out with strong-minded writers like Herzen and Tolstoy and with hysterical paranoiacs like Goncharov and Dostoevski. Knowles's introductions to the five chronological sections and to each new recipient and situation are excellent, as are the selections and translations. [*July*]

A PASSION FOR FILMS: Henri Langlois and the Cinémathèque Française
Richard Roud. Viking, $16.75 ISBN 0-670-36687-0
A luminous, fast-paced biography of a legendary film pioneer who shaped French cinema. Langlois was a man obsessed with finding, preserving and showing the best films. The Cinémathèque Française, which he founded, introduced Buñuel, Fritz Lang, Russian and Italian classics to a whole generation of directors and film buffs. The moviehouse became a gathering place for François Truffaut, Jean-Luc Godard, Eric Rohmer and Claude Chabrol. A native of Smyrna, Turkey, Langlois was "a born internationalist," unassuming yet extravagant, a film archivist with missionary zeal. His dismissal in 1968 by André Malraux, French minister of culture, capped de Gaulle's attempt to make the Cinémathèque a well-run, orderly government service. The resulting outcry from actors and directors was a dress rehearsal for the May 1968 uprising. A sympathetic and colorful portrait. *First serial to The Movie magazine. U.K. and translation rights: Viking.* [*July 25*]

THE HUNTING OF CAIN: A True Story of Money, Greed and Fratricide
Dan E. Moldea. Atheneum, $15.95 ISBN 0-689-11357-9
Dean Milo, millionaire head of a barber and beauty supply company, was murdered in his home near Akron, Ohio, in 1980. He had just forced his brother and sister out of the business, which their father had founded, but which Dean had built up by wheeling and dealing in a way not calculated to endear him to his competitors. Further, he was an investor in an establishment owned by a man said to have mob connections. There was thus no dearth of suspects. The first break in the case came when a drug-using go-go dancer was revealed to have put out feelers for a hit man to commit a murder. Excellent police work, supplemented by the contributions of a dedicated private investigator, followed a chain of clues that led across the country. The evidence proved that the murder had been arranged by the victim's brother, and Moldea has done a fine job of reconstructing the complex case. Photos not seen by *PW.* [*July*]

ALVAR AALTO: A Critical Study
Malcolm Quantrill. Schocken, $60 ISBN 0-8052-3845-X
Finnish architect Aalto designed his projects with a soft, humanizing touch. His guiding philosophy was that each building must have a dramatic character, no matter how subtle, that provides a backdrop for human activity. To realize this goal, he strove for an organic synthesis of a building with its natural surroundings. Quantrill, an English architect and critic, shows how Aalto blended modern technology with the Finnish Romantic tradition rooted in medieval imagery to create an original, highly idiosyncratic style. Aalto dominated Scandinavian architecture for half a century. His churches, railway stations, houses, pavilions and furniture designs are found today in many countries. Aalto's insistence on bringing natural light into the interiors of his buildings, Quantrill demonstrates, was central to his thinking. An illuminating survey illustrated with 200 color and black-and-white plates. [*July*]

OUT ON A LIMB
Shirley MacLaine. Bantam, $15.95 ISBN 0-553-05035-4
MacLaine certainly does go out on a limb in this book, describing her discovery, over 10 years, of a higher consciousness. The most controversial aspect of this intimate (though never breathlessly confessional) spiritual autobiography is bound to be MacLaine's assertion of belief in reincarnation: we all lead a series of lives, and in each life we perfect the mistakes of previous lives until, theoretically, we reach the highest level of the good. And this is god. According to MacLaine, we are all gods, divinity is within us and reincarnation is the ongoing spiritual search for this ultimate serenity. This sounds hard to believe, but MacLaine has artfully crafted her memoir so that for the reader, as for her, each new discovery (an out-of-body experience in the Andes, conversations with a medium in Stockholm, her visit to an ashram

in California), while difficult to accept on its own, is convincing in conjunction with the other adventures MacLaine describes. She touches the reader with her sincerity; we never doubt her faith. The accomplished actress is an able writer, and she provides an introduction to the supernatural world likely to provoke curiosity and further reading in the field. [*July*]

SUPER CHIEF: Earl Warren and His Supreme Court—A Judicial Biography
Bernard Schwartz. New York University Press, $29.50 ISBN 0-8147-7825-9
The Supreme Court's awesome impact on American life during the Earl Warren years (1953–1969) is everywhere apparent in this splendid study, at once lengthy and exhaustive yet lucid and readable, by a New York University law professor. Based on interviews and private papers and carefully documented, the book takes us behind the scenes, year by year, as Warren, seen as a Middle American with extraordinary leadership abilities, turns a Court wracked by personal and juristic feuds into a vehicle for judicial activism based on a deep concern for ultimate moral values. Revealing and analyzing private Court discussions that led to major, controversial decisions (*Brown, Miranda, Gideon,* etc.), Schwartz shows how Warren set the tone for his colleagues' thinking and conducted their conferences to attain his goal of enforcing constitutional guarantees for individuals, especially the underprivileged. There are innumerable details on Warren's relations with colleagues (including the "petty pedant" Felix Frankfurter, his mentor-turned-antagonist) and on the work of clerks and others. Above all, there emerges the crucial personal role of the bland-seeming Warren, whose early career in the law and politics evinced no signs of greatness, as the force behind his Court's decisions. Photos. *Lawyers Literary Guild and History Book Club selections.* [*July*]

WRITERS IN RUSSIA 1917–1978
Max Hayward, edited and with an introduction by Patricia Blake. Harcourt Brace Jovanovich (A Helen and Kurt Wolff Book), $19.95 ISBN 0-15-183278-1
Hayward, one of the foremost translators of modern Russian literature, also proves to have been a superb critic. His hatred of the pompous drabness of much Soviet writing went along with his championing of writers who spoke out truthfully. His judgment of intrinsic value was farsighted. Solzhenitsyn's *One Day in the Life of Ivan Denisovich* is "uncannily symbolic of one day in anybody's life," Hayward writes. Never awed by big reputations, he defines the tragedy of Mayakovsky, self-appointed drumbeater of the Revolution, as having never understood its totalitarian nature. He praises Pasternak's *Doctor Zhivago*, which ironically depicts a man who sacrifices love to an impersonal cause. Hayward establishes that it was Pushkin who first created the mantle of authority worn by Russian poets. He explores the ways in which Akhmatova, Zamyatin, Pilnyak and Zoschenko coped with oppression. A companionable, vastly informed guide to much of modern Russian literature. [*July*]

THE LIVING BIRDS OF ERIC ENNION
Introduction and commentary by John Busby. Victor Gollancz (David & Charles, dist.), $21 ISBN 0-575-03157-3
In his lifetime Eric Ennion (1900–1981) wrote and illustrated 11 books (*The British Bird, Bird Study in a Garden*, etc.) and was illustrator of nine more; he was one of Britain's foremost wildlife artists. He advised students to "draw as fast and as much as you can while your bird stays put . . . don't rub out, start a new drawing beside the old one." One of his last students, artist John Busby, has assembled a representative collection of Ennion's work—study sketches to finished paintings—with descriptive passages from his writings. The sketches, showing birds in action, are a joy; there is a spotted flycatcher whose fluttering wings would be a subject for high-speed photography. Birds are grouped by habitat, as Ennion frequently used composites. Many will be familiar to American readers, especially the water and shore birds. Birders, artists and ornithologists have a real treat in this fine book. [*July*]

ENGLISH STONE BUILDING
Alec Clifton-Taylor and A. S. Ireson. Victor Gollancz (David & Charles, dist.), $27.50 ISBN 0-575-03214-6
Cathedrals are the supreme achievement of English stone builders. Norman prelates demanded enormous churches, giving masons room for creative freedom in soaring structures. But the use of stone was not confined to religious architecture. Stone is a universal building material widely used throughout England. Bridges—well built, durable, graceful—include prodigious structural feats erected to support railroads. Sandstone serves as beautiful roofing material. Stone steps and paving proliferated in towns to keep pace with the Industrial Revolution. Fences made of limestone slabs can still be found in rustic villages. This elegant, absorbing survey examines the entire gamut of masonry from Gothic manors to simple cottages. It is profusely illustrated with scores of photos. Detailed sections provide background on types of materials, selecting and lifing stones, the mason's tools and the apprentice system. [*July*]

FICTION

THE DARK FANTASTIC
Stanley Ellin. Mysterious Press, $13.95 ISBN 0-89296-059-0; deluxe edition $50 ISBN 0-89296-060-4
Honored by the Mystery Writers of America with their Grand Master Award, Ellin tells here a riveting, expertly horrifying tale that will, no doubt, arouse loud protests. The taped "testament" of Charles Witter Kirwan spews unadulterated venom, denunciations of the black tenants in the Brooklyn apartment building he owns, next door to his own imposing Victorian residence. Regarded as a kind old man, Kirwan anticipates dying with joy, along with the tenants, when he causes an implosion that will reduce the apartment house to rubble and leave his mansion untouched, as a memorial to his so-called patriotic gesture. John Milano (of Ellin's *Star Light, Star Bright*) falls in love with Chris Bailey, a black woman whose family lives in the building where the dynamite is cleverly concealed and ready for the maniac's torch. Through the story's convoluted events and many arresting characters, Milano senses the threat behind Kirwan's façade, but not the scope of the plot until too late. When the xenophobe goes to set off the charge, he leaves Milano trussed up, unable to save his lover and other victims of hatred. The finale is incredibly ingenious. [*June 27*]

THE LIZARD'S TAIL
Luisa Valenzuela, translated by Gregory Rabassa. Farrar, Straus & Giroux, $12.50 ISBN 0-374-18994-3
The grotesque, androgynous figure called the Master or Sorcerer who declaims, chants or performs this complex saga occupies a strategic position close to the powers that be for observing events in Luisa Valenzuela's native Argentina. (Valenzuela now lives in New York, a far safer place for the author of such a work.) The historical events gaudily disguised and deeply interred in the novel, while recognizable enough, must be gleaned from the swirling, spiraling masses of language, image, metaphor, folklore, imaginative conceit, hallucination. One by one the events are exhumed: Eva (the "Venerated Dead Woman"); Isabel (the "Intruder" or "Madame President"); the Generalissimo; the succession of brutal, absurd, strutting, bloody-minded colonels and generals, pretenders and juntists who have made a nightmare of that enchanted dreamscape. Fantasy, myth, magical transformations, bizarre ritual, caustic satire prevail over any semblance of conventional narrative, much less plot. By turns exuberant, ribald, excessively self-indulgent, the novel is also modish in mocking some of

the buzzwords and ideas of advanced literary theory and avant-garde writing: deconstruction, semiotics, textuality, direct entry by the author into the work. Readers may regard the novel as a stylish feat of imagination or as an exercise in literary chic, depending on their penchant. [*July 5*]

THE SAPPHIRE LOTUS

Betty Hale Hyatt. Doubleday, $11.95 ISBN 0-385-17909-X

For Serena Rivett-Kydd, Ceylon, the Pearl of India, has been the scene of great joy and tragic loss. She is returning as a widow to take over her inheritance from her estranged husband. Serendip, their tea plantation, is nearly bankrupt, and Serena hopes determination will adequately substitute for inexperience. Waiting for her is Greville, her enigmatic brother-in-law, who offers not only help with the plantation but marriage as well. Serena feels an immediate and potent attraction to this man, who was hated by her young husband. Marrying him in guilt and fear, she soon finds herself involved with the mystery of a sapphire necklace reputed to carry a curse, the apparent cause of Lance Rivett-Kydd's death. Serena herself is then threatened in a series of frightening episodes, as this Gothic romance is played out. The author of *The Jade Pagoda* has suitably embellished her tale with the atmosphere of 19th century India. [*July 1*]

LORD RAVEN'S WIDOW

Leslie O'Grady. St. Martin's, $13.95 ISBN 0-312-49870-5

O'Grady continues the Victorian saga of Nora Woburn in her new period piece. In the earlier novel, *The Artist's Daughter,* Nora was bereft by the tragic deaths of her husband and son. Here she begins to put her life together again, to reach out to her sister-in-law's children, to take a hand in running Lord Raven's business. It even seems as if there might be a possibility for romance. But then the plot thickens, thanks to the arrival of some visitors from America, who bring an outrageous claim. The family estate in Devonshire, Raven's Chase, becomes the backdrop for a series of hair-raising events that have Nora questioning her sanity. O'Grady works out her Victorian Gothic neatly, manages the spirited Nora through all the cleverly devised trials and tribulations. *Lord Raven's Widow* is pleasantly Victorian in flavor, a suspenseful tale well told, thoroughly entertaining reading for a summer afternoon. [*July 7*]

PYRRHUS VENTURE

Randolph Dominic and William Barry. Atlantic–Little, Brown, $17.95 ISBN 0-316-18934-0

Former slave Pyrrhus Venture, now a prosperous merchant in Portland, Me., is treated with distant respect by the townspeople. He has long dreamed of finding a more appropriate place for himself and his family among "people of color"—perhaps in the Caribbean, perhaps in Africa. After a plan to relocate his family in Haiti falls through, he resigns himself to staying in America—despite the local turmoil and confusion caused by the Revolution. His son Benjamin, determined to better his station in life (he works for his father as a clerk), runs away to sea and winds up in Africa. The story ends movingly with Pyrrhus sailing to Sierra Leone, finding his son's grave and returning with his infant grandson, having come to the belated realization that America is his true and only home. A gentle, leisurely novel about a black man trying to find his place during the American Revolution and the early years of the Republic. [*July 7*]

THE DANCERS OF SYCAMORE STREET

Julie L'Enfant. St. Martin's, $17.95 ISBN 0-312-18212-0

The smalltown conventions of Middleton, La., are transformed when a famed New York choreographer arrives to direct a gala for its hitherto unremarkable little ballet school. For 14-year-old Meredith Jackson, who "takes" ballet at Mme. LeBreton's ramshackle studio, the frenzied production of a new ballet, "Mother Goose," is a heady experience, a turning point in her adolescence. From the viewpoint of her 40th year, Meredith, with almost total recall, describes her larger-than-life dance mentors and their intriguing bohemianism, as well as the concern of her staid parents about possible nefarious influences. This first novel, though overextended, captures not only girlish balletomania but also the funny, mercurial aspects of growing up, with bouncy enthusiasm and lively imagination. [*July 8*]

A SOUND LIKE LAUGHTER

David Helwig. Beaufort Books, $13.95 ISBN 0-8253-0130-0

The characters in Helwig's fourth novel to be set in Kingston, Canada, are the walking wounded, scarcely able to summon up a spring to their steps. Marianne is a divorced, capable administrator at the mental health center of a local college. She clings to her lover Ernest, a ridiculous, talentless voice coach at the college, as her last chance for romance. Anne, who babysits for Marianne's daughter, is a cunning, ambitious and promiscuous college student. When Marianne catches Anne and a doctor at the school's psychiatric clinic *in flagrante delicto,* she makes a snide remark and becomes the target of Anne's revenge. Anne picks up Mike Remmnant, a small-time hustler just out of prison, and the two plan to burglarize Marianne's home. Everyone here is caught even before the robbery. Trapped in their own dependencies and fears, these people have a cheerless present and a bleak future. A master of natural dialogue and evocative sketches that pin down academia's phony humanism, Helwig is greatly talented, but the reader yearns for just one happy, optimistic soul to lighten up these pages. [*July 11*]

DREAMLAND

Newton Thornburg. Arbor House, $15.50 ISBN 0-87795-444-5

An old private eye, operating in L.A.'s sordid sunniness, tracks down three figures in a photograph for an unknown client. The job done, Orville Crow is killed when his car goes off the road—an "accident"—and the identified figures die by unnatural means as well. Crow's son, known only by his surname, is a world-weary, decent but not moralistic ex-hippie. Shorn of the old-fashioned, hard-boiled pose of detectives past, but no sissy either, Crow is an ideal Marlowe for the baby boom generation. With a wisecracking runaway, Reno, in tow (she threatens to take off for the Sunset Strip if he doesn't let her tag along), Crow hits the trail to link up the four "coincidences." What had the three in the photo witnessed? The clues converge in a tight power center, and Crow and Reno enter the vortex. *Dreamland* transcends the mystery genre. Thornburg (*Cutter and Bone; To Die in California*) has drawn Crow and Reno so realistically and poignantly, we'd care about them even if there were no whodunit. [*July 11*]

THE BONSAI TREE

Meria Chand. Ticknor & Fields, $13.95 ISBN 0-89919-166-5

British Kate finds her new life in Japan with her native-born husband more vexing and baffling than she had anticipated. Jun, back in his homeland, is radically different from the strong but gentle, romantic figure she had fallen in love with in England. Her xenophobic mother-in-law rules the family business and household with an imperious hand and totally rejects Kate, the foreigner and usurper. Kate's woes gather with a stillborn child and her discovery of Jun's son by a lower-class mistress he has been unwilling to renounce. These characters and events from romantic fiction (or grand opera) are superimposed on what is in essence a series of tracts on contemporary Japan, its remnants of ancient mysticism and feudal culture in mortal conflict with Western-inspired "progress" that provides gross material wealth while it starves and corrupts the spirit. As popular sociology the book is not without interest, though the material is by now fairly familiar and seldom rises above the

level of competent journalism. As fiction, however, it fails to attain anything like full life. Kate and Jun, as we soon guess, were not meant for each other; and she must, and does, come to great grief. [*July 13*]

THE CORSICAN
William Heffernan. Simon & Schuster, $16.95 ISBN 0-671-44909-5
The nefarious intrigues of a Mafia-like criminal syndicate are played out in the exotic setting of Southeast Asia in this three-generational thriller. Capt. Peter Bently's military mission is to identify a Vietcong leader known as Cao. His secret personal mission is to find his father's murderer. The murder took place when Peter was a boy living in Laos. His grandfather, a Godfather-like Corsican, has been waiting patiently for him to come of age and wreak the appropriate revenge. The grandfather and the murderer are rivals in the Southeast Asian opium racket. In the course of his double search, Peter becomes involved with a Vassar-educated, Irish-Catholic Korean woman of Jewish heritage who runs a fabulous whorehouse in Saigon. She is extremely beautiful, incredibly intelligent and deadlier than a krait. The plot turns on a series of betrayals, ambushes, unexpected revelations of loyalty mixed with solemn sayings about Corsican honor and manhood. Bently and his father's murderer have it out in a deadly dance of death in a special compartment at the whorehouse called the Room of a Thousand Mirrors. Fun to read, difficult to believe. *Literary Guild selection. Foreign rights: Marcella Berger, Simon & Schuster.*
[*July 13*]

SPEAK, ANGEL
Mary Elsie Robertson. Atheneum, $12.95 ISBN 0-689-11362-5
A family breaking apart, its members still tied to each other, is at the center of this almost unbearably suspenseful tale. There are six Trotters: Burl, who has moved out because his wife, Lenora, is having an affair; two teenage boys, Scott and Jeff, now living in the rooms above the garage some distance from the family's rented house; Adele and Martha, still in grade school. At first it seems the story will revolve around Burl and Lenora's disintegrating marriage, that Lenora's liaison and Burl's plan for revenge will provide the dramatic tension. But as Robertson spins her tale, edges it onward through a web of family voices, it becomes clear there is far more at stake than one more case of betrayal. The real story lies in the lives of the children, and what happens to them is astonishing, terrifying, tragic. Robertson handles her plot marvelously well, captures the essence of each character in remarkably clear-eyed fashion. Wyeth-like realism only heightens the tension in this psychological thriller from the author of *The Clearing*. [*July*]

Mysteries

THE DODD, MEAD GALLERY OF HORROR
Edited by Charles Grant. Dodd, Mead, $15.95 ISBN 0-396-08160-6
A deliciously sinister arrangement of 20 short stories by masters of the horror genre. "Something Nasty," William Nolan's tale of a young abused child who abandons her ineffective shield of innocence in favor of tapping sources of evil to defeat the adult world, opens the collection with a satisfying frisson. Also outstandingly scary is "Down Among the Dead Men" by Gardner Dozois and Jack Dann, in which the saintly Wernecke, unselfish and staunch in his support of his fellow concentration camp prisoners, is revealed as a vampire. He's protecting his food supply. Stephen King, John Coyne, Robert Bloch, Ramsey Campbell and Eric Van Lustbader are among those who contribute their own versions of waking nightmares. Most of the stories are published here for the first time. *Foreign rights: Howard Morhaim Literary Agency.*
[*June*]

A FREE RANGE WIFE
Michael Kenyon. Doubleday (Crime Club), $11.95 ISBN 0-385-18838-2
Mercy McCluskey, née O'Toole, "meets and greets" guests at her restaurateur husband's chateau in the French village of Mordan, minds her nearly grown children and, in her spare time, samples sexual pleasures, here and there. Here and there, the sexually mutilated bodies of her lovers begin to show up. Hector McCluskey has decided to clean up his wife's act. Inspector Peckover (*The Elgar Variations* and *The Molehill File*) is asked by Scotland Yard to interrupt his French holiday, first to question Mercy and then to guard her when it appears that Hector has her in mind for his last victim. A slapstick chase ensues, carried on to the tune of Peckover's fractured French and his excruciatingly bad verse. [*July 1*]

TREASURE PRESERVED
David Williams. St. Martin's, $10.95 ISBN 0-312-81647-2
The denizens of an English coastal resort town are aroused by a projected luxury housing development conceived by a network of financiers and local property owners. Construction is impeded by the Round House, an odd architectural puzzle originating in a persisting scandalous chapter of the area's 19th century history. The stage is set for mayhem. When an American Lady Bountiful and tireless do-gooder who has made the preservation of British landmarks one of her causes dies in a gas explosion in the kitchen of her cottage, Mark Treasure, merchant banker and gentleman sleuth, smells foul play. A second violent death confirms his suspicions. Assisted (and distracted) by a vivacious, alluring teenage barmaid, who is a university dropout and an aspiring actress, Treasure sets out in pursuit of the miscreant. The intricate details of plot and large, vivid cast of characters are adroitly stage-managed in this uncommonly intelligent, steadily compelling, admirably well-written mystery; and the urbane, courtly, punctilious Treasure is a plausible candidate for the mantle of the late Ngaio Marsh's detective-hero Roderick Alleyn. [*July 4*]

THE DOBERMAN WORE BLACK
Barbara Moore. St. Martin's, $13.95 ISBN 0-312-21474-X
Gordon Christy, D.V.M., is headed for Vail, the Colorado ski town where he's to fill in for the local vacationing vet. Suddenly he's forced off the road by a speeding MG driven by a blond young man with a black Doberman. On arrival in Vail, Christy again meets the blond man, dead this time, and the dog, now snarling, and finds himself a prime murder suspect. Soon the victim's kid brother is also found dead, hours after quarreling with Christy, and the condominium the young animal doctor was to have stayed in—but didn't—is vandalized. Christy plays sleuth. The background of veterinary medicine here is interesting, the canines and other animals appealing and the setting idyllic, but these features don't redeem an awkwardly written story with little real action (although there's a lot of rushing around) and characters who orate rather than speak. As this is intended as the first of a series featuring Gordon Christy, one hopes Moore will achieve greater mastery of the genre before the next installment. [*July 8*]

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PAPERBACKS

Fiction Originals

THURSTON HOUSE

Danielle Steel. Dell, $6.95 ISBN 0-440-58655-0

Crises and celebrations crowd the pages as dozens of births, marriages and deaths follow hugger-mugger in this generational saga, Steel's latest bid for bestsellerdom. Jeremiah Thurston is so busy building his fortune that he is well into middle age before he falls for a social-climbing southern belle young enough to be his daughter, one Camille Beauchamp. For Camille, Jeremiah builds the splendid, palatial Thurston House in fashionable turn-of-the-century San Francisco. Since Camille is afraid of losing her figure, Jeremiah is obliged to rape her in order to get his daughter. Once Camille runs off with her paramour, Jeremiah raises feisty Sabrina to fill his shoes running the family mines and vineyards. Sabrina also falls for an older man and has a son who eventually plots with his grandmother Camille to take Thurston House away from his mother. Do they succeed? Don't be silly. Steel is a masterful plotter who knows exactly how to please her crowd—with breathless cathartic drama, soppy romance, historical ambience, a host of strongly defined minor characters, numerous well-integrated subplots and, yes, a happy and satisfying ending. This is the top of the genre and Steel fans will love every minute of it. *Major ad/promo; Literary Guild alternate; Doubleday Book Club dual selection.* [*July*]

STRANGER IN THE HOUSE

Patricia J. MacDonald. Dell, $3.50

MacDonald (*The Unforgiven*) has come up with a good story and handles it in a sympathetic and engrossing manner. It concerns Paul, the infant son of Anna and Thomas Lange, who is abducted one day when his mother leaves him alone for a few minutes. The years pass and Anna never lets go of the belief that Paul is still alive and will someday be returned to them. And she is right. Suddenly a gangling, unhappy teenager is living with them—resented by his younger sister Tracy, confusing his father, who had long ago given up on Paul. Only Anna, with the instinctual love of a mother, accepts Paul without question, and is determined to protect him as he is again threatened by the machinations of the person who had originally caused his disappearance. The villain is a one-dimensional character, but the others (particularly Paul, who is plagued by a feeling of worthlessness and the sense that he is in the wrong house) are very well delineated. *First serial to Good Housekeeping; Doubleday Book Club alternate.* [*July*]

LOVE'S PIRATE

Mary Daheim. Avon, $3.95

On the surface, this story, set in 16th century Scotland, describes a love triangle involving the beautiful Dallas Cameron, a schoolmaster's daughter; Sir Iain Fraser, a womanizing courtier and sometime pirate; and the gentle Lord Hamilton. These characters are not always served well by the novel's fictional plot, and descriptions and dialogue, intended to give a true Scottish flavor, are sometimes weak. Through a rather clumsy contrivance, the enterprising Dallas manages to marry Fraser and gain appointment to the court of Mary, Queen of Scots, where the real action begins. Dallas is instrumental in Mary Stuart's ill-fated marriage to Lord Darnley, witnesses the murder of the queen's favorite courtier and quarrels with Mary's power-hungry half-brother, Lord James Stuart. Dallas, Fraser and Hamilton are at Kirk of Field in Edinburgh the night Darnley is found strangled and his house blown up. They are all acquainted with Lord Bothwell, whose hasty marriage to the queen ultimately causes her abdication. Intimate glimpses of court life, as well as the mystery of Iain Fraser's parentage, more than make up for problems with the romantic plot. The author is clearly a historian at heart; Mary Stuart is her true subject, and the sad history of this charming, impetuous queen comes to life. [*July*]

THE IMMORTAL DRAGON

Michael Peterson. Signet, $3.50

The pivotal character of this overlong and formulaic melodrama is Andre LaFabre, a strapping if humanistic Frenchman who flees 19th century Paris for Hue, Vietnam, when his illicit affair with a woman is discovered. Being one who appreciates the ethereal pleasures of life, Andre fits right in with the vibrant, if moldering, fin de siècle sensuality of the fleshy Emperor Tu Duc. Throughout the five or so decades of this prolix tale, the author traces intricate whorls of flesh in gardens dotted with "prodigal" blossoms and palaces ripe with feathered eunuchs. But not to give credit where credit is not due: this isn't the orgiastic pipe dream some might hope, but rather a banal and chatty "adventure" revolving around the maligned and martyred LaFabre, who fathers two children: Louis, an unfortunate creature who will do anything to get back to Paris; and Che Lan, a mestizo guerrilla who, despite his parentage, longs to obliterate the French. The semisweet ending leaves LaFabre alone on the wharf bidding good-bye to Louis's son, who has decided to return to France. Despite the French occupation of Vietnam, it's said that dragons, being immortal, will always return. Let's hope the LaFabres do not. *Signet Leader.* [*July*]

THE GIRLS IN THE NEWSROOM

Marjorie Margolies. Ace/Charter, $3.50

The Empire Broadcasting System decides to hire a female newscaster to jazz up its lagging ratings, and the race is on. Those in the news department are huffy because the entertainment department has been given control over the decision; three candidates soon emerge. They are Cindy, a housewife who's returned to work and loves it, but must deal with her husband's ambivalences about her career; Maureen, a seasoned pro who's risen through TV journalism's ranks, but whose image is deemed too tough and hard-hitting; and Veronica, a beautiful black woman whose past as a Detroit streetwalker comes back to haunt her. We get to know all three women; Cindy has an affair, Veronica confronts her ex-pimp and Maureen decides to share her life with the daughter she's largely ignored in favor of her career. Hackneyed TV and soap opera clichés abound. But it's a breezy read, though the three predictably happy endings plus an overly righteous tone regarding television ethics make the story a tad artificial. [*July*]

Nonfiction Originals

WOMAN/DOCTOR: The Education of Jane Patterson, M.D.

Jane Patterson and Lynda Madaras. Avon, $3.95

Patterson and Madaras (authors of *Womancare: A Gynecological Guide to Your Body*) here describe Patterson's coming to terms with herself and her career in the late 1960s. As an ob-gyn resident at a large Los Angeles hospital, Patterson denies her emotions in order to be as "tough" as her male colleagues and maintains a cool distance from her patients. As she learns to cope with hospital bureaucracy, Patterson begins to notice incidences of unnecessary surgery and lack of doctor-patient interaction. She also makes note of improper testing of the Pill as well as the prevailing attitude that menstrual cramps are merely psychological. At first, the doctor believes abortion is "legally and morally wrong," but her often futile attempts to save the lives of women who have had illegal abortions convince her that there must be a better alternative. With the California Therapeutic Abortion Act of 1967, Patterson began to perform abortions, though not without qualms. Her continued ambivalence on this difficult subject is reflected in her very explicit details of abortion procedure. This clearly

[*Continued on page 66*]

INTERNATIONAL FRONT

by Herbert R. Lottman

Dallas—A Big French Hit

Because the imprecise French language doesn't have a workable equivalent for "entertainment industry," the French have been calling popular U.S. movie and television fare "culture" only to set up a convenient target. This has allowed their lightweight functionaries and professional intellectuals to blast away at American entertainment imports. The sad truth is that elite disdain for popular taste has made it necessary for French publishers to acquire translation rights of American and British bestsellers, and even government-controlled TV in France does best when it buys a "Dallas," currently the most popular show in France.

Paris agent Michelle Lapautre sold the Lee Raintree novelization from Dell to Robert Laffont, who has never been afraid to import American entertainment, whether it be signed Mario Puzo or Norman Mailer. (At that time the French hadn't taken on the TV series, so the contract provided for a 50% rise in the advance in the event they did.) Laffont produced the Dell mass market *Dallas* as a trade release and sold 80,000 copies of it, 85,000 more via the France-Loisirs club, 20,000 in Laffont's own French Canadian club; the mass market J'ai Lu owned by Flammarion did another 180,000 copies. Then came the three Bantam novelizations by Burt Hirschfeld (*The Ewings of Dallas, The Dallas Women, The Men of Dallas*); because of Laffont's early commitment to the Raintree book, Lapautre gave that house priority despite other bids. Laffont did mighty well, with over 150,000 of the three Hirschfelds in trade format, another 150,000 copies via France-Loisirs; the first two are already in paperback at J'ai Lu for another 200,000. Bantam has licensed 18 foreign-language editions in all and reports French sales in first place, with Dutch and then German as runners-up. Although the "Dynasty" series still hasn't been acquired by French TV, the novelization by someone by the name of Eileen Lottman has been placed with Paris's Presses de la Cité; Lapautre's contract contains a clause reducing the final installment of the advance should the series *not* be taken on.

Fewer Pesos for American Books

Spain may be more of a problem for a while. With the collapse of that country's Latin American market—once the prime outlet for commercial fiction—and the rise in the cost of dollars, Spanish publishers are shying away from U.S. bestsellers with big price tags. A seasoned editor in that market, Anne-Marie Comert, who recently left Barcelona's Argos Vergara to become foreign editor at Ediciones Grijalbo in the same city, fears that the gold rush is over. She thinks current asking prices are outrageous; many imported bestsellers are turning out to be bad sellers in an audience increasingly subjected to the violence of real events and inclined to see our super heroes as super villains.

Although 90% of Grijalbo's list has been coming from outside Spain, chiefly from the U.S. and the U.K. (in a 4–1 ratio), the new team that Juán Grijalbo is gathering around him will be looking elsewhere for much of its literature—to new writing from the rest of Europe, for example, and (why not?) to the emerging generation of Spanish authors. "But don't get me wrong," she adds. "Of course I shall always be looking for the marvelously exciting books that characterize American writing."

Her predecessor at Grijalbo, Ana Dexeus, has established her own firm, Ediciones Medici (Platon, 26, Barcelona 6) to do medical books for professionals and students.

A Book for Bookpeople

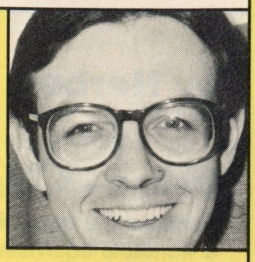
One of the most handsome and impressive books about books this writer has ever experienced is the first volume of a *Histoire de l'Edition Française*, just published in Paris by the indefatigable team that does the French book trade weekly, *Livres-Hebdo*, and edited by that magazine's publisher Jean-Pierre Vivet. Produced by scholars—mainly French, but with professors from Princeton, the University of Michigan, UCLA, the curator of Chicago's Newberry Library on the list of contributors—it is aimed at a broad, literate public; contains 48 color pages reproducing ancient manuscripts, bindings and other items; another 400 illustrations in black-and-white. It's a hefty 632-page volume, fully indexed, and with a bibliography, selling for 696 francs—now under $100. The first volume covers the beginnings to 1660; a second is due at the end of this year, the third and final volume at the end of 1984. (Promodis, 18 rue Dauphine, 75006 Paris, France.)

Hellemann Retires from Tammi

A friendly face from Northern Europe will be missing from future Frankfurt fairs, and it will surprise many of Jarl Hellemann's friends that he is ready to retire as managing director of Finland's Tammi (born in 1920, he has been attached to that house since 1945). Owned by Finland's powerful left-wing cooperative movement, Tammi—like the other major imprints in that tiny land—publishes everything from schoolbooks and encyclopedias to general fiction and nonfiction, translating from the leading languages (Faulkner, Steinbeck, Bellow, Vonnegut, from English).

In a recent talk in Helsinki (reprinted in *Books from Finland*) Hellemann offered some realistic observations about the transformation of book publishing during the years he has known it into the no-nonsense commercialism of today's world; it's a transformation that has affected the Nordic states along with the rest of us. He quotes a Swedish sociologist who describes the cultural elite in advanced welfare states, such as the Scandinavian countries—representing some 5% of the adult population but responsible for consumption of over half of the cultural services on offer, buying over half the total number of books sold. "The publisher who builds his business exclusively on certain commercial 'hits'—who perhaps says, 'I don't read books, I sell them'—may succeed for a year or two, but not for long," he warns.

MY SAY



Larry Anderson *former president, Harvard Common Press*

Publishing is one of those relatively few businesses—like restaurants and beauty salons—that present few of what the economists like to call "barriers to entry." Anybody with a manuscript and the money to get it printed (and you may not even need that for a while if you can find a friendly printer) becomes, without any further requirements or qualifications, a member of what some would still like to think of as this "gentleman's profession."

I hung out my shingle a few years back. Though I'm no longer with the publishing company I helped to start, it still carries on with some success. And it still tries to cope with the small trade publisher's perennial troubles: securing and maintaining adequate distribution; figuring out how to get good books for its list—without spending a fortune on advances; promoting books on a shoestring; and most important, finding the cash to keep the whole operation going.

Perversely, my heart warmed whenever I saw the quarterly report of a conglomerate-owned publisher that showed yet another loss. Even the big boys, I assured myself, didn't really know what they were doing. Even they were simply playing roulette with their lists, hoping that more of their books came up with black numbers than with red.

Concerns of a Small Publisher

I don't mean to portray too cynical a picture of the small publisher's plight. I've seen and heard of small publishing operations that serve precisely the purposes their owners set out to achieve: the freedom to publish books they feel strongly about—and not to publish books just to fill a slot on the list; and a livelihood that, if not necessarily regal, is at least adequate and reasonably secure.

There are also still many opportunities for bold and innovative small publishers. It's likely that some will be in the forefront of finding ways to use small computers to reach the public with new and unconventional "book" formats. Others will discover successful methods of improving upon traditional book distribution channels, perhaps pointing the way for bigger publishers to reform their methods of distribution.

Some of the problems that small publishers face are identical to those that other small businesses face. The main one, of course, is undercapitalization. Many small publishers, out of either inexperience or wishful thinking, underestimate the amount of money they will need to operate and to grow. Then they find themselves scrambling for funds when their need is most desperate, and they have no choice but to accept the most stringent financial terms. Others resign themselves to operating hand-to-mouth, without any real chance of crossing the threshold of sales—placed by consultant John Huenefeld at around $250,000 annually (a figure some in the industry would consider minuscule but others of us would regard as the pinnacle of Everest)—that will provide them with the capacity to survive and flourish.

The other problem that small trade publishers face, of course, is that they are competing head to head, or book to book, with what they see as relatively huge publishers. But this, I believe, is the least of the small publisher's difficulties. The book market, it seems clear, is really not a monolithic market but a lot of *micro*markets. For instance, I spend a lot of time in bookstores, but I have never ventured into the science fiction section. There are science fiction fans, on the other hand, who will only shop that section. We're in the same store, but we're buying what in certain respects are entirely different products.

Problems for All Publishers

A problem faced by small and large publishers is price resistance. For some reason, even as people pay more and more for essentials like housing, transportation, clothing as well as for forms of entertainment other than books, they bridle at paying a proportionately higher price for a book. And the negative side of the paperback revolution may be that people buying books are now used to seeing them as disposable—and therefore dispensable—products.

As the delivery of information becomes more instantaneous, by means of computers, videotex, etc., much information itself will become more ephemeral—and it will be priced accordingly. As the owner of a small computer, I've found myself weighing the personal economics of subscribing to a number of databases. It's probable that some of the money I spend on databases is money that won't be spent on books—just as some of the money that another person might spend on cable TV service is money (and time) that won't be spent on books. These are commonplace observations by now; but it's my gut feeling that the ongoing recession in the book industry won't be cured if and when the economy picks up. I think the information and leisure revolutions, which are more or less all of a piece, are weakening the underpinnings of the trade publishing industry faster than we think.

There will probably always be a place for the least expensive popular literature. It may be, however, that, as many of its traditional functions are replaced by electronic media, what we now think of as a trade book will in the years ahead become a rare and precious commodity. The market for such books may be surprisingly small, the prices paid for them astonishingly high, and the number of people employed to produce them distressingly few. In the future it may be that *all* trade publishers will be small publishers.

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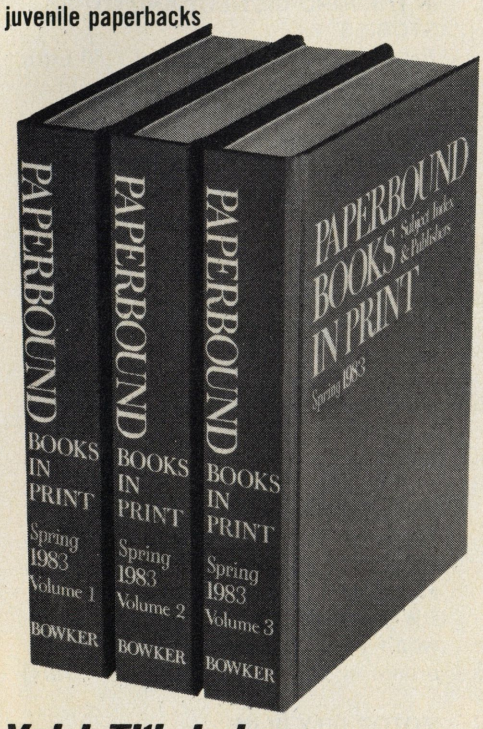
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written, often graphic story describes the transformation of an uptight young woman to a self-accepting, compassionate, patient-oriented doctor during the time when the women's movement was beginning to take hold. [*July*]

THE THROWING MADONNA: From Nervous Cells to Hominid Brains
William H. Calvin. McGraw-Hill, $7.95
ISBN 0-07-009664-3; hardcover $13.95
ISBN 0-07-009665-1
Calvin has put together a number of very readable essays on the nervous system, in particular the human brain, the instrument through which is mediated our knowledge of the universe and of our very existence. Few things are more amazing than the functioning of this organ, and Calvin does his subject justice. In his 17 essays examining animal and human behavior, brain structure, functioning and pathology, Calvin leads us through a maze of lore to some understanding of what the brain is and does. Topics covered include a consideration of the predominance of right-handedness (the source of the title, which has to do with infant preference for being carried near the mother's heartbeat and early maternal food-hunting practices) and the appeal of cats. Calvin's work of popular science deserves wide readership. [*July*]

THE WHYS OF A PHILOSOPHICAL SCRIVENER
Martin Gardner. Morrow Quill, $12.95
ISBN 0-688-02064-X; hardcover $22.50
ISBN 0-688-02063-1
In this amusing if slick confessional by the author of *The Annotated Alice*, Gardner, a theist, defends his belief in a life after death. This naively astonished philosopher calls on Kant, James, Unamuno, Plato, Coleridge, Cervantes and countless other philosophical and literary figures to deny solipsism, pragmatism, ethical relativism, determinism, anarchism, Marxism, pantheism and polytheism, and to support his romantic cultivation of the mysteriousness of being. But while he professes hope in doubt (he longs for no end to the war between heart and head), one can't help but feel a certain resignation underlying his argument: if nothing exists and we're all inextricably bound up in mystery like swaddling babes, why should anyone, including the author, even contemplate these issues? Gardner's intelligence is keen and many of his insights sound; however, not all readers will embrace their doubt as Gardner does. [*July*]

A PARENTS' GUIDE TO TELEVISION: Making the Most of It
Michael R. Kelley. John Wiley, $8.95
ISBN 0-471-87132-X
Television-watching has become a thorny issue in child-raising—kids love to watch it, but many parents deplore its potential long-range effects. The most common way parents deal with the TV dilemma is to limit their children's viewing hours, but Kelley argues, not entirely convincingly, that this is insufficient. Since he believes children will watch anyway, he urges parents to *use* TV, to make the experience as worthwhile as possible. Kelley presents a series of exercises to do with kids, geared toward fostering response and interaction with what is viewed. By getting kids to analyze what they're seeing and to learn how to distinguish reality from TV's fantasy world, the author asserts parents can regulate the actual flow and content of ideas their children receive from TV. His advice is germane, addresses a critical problem and should achieve some of its desired results. But one senses that parents would do well to heed some even more effective advice: simply turn the set off. [*July*]

Nonfiction Reprints

STUFF OF SLEEP AND DREAMS: Experiments in Literary Psychology
Leon Edel. Avon/Discus, $4.95
Edel examines numerous writers, deciphering each artist's personal myth as expressed in his or her work. *PW*'s comment: "As a psychoanalytic literary critic, Edel here uses Freudian theory deftly, merging it with broader psychological insights. It would be difficult to suggest the abundant riches in these essays, which together make up one of Edel's finest books." [*July*]

JUNE ALLYSON
June Allyson with Frances Spatz Leighton. Berkley, $3.50
With the assistance of Leighton, Allyson, ingenue of MGM's heyday in the '40s, tells her story. "Gossipy squibs about movie greats and an inside look at movie production and the making of a 'star' will entertain collectors of Hollywood lore," observed *PW*. [*July*]

ARCHETYPES: A Natural History of the Self
Anthony Stevens. Morrow Quill, $7.95
ISBN 0-688-01976-5
In what *PW* termed "a provocative, daring synthesis," psychologist Stevens finds support for Carl Jung's theory of archetypes, in recent findings of ethology and sociobiology. "Like most Jungians, Stevens often draws sweeping conclusions," we commented, "yet even so this is a rigorous and important study." [*July*]

THE UNFINISHED WAR: Vietnam and the American Conscience
Walter Capps. Beacon Press, $6.95
ISBN 0-8070-0401-4
"An admirably concise history of Vietnam introduces an account of events leading to U.S. involvement, the ill-fated military intervention and disengagement," *PW* observed. Capps describes the national trauma brought on by involvement in this war, and defines its political and cultural impact. [*July*]

Fiction Reprints

THE BUTCHER'S BOY
Thomas Perry. Ace/Charter, $2.95
Proceeding on two parallel levels, this first novel presents two main characters (a professional killer and a young woman who is an analyst for the Justice Department) who don't even come near each other until the last page. *PW* described this as "original, clever and intricate in its plotting, intelligent in its characterizations." [*July*]

IN THE MIRO DISTRICT AND OTHER STORIES
Peter Taylor. Carroll & Graf (250 Fifth Ave., New York, N.Y. 10011), $7.95
ISBN 0-88184-005-X
PW welcomed these "eight beautifully put-together stories by a master of the art, one who explores secrets of the inner self and the odd ways in which one life can affect another. Taylor's mastery of style illuminates his probings and makes hidden corners of souls and psyches surprising and frightening." [*July*]

CINNAMON SKIN
John D. MacDonald. Fawcett Gold Medal, $3.50
In this 20th Travis McGee adventure, the detective helps his neighbor, economist Dr. Meyer, track down a psychopath who rigs a fatal explosion on Meyer's niece's honeymoon cruise. *PW* promised that "Travis McGee fans won't be disappointed." *$250,000 ad/promo*. [*July*]

MOTOR CITY BLUE
Loren D. Estleman. Pinnacle, $2.75
Amos Walker, a Detroit sleuth, enters the Motor City's seamy netherworld hunting for an aging gangster's young ward, and uncovers evidence about the murder of a rising black unionizer. *PW* termed this "a plucky detective story, combining a contemporary scene with classic ploys." [*July*]

THE MANY-COLORED LAND
Julian May. Ballantine/A Del Rey Book, $2.95
Amidst the well-ordered society of the 21st century, a time tunnel leading back to the Pliocene era on Earth becomes a haven for misfits, but those who return find a world ruled by humanoid aliens with strange powers. According to *PW*, "May has made a most enjoyable entertainment that will have readers eagerly turning pages and awaiting the sequel." [*July*]

CHILDREN'S BOOKS

Fiction

WHAT A WIMP!

Carol Carrick, drawings by Donald Carrick. Clarion, $9.95 ISBN 0-89919-139-8

The Carricks are known for their warm, perceptive stories about children in crises, and this book is one of their most appealing. Donald's drawings are hauntingly expressive of emotions felt by Barney, whose life goes downhill faster than his first ride on the new sled his mother gives him. With his older brother Russ and mother, Barney moves to a small town after the parents divorce. The younger boy's timidity is a handicap when it comes to protecting himself from the bullying of Lenny, the mean schoolmate whose schemes to pester Barney include lying in wait after class, making the trip home torture. Advice from Russ, from Barney's mother and in phone calls from his father don't work. In the end, we find the "wimp" countering abuse on his own, earning applause for his courage and intelligence. *Junior Literary Guild selection.* (8–11)

ARNOLD OF THE DUCKS

Mordicai Gerstein, with his pictures. Harper & Row, $10.50 ISBN 0-06-022002-3

Gerstein is appreciated by readers of the kooky Something Queer mystery series, on which he collaborated with author Elizabeth Levy. This book, written and illustrated by the artist alone, is a very taking fantasy, gently humorous and poignant. Arnold is a child carried off by a pelican that drops him among the offspring of a kind duck. The mother bird thinks Arnold is no great shakes, but she teaches him, along with her ducklings, to fly and walk properly, etc. Clad in feathers contributed by his siblings, Arnold flies acceptably until a kite attracts him. He gets close to the toy and becomes entangled in its strings and falls to the ground, where a dog finds him and takes him to the home of parents who have never stopped searching for their lost boy. The denouement is something special; so are Gerstein's lovely, funny pictures in softened tones. (5–8)

THE KIDNAPPING OF MISTER HUEY

Lillian Eige. Harper & Row, $9.95 ISBN 0-06-021798-7

Eige's debut is a touching and suspenseful tale, written with the immediacy that makes one feel that the narrator, 14-year-old Willy, is actually relating the adventures. The bond between Willy and elderly Mr. Huey Z. Dunlap is so strong that the boy suffers when he sees the dreary nursing home where Mr. Huey's kin plan to consign him, away from the house where he lives contentedly on his own. Instead of going to summer camp, Willy sneaks off with Mr. Huey to the wilds of Wisconsin, where the friends get into tight corners but find allies in their flight from cold authority. The novel is bracing entertainment, with plenty of high comedy to relieve the stress of dicey moments. It's also a telling argument against regarding older people as useless and helpless. (11-up)



From Arnold of the Ducks *by Mordecai Gerstein (Harper & Row)*

Picture Books

I DON'T WANT TO GO, I DON'T KNOW HOW TO ACT

Robert Quackenbush, with his pictures. Lippincott, $8.25 ISBN 0-397-32033-7

Quackenbush's story and brightly colored pictures synthesize the plight of small boys and girls who squirm with unease at the prospect of finding themselves in unmapped territory. Tiny Bear snuggles close to his stuffed toy, Bunny, confiding hopes that his parents will get a sitter for him whenever they're invited out. Bear's dilemma is painful when Uncle Harry, the child's favorite relative, comes to town and asks the family to meet him for dinner at a restaurant. "I can't go," says Bear miserably, but his parents listen to his reason and give him the assurance he needs to face the occasion. Sure enough, Bear has a good time as he listens to and joins in the conversation at the dinner table. The bonus is a dandy present given to him by Uncle Harry, capping the evening that Bear later describes in full detail to Bunny. (5–7)

THE LION UPSTAIRS

Stephen Krensky, pictures by Leigh Grant. Atheneum, $10.95 ISBN 0-689-30969-4

Sam's older sister Abby, his mother and father pay the boy no heed when he announces he's on safari in the living room and has captured a lion. But the family take notice when Sam's lion disrupts home life. Sam can't take out the garbage because the lion might want a snack; he doesn't mow the lawn because the lion likes to prowl in tall grass, etc. Things are getting too far out of hand so Abby invents a ruse that makes her brother heartily sick of his star boarder. Krensky's unusual tale ends with Sam sending the king back to rule over his native jungle. Curiously enough, the reader's sympathies are divided between the boy who has to go to great lengths to get attention and his family, driven to plotting to banish his imaginary "guest." Grant's expert pictures, in shades of blue and yellow, animate both the real and dream worlds Sam inhabits. (4–7)

SUMMER IS . . .
Charlotte Zolotow, pictures by Ruth Lercher Bornstein. T. Y. Crowell, $9.95 ISBN 0-690-04303-1
Bornstein's illustrations clothe the scenes of the four seasons in muted, earthy shades and illuminate the relationship between a young boy and an older woman. Pillowy soft, she suggests a grandmother always ready to share discoveries and cuddles with the child. The pictures are new, enhancing the lyrical text first published in 1967. Epitomizing Zolotow's artless, memorable poetry, the lines speak directly to little ones about the symbols of summer: "porches/ and cold lemonade/ and dogs sleeping in the shade"; fall: "chrysanthemums/ and dry leaves and pumpkins . . . baskets of apples on roadside stands"; winter: "a white sun/ and the moon before you're tired." Then comes glorious spring: "pussy willows/ and yellow crocus pushing through the melting snow." A lovely book for all seasons. (5–9)

THE CARE BEARS' BOOK OF ABC's
Peggy Kahn, pictures by Carolyn Bracken. Random House, $3.95 ISBN 0-394-85808-5
Launching the Care Bears series, Kahn's verses will probably win no prizes for originality but will be listened to by armies of tykes, since the book is of the kind chosen on impulse by adults. Bracken's boldly colored pictures are quite pedestrian as well, but with the cuteness that matches the rhyming text in appeal: "A is for airplane,/ high in the sky./ B is for balloons/ the Care Bears fly!" and so on through the alphabet, with, predictably, xylophone, yo-yo and zipper winding up the lesson (3–6). The companion book is *Birthday Bears' Book of Birthday Poems,* selected by Bobbi Katz, illustrated by Louise Walton and Deborah Borgo; $3.95 ISBN 0-394-85658-9 (4–8).

THE WIZARD THE FAIRY AND THE MAGIC CHICKEN
Helen Lester, pictures by Lynn Munsinger. Houghton Mifflin, $9.95 ISBN 0-395-33885-9
Munsinger's fat fairy, in her pink gown and blue wings, rivals in comic attractions the artist's crabbed little Wizard and Magic Chicken in their equally flamboyant costumes. The pictures in sunny hues increase the giggles Lester evokes in her droll tale. The three sorcerers argue over who casts the most powerful spells: Wizard kisses a pig and turns it into a bicycle; Fairy kisses the cycle and turns it into a bowl of soup; Magic Chicken's kiss turns the soup into a frog. When the three try beating each other at making monsters, however, they realize the time is at hand for cooperation, rather than rivalry, and little kids will be all agog when they discover what happens next. (4–8)

THE STORY OF BASEBALL
Lawrence Ritter. Morrow, $8.50 ISBN 0-688-02066-6; hardcover $12.50 ISBN 0-688-01724-X. Original
The title is absolutely accurate in its claim; Ritter does indeed tell the story of baseball in prose that rings with authenticity and his enthusiasm for the national sport. In a foreword, Ted Williams recommends the book as "the perfect introduction to what baseball is all about." But the coverage is much more.

Adults—including people old enough to remember Frank Chance, Tris Speaker, Walter Johnson and other players of olden times—will relish the author's descriptions of rules and roles of the game as carried out by managers, pitchers, hitters, etc. Not only readers who are devotees of baseball but people who recognize and appreciate journalistic art will enjoy learning from Ritter's book and its photos of the greats in action.

Also to be savored are lively stories about baseball heroes of yesterday and today: Babe Ruth, Lou Gehrig, Jackie Robinson, Willie Mays, Hank Aaron, Pete Rose, Tom Seaver, et al.

As Williams and other professionals agree, this is everything a book on baseball should be, beginning with illustrated sections on games played over 100 years ago, through the present—for all ages. (10-up)

PAT THE CAT
Colin and Jacqui Hawkins, with their pictures. Putnam, $7.95 ISBN 0-399-20957-3
The riotous colors and action in the Hawkinses' pictures and their book's format are more original than the rhyming words, confined mostly to repetitions of the bland syllable "at." Those two letters appear in bold black type on the final page, each of the other pages cut after the initial letter of a noun appears. Turning the cut pages, children are invited to join two worms who make rhymes out of the adventures of a huge marmalade cat. Involved are simplistic variations: Pat the Cat; he has a Hat that he wears when he sits on his Mat; he evicts Nat the Rat and Tat the Bat from his towering top hat, gnawed by Nat. . . . (3–5)

AN ABC OF CHILDREN'S NAMES
Doris and Mary Ewen, with their pictures. Green Tiger/Star & Elephant, $7.95 ISBN 0-914676-41-5
The Ewens' alphabet primer, a facsimile of an old-fashioned publication, has been bound backward. This is unfortunate, for the contents are one long, folded page with both ends glued to the inside front cover. The book defies sorting out until you investigate and realize you must start reading from the end. Then each section of the friezelike page proceeds logically from rhymes about "Ambitious Andrew" all the way to those about "Young Yvonne" and "Zealous Zoe." The colorful pictures of children, in clothes, toys and general surroundings, bespeak the early 1900s. The effects are quaintly charming, but the book may be passed up by shoppers and readers, frustrated by the binder's mistake. (4–8)

THE LUTTRELL VILLAGE: Country Life in the Middle Ages
Sheila Sancha, with her drawings. T. Y. Crowell, $12.95 ISBN 0-690-94323-6
Older boys and girls should lose themselves willingly in the world Sancha recreates, in her engrossing text and splendid drawings. The inspiration for this book is a psalter—prayer book—made for Sir Geoffrey, owner of Gerneham Village, Lincolnshire, during the 14th century. The psalter includes devotions, and also depictions of activities in the English county. With the cooperation of the British Museum, where the psalter is displayed, Sancha wrote about and illustrated day-to-day happenings in the lives of nobles and villagers, a report that brings families of ancient times into the reader's consciousness as human, with more endurance and more capacity for joy than many of us today. (11–14)

SLUGS
David Greenberg, pictures by Victoria Chess. Atlantic-Little, Brown, $12.95 ISBN 0-316-32658-5; paper $4.95 ISBN 0-316-32659-3
The number of ugly picture books appearing regularly of late suggests there is a substantial market for Greenberg's verses, matched in vulgarity by Chess's pictures in gaudy colors. Slugs in this collection are nothing like familiar garden pests. They're dark brown blobs with expressions showing their reactions as humans eat them, squash them: "roast 'em/ Toast 'em/ Use them in banana splits/ Instead of ripe bananners/ Or put one in your father's/ Polka-dot pyjammers." There are too many more unsettling recommendations for dealing with the make-believe creatures, in this book of low-level humor. (5–10) □

Nine top drawer issues for book publishers.

Year round publishers turn to the journal of the book industry, PW, to promote their titles. Listed below are nine issues of particular importance for your advertising. Be sure to include them in your plans.

Please send all insertion orders, correspondence, mechanicals, and artwork to Advertising Traffic Department, Publishers Weekly, 1180 Avenue of the Americas, New York, New York 10036.

Publishers Weekly
The Journal of the Book Industry

Spring Announcements ☐ February 4
Closings: 1/7; 1/14

The authoritative guide to forthcoming books for booksellers, and the official announcement of new titles by publishers. All publishers' advertising arranged alphabetically and indexed by title and author in a 4-column, 65-page Index to Advertised Books. NOTE: FOR CHANGES/ADDITIONS IN THE TITLE/AUTHOR INDEX, INFORMATION MUST BE RECEIVED BY PW'S ADVERTISING SALES DEPARTMENT NO LATER THAN JANUARY 14.

Spring Children's Book Announcements Bologna Book Fair ☐ February 18
Closings: 1/21; 1/28

The ideal medium for announcing your spring children's titles, or for publicizing your participation in forthcoming Bologna Book Fair. Editorial content directed exclusively to children's book market: in U.S.—with multi-page guide to forthcoming spring children's books, arranged by publisher, with brief description, age group and price—and worldwide, with preview and exhibit guide to Bologna Book Fair. Bonus copies of the issue will be distributed at the Fair.

Spring Religious Issue ☐ March 4
Closings: 2/11; 2/17

To communicate to the entire book world about new titles, religious publishers use the pages of PUBLISHERS WEEKLY—especially the twice-yearly religious issues. Only PW has the experience and scope to cover the religious book scene for its subscribers: booksellers, wholesalers, subsidiary rights managers, literary agents, and media.

ABA Issue ☐ May 20
Closings: 4/22; 4/29

A very complete pre-convention guide, this issue includes the 1983 ABA Program Guide, convention city highlights (Dallas) and listing of Exhibitors—including booth numbers, special promotions and offers. Pre-planning has become increasingly important as convention attendance grows, so be sure your sales prospects know where you'll be at ABA. Bonus copies of the issue will be distributed at the Convention.

Co-op Policies/ABA Convention Report July 1 Closings: 6/10; 6/17

An issue which receives special attention from booksellers because of its ABA Convention reporting and photo highlights, this issue will once again include the special advertising section for publishers' co-op ad policies. Publishers' advertising is arranged alphabetically for easy use by booksellers and PW will pub-set your co-op ad free, if indicated on your reservation.

Fall Children's Book Announcements July 22 Closings: 6/24; 6/30

Editorial content directed exclusively to children's book market and forthcoming fall children's titles.

Fall Announcements ☐ August 26
Closings: 7/29; 8/5

Publishers' announcements of their fall lists makes this issue a valuable bookseller reference source. NOTE: FOR CHANGES/ADDITIONS IN THE TITLE/AUTHOR INDEX, INFORMATION MUST BE RECEIVED BY PW'S ADVERTISING SALES DEPARTMENT NO LATER THAN AUGUST 5.

Frankfurt Book Fair ☐ September 16
Closings: 8/15; 8/22

Truly an international publishing event, Frankfurt Book Fair draws 5,000+ publishers from nearly 100 countries, and PW is there in advance with its pre-convention issue. As foreign rights sales have become increasingly significant to both U.S. and foreign publishers, PW's pre-Fair issue is the medium for Fair-related advertising. Bonus extra copies will be distributed at the Fair.

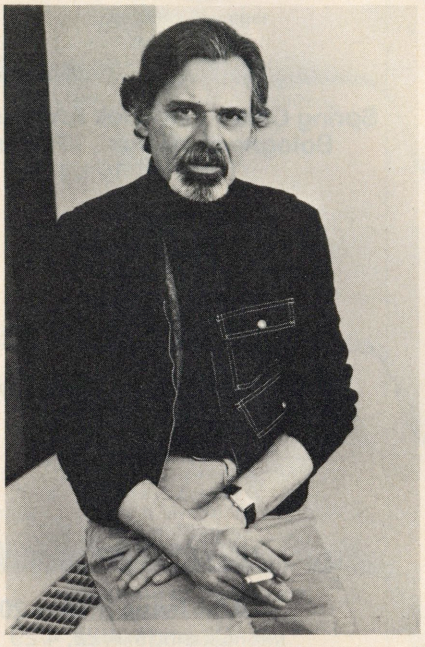
Fall Religious Issue ☐ September 30
Closings: 9/9; 9/16

PW's second special issue of the year devoted to religious book publishing.

PW INTERVIEWS

Gilbert Sorrentino

"Literature works the way any art has ever worked," the novelist says. "You get from it what you bring to it, and if you don't need it you don't need it"



© Thomas Victor

When Gilbert Sorrentino was living in New York a few years ago writing *Blue Pastoral,* his seventh and latest novel (North Point Press, *PW* Forecasts, Apr. 1), he reached back to his first novel, *The Sky Changes* (1966), for a travel pattern. He bestowed the used itinerary upon Blue Serge Gavotte, the lens grinder and frustrated musician in *Blue Pastoral* who roams the nation astride a pushcart searching for "the perfect musical phrase." Blue finds the phrase, as it happens, in California, which is where, as it also happens, Sorrentino finds himself today.

Sorrentino isn't much surprised. As he might put it, and has, form invents content. The form of his books, in a sense—for Sorrentino, "in a sense" is well-nigh a tic—dictates the content of his life. From his home in Greenwich Village and his teaching duties at, among other places, the New School for Social Research, Sorrentino has gone about as far as he could go. He landed last September in the idyllic city of Palo Alto, home of Stanford University. At 54, he has a full professorship and tenure there, "lots of privacy, lots of leisure, everything I was hoping for."

PW found him on a recent Saturday afternoon in his spare office on the Stanford campus. Sorrentino does seem content. He is a genial man, self-possessed and given to talking in complete sentences, most eagerly about his work as a "maker" of stories rather than as a person known as a writer of them.

"I never really tell stories," he says."What I do is try to solve a particular structure. I think of a form, and the material I hang on it is usually my same old material. I continually recast the same old materials and obsessions—usually things I knew up through my young manhood, let's say up to the age of 25. It's hard to get people to understand this, especially young writers who really think a writer's task is to be wise, to be a seer—that you need a lot of ideas to write. You don't really need ideas. You need ways of arranging and deploying."

Blue Pastoral certainly is a masterwork of deployment, a confection of wordplay, allusion and borrowed (or hijacked) forms. It is a story only in the flimsiest sense: Blue Serge Gavotte's transcontinental odyssey is but an elaborate alibi for Sorrentino's showmanship. Throughout the book, the reader searches for a literary conscience in vain—as does, in a sense, the interviewer.

"I really believe as I grow older that form not only determines content but form *invents* content," he says, his fingertips pressed together in a cluster before him. "Here's the simplest of exercises. You say to a guy, 'I'm going to give you 10 common nouns, and out of those 10 nouns I want you to make a five-page story, using those nouns at least once, and if possible, see what you can do with those nouns in different situations.' Now the guy has no ideas in his head. All he has in front of him are 10 words. Well, the use of the words calls up a content, a story."

PW wants to know what "school" this manner of thinking belongs to. "Probably modernism and after," Sorrentino replies. "This idea began with the late Romantics and was well in place by the time of the French Decadents. They called it 'art for art's sake,' and I know just what they meant. That's a battle cry." Is it one that Sorrentino has taken up too? "If you put me against the wall, I'd have to say yes. But I don't like to use the phrase because it smacks of affectation, of the effete. But the writers that I really care about are the writers who write that way."

Because, like Sorrentino, the novelist John Barth recycles his characters from book to book and indulges a similar fondness for wordplay, *PW* wonders if Barth is among the writers Sorrentino cares about. No. "His work doesn't interest me as much as it should interest me because I find in it a lot of the trappings of the academic, and I am not really concerned with that." Instead, Sorrentino provides the name of a particular French writer, Robert Pinget. "His books don't have a chronological order. His books make no logical sense. You can't figure out what he's saying." Does Sorrentino mean that he *likes* that? "I like that *very* much," he says with a burst of laughter that will be heard again.

All this may be well and good for those readers at his stratospheric level of sophistication, but what about—"the famous man in the street?" Sorrentino interrupts with a smile. Yes, him. How does the man in the street cope with Sorrentino?

"I don't think he can. I can't help that. I really can't help that. I think literature works the way any art has ever worked. You get from it what you bring to it, and if you don't need it you don't need it. If Mantovani satisfies your aesthetic need, then you don't need Mozart, you don't need the Rolling Stones—and why should you? I have *never* been one to proselytize, because I don't think you should force art down anybody's throat. I don't think it's a good thing at all to take art to unartistic people and say, 'You must love this. *Why* must you love it? Because it's art.' " He laughs.

This calls to his mind the kind of conundrum he enjoys. "I have always thought that an ill-educated or uneducated audience is really an audience that could read my work, were they lit-

erarily inclined and had the kind of equipment that would allow them to read it. The audience I will never reach is an audience that is educated in the old ways. If you've been trained to think a novel is this and a poem is that, you're going to have problems with writers like me. I have a funny feeling that my real audience is illiterate. It's really weird. Your real audience can't read."

The conversation drifts to the Brooklyn-born Sorrentino's early years in the Greenwich Village of the 1950s, "when everything was fused. Old Black Mountain people, the original New York School, the Beats. *On the Road* was a bugle call for everybody. I think Kerouac had one of the greatest narrative gifts any man has ever been given. Nobody can write straight ahead like Kerouac. It's just—*varoom!*"

Abruptly Sorrentino looks reflective. "Of course, Kerouac was mocked terribly." Like Gilbert Sorrentino? "I don't think I'm mocked, but probably for all the wrong reasons. Kerouac came across like a primitive, a barbarian. It was easy to mock him. It's harder to mock me because my books are filled with odd learnings. It must be obvious that I know strange things. And I do. I know a lot of strange things, and I put all the things I know into my books."

For instance: in *Blue Pastoral,* one chapter set in New Orleans consists almost entirely of lists of jazz tunes and musicians and bands, name after name after name in numbing succession. How did Sorrentino come up with them?

"The names of the tunes are real," he explains. (Sorrentino confesses to an early ambition to play the tenor saxophone.) "The bands are all French writers and names of their books twisted and turned in every which way. And the form of that chapter, formally speaking, is a literary attempt to reproduce a fugue. I figured the best way to write a fugue was not to adduce it through content, but to let it literally be as close to empty in terms of signification, so that these words ultimately lose their meaning.

"It's like when you were a kid you would repeat a familiar word until the word lost all its associations. Well, in a sense, that's how lists work—they are ripped from the web of discourse. They take on their own reality, which is what they are anyway. Words are real, but you tend to forget they're real things because you're used to reading them in contexts in which they're carrying to you information. Okay, there's nothing the matter with that; that's one of the ways in which language works. But literary language works by fighting against the idea of language being just a carrier of ideas. As the Russian formalists would say, 'The device is revealed.' "

Sorrentino's devices are legion and most bizarre. An erotic novel translated from French to great comic effect regularly interrupts the narrative—rest stops in the pastoral structure, Sorrentino explains. Several chapters are speeches or elegies—again, components of a classic pastoral. Another chapter devolves into the fractured, jumbled sound of a faculty cocktail party in progress. The devices are revealed, all right: there are nothing *but* devices to reveal.

If this sort of thing is tough on the man in the street, it may be just as tough on the editor faced with Sorrentino's text. Sorrentino himself was an editor, for five years at Grove Press in the late 1960s, so he knows something about the problem.

"In certain kinds of books, when you get to chapter 29 and it fizzles, a good editor can say, 'Twenty-nine is not working, pal. You better go home and rewrite it.' A writer with a brain will see that—if he has a good editor who knows what to point to. But I don't write books like that. It doesn't matter if you put page 50 in my book back on page 20. I mean, it matters *greatly,* but it doesn't matter in terms of making the book *better.*"

Sorrentino's novels and poems (*Blue Pastoral* contains both) have been published by North Point Press and Black Sparrow Press, both California imprints, and by New Directions, Grove, Pantheon and Random House in New York. "My editorial relationships have always been extremely simple: what you see is what I wrote. I have no complaints. My God, every book I've ever written has been published. That's all I really need to do, is publish my work. I know I'm never going to command an audience. As Paul Simon says, I'm never going to end up on the cover of *Newsweek.*"

He does mean to stay in California, he says, and he seems to have developed a fast affection for Stanford, where he teaches both graduates and undergraduates in the university's distinguished writing program. Because *Blue Pastoral* is full of devastating satire about college professors, *PW* wonders if he suffers his fellow academics gladly, or at all.

"This is a great university. There are a lot of remarkable people working here. But the academic in my book is a figure out of *commedia dell'arte.* He's *the* Academic, the figure in costume, a particular kind of clown. Academics tend to be narrow and specialized, but I'm as narrow as any academic, except that my field is writing books. I often think I don't have a hell of a lot to say about anything except how to make a book. I don't really know what my books *mean,*" he says with satisfaction.

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PW PAPERBACK BESTSELLERS

Compiled from data from independent and chain bookstores, book wholesalers and independent distributors nationwide

May 27, 1983

Mass Market

1. **The Man from St. Petersburg.** Ken Follett. NAL/Signet, $3.95
2. **Remembrance.** Danielle Steel. Dell, $3.95
3. **My Sweet Audrina.** V. C. Andrews. Pocket Books, $3.95. A fourth printing of 100,000 copies takes the in-print total to 2,038,200 copies.
4. **God Emperor of Dune.** Frank Herbert. Berkley, $3.95
5. **Truly Tasteless Jokes.** Blanche Knotts. Ballantine, $2.25
6. **So Speaks the Heart.** Johanna Lindsey. Avon, $3.95
7. **The Parsifal Mosaic.** Robert Ludlum. Bantam, $4.50
8. **When Bad Things Happen to Good People.** Harold S. Kushner. Avon, $3.95
9. **The Thorn Birds.** Colleen McCullough. Avon, $3.95
10. **Once More, Miranda.** Jennifer Wilde. Ballantine, $3.95
11. **Celebrity.** Thomas Thompson. Warner, $3.95
12. **Juxtaposition.** Piers Anthony. Del Rey/Ballantine, $2.95
13. **The Onyx.** Jacqueline Briskin. Dell, $3.95. A new mass market bestseller.
14. **Dinner at the Homesick Restaurant.** Anne Tyler. Berkley, $3.50
15. **For Special Services.** John Gardner. Berkley, $3.50

Trade

1. **Living, Loving and Learning.** Leo Buscaglia. Fawcett/Columbine, $5.95
2. **Color Me Beautiful.** Carole Jackson. Ballantine, $8.95
3. **Plain Jane Works Out.** Linda Sunshine; photographs by Martin Jackson. Bantam, $3.95
4. **Garfield Eats His Heart Out.** Jim Davis. Ballantine, $4.95
5. **Thin Thighs in 30 Days.** Wendy Stehling. Bantam, $2.95
6. **Items from Our Catalog.** Alfred Gingold. Avon, $4.95
7. **Information U.S.A.** Matthew Lesko. Penguin, $19.95. Total copies in print: 120,000.
8. **Getting to Yes: Negotiating Agreement Without Giving In.** Roger Fisher and William Ury. Penguin, $4.95
9. **The Read-Aloud Handbook.** Jim Trelease. Penguin, $5.95
10. **Official Cambridge Diet Book.** Eugene Boe. Bantam, $3.95

Mass Market Candidates

Edie: An American Biography. Jean Stein with George Plimpton. Dell, $3.95

Hers the Kingdom. Shirley Streshinsky. Berkley, $3.75

An Important Family. Dorothy Eden. Avon, $3.50

Southern Discomfort. Rita Mae Brown. Bantam, $3.95

Trade Candidates

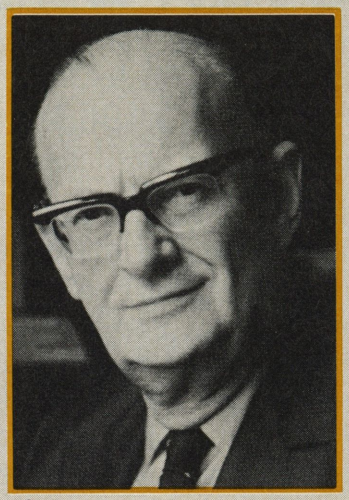
Bloom County: American Tails. Berke Breathed. Little, Brown, $6.95. This new trade paperback candidate was published last month.

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To the millions and millions of his fans, Arthur C. Clarke, author of 2010: Odyssey Two, stands alone as the foremost creator of outstanding science fiction.

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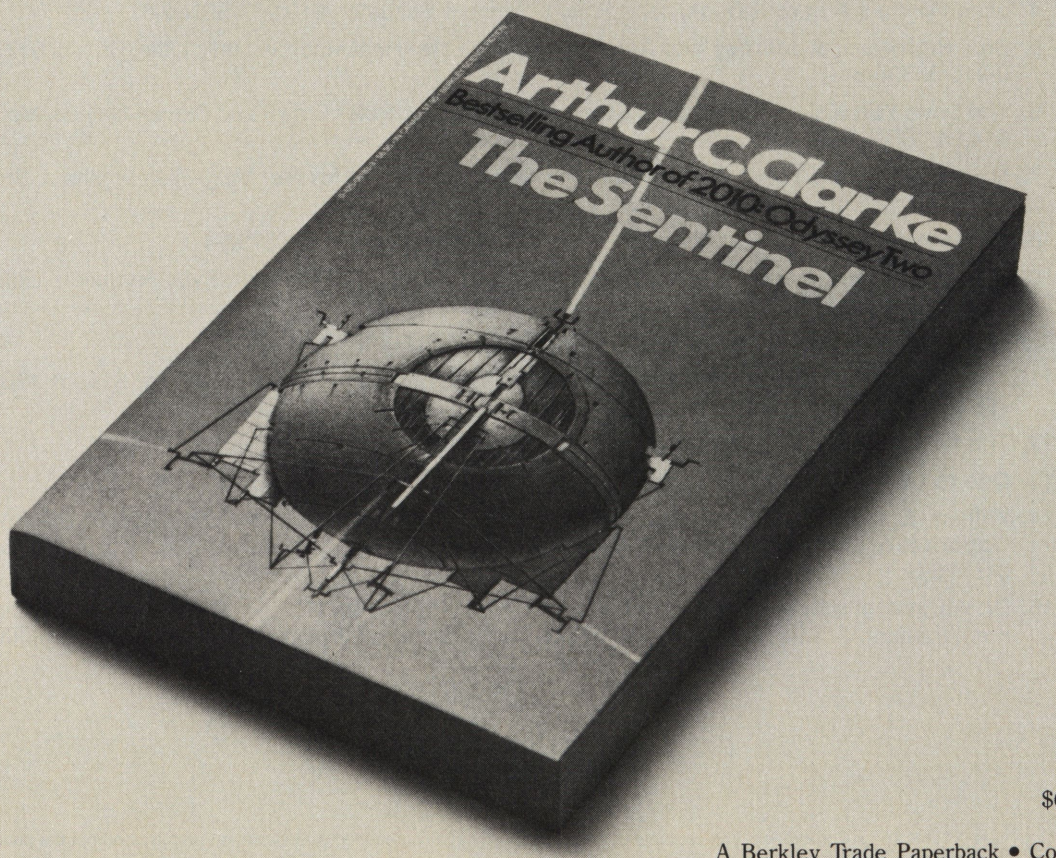


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Compiled from data from large-city bookstores, bookstore chains and local bestseller lists across the U.S.

May 27, 1983

Fiction

1. **The Little Drummer Girl.** John le Carré. Knopf, $15.95. ISBN 0-394-53015-2
2. **Christine.** Stephen King. Viking, $16.95. ISBN 0-670-22026-4
3. **Voice of the Heart.** Barbara Taylor Bradford. Doubleday, $17.95. ISBN 0-385-15323-6
4. **White Gold Wielder.** Stephen R. Donaldson. Del Rey/Ballantine, $14.95. ISBN 0-345-30307-5
5. **Ancient Evenings.** Norman Mailer. Little, Brown, $19.95. ISBN 0-316-54410-8
6. **Heartburn.** Nora Ephron. Knopf, $11.95. ISBN 0-394-53180-9
7. **The Lonesome Gods.** Louis L'Amour. Bantam, $14.95. ISBN 0-533-05014-1
8. **The Summer of Katya.** Trevanian. Crown, $12.95. ISBN 0-517-54829-1
9. **Banker.** Dick Francis. Putnam, $14.95. ISBN 0-399-12778-X
10. **Icebreaker.** John Gardner. Putnam, $10.95. ISBN 0-399-12811-5
11. **Master of the Game.** Sidney Sheldon. Morrow, $15.95. ISBN 0-688-01365-1
12. **The Delta Star.** Joseph Wambaugh. Morrow/Perigord Press, $15.95. ISBN 0-688-01912-9
13. **The Valley of Horses.** Jean M. Auel. Crown, $15.95. ISBN 0-517-544889-X
14. **Space.** James A. Michener. Random House, $17.95. ISBN 0-394-50555-7
15. **Ellis Island.** Fred Mustard Stewart. Morrow, $15.95. ISBN 0-688-01912-9

Nonfiction

1. **In Search of Excellence: Lessons from America's Best-Run Companies.** Thomas J. Peters and Robert H. Waterman, Jr. Harper & Row, $19.95. ISBN 0-06-015042-4
2. **Megatrends: Ten New Directions Transforming Our Lives.** John Naisbitt. Warner, $15.95. ISBN 0-446-51251-6
3. **The One-Minute Manager.** Kenneth Blanchard and Spencer Johnson. Morrow, $15. ISBN 0-688-01429-1
4. **Jane Fonda's Workout Book.** Jane Fonda. Simon & Schuster, $19.95. ISBN 0-671-42317-0
5. **Blue Highways: A Journey into America.** William Least Heat Moon. Atlantic/Little, Brown, $17.50. ISBN 0-316-35395-3
6. **The Love You Make: An Insider's Story of the Beatles.** Peter Brown and Steven Gaines. McGraw-Hill, $14.95. ISBN 0-07-008159-X
7. **Mary Ellen's Help Yourself Diet Plan: The One that Worked for Me!** Mary Ellen Pinkham. St. Martin's/Marek, $10.95. ISBN 0-312-51863-3
8. **Working Out.** Charles Hix. Simon & Schuster, $16.95. ISBN 0-617-45793-4
9. **The Diet Center Program: Lose Weight Fast and Keep it Off Forever.** Sybil Ferguson. Little, Brown, $14.95. ISBN 0-316-27901-3
10. **Salvador.** Joan Didion. Simon & Schuster, $12.50. ISBN 0-671-47024-8
11. **The Youngest Science: Notes of a Medicine Watcher.** Lewis Thomas. Viking, $14.75. ISBN 0-670-79533-X
12. **The F-Plan Diet.** Audrey Eyton. Crown, $12.95. ISBN 0-517-54934-4
13. **One to One.** Theodore Isaac Rubin. Viking, $15.95. ISBN 0-670-43596-1
14. **William E. Donoghue's No-Load Mutual Fund Guide: How to Take Advantage of the Investment Opportunity of the 80s.** William E. Donoghue with Thomas Tilling. Harper & Row, $13.95. ISBN 0-06-015096-3
15. **Dr. Abravanel's Body Type Diet and Lifetime Nutrition Plan.** Dr. Elliot D. Abravanel and Elizabeth A. King. Bantam, $12.95. ISBN 0-553-05036-2. Total copies in print after five trips to press: 78,000.

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In the 60s he was making movies; in the 70s he was making converts; in the 80s he is making a comeback.

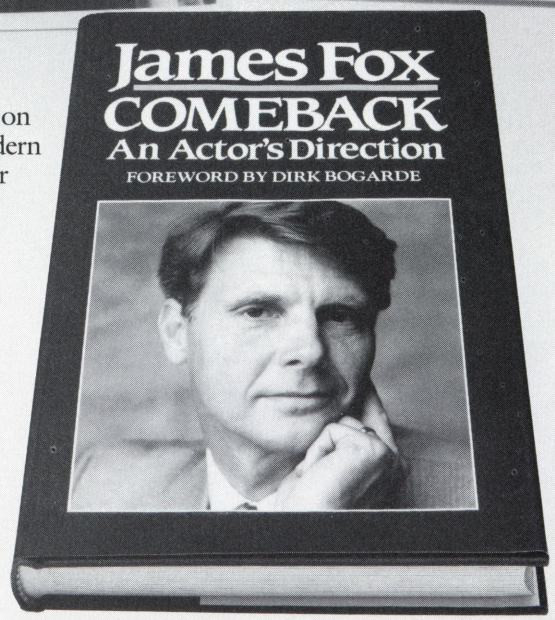


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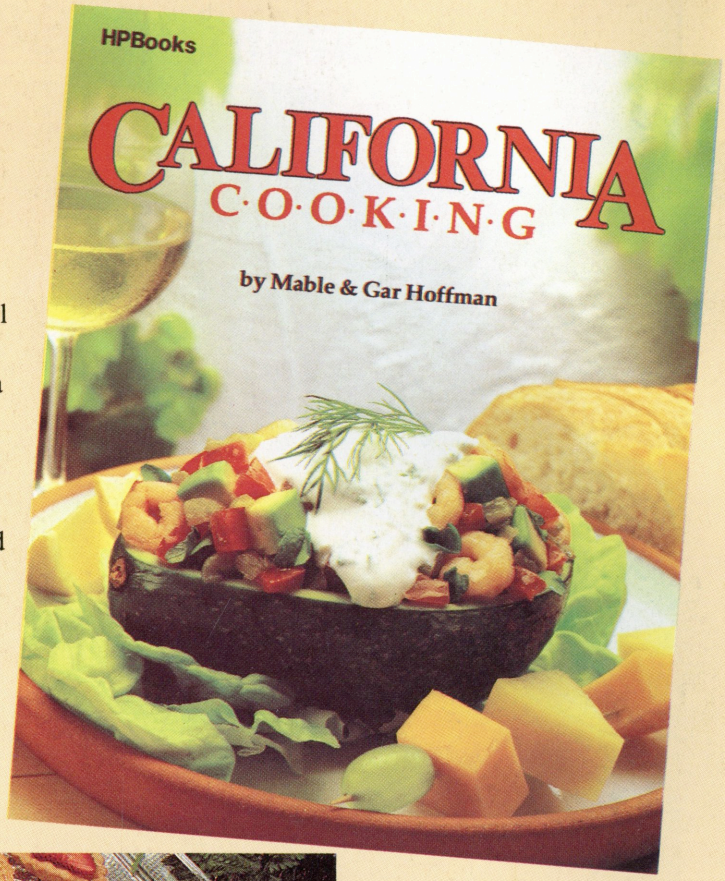
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