Ron Dorfman, Editor
Chicago Journalism Review
11 East Hubbard St.
Chicago, Illinois 60611

Gentlemen:

I am preparing a textbook on Evaluating the News to be published by Prentice-Hall, Inc. May I please have your permission to include the following material from Chicago Journalism Review, April, 1970

Two faces of Berkeley -- and the news

by Tim Reiterman

in my book and in future revisions and editions thereof, including non-exclusive distribution rights in the United States and its possessions, and Canada in the English language. These rights will in no way restrict republication of your material in any other form by you or others authorized by you. Should you not control these rights in their entirety, would you kindly let me know whom else I must write.

Unless you indicate otherwise, I will use the following credit line:

Tim Reiterman, Chicago Journalism Review, April, 1970 *

I would greatly appreciate your consent to this request. For your convenience a release form is provided below and a copy of this letter is enclosed for your files.

Very sincerely yours,

Mrs. Ivan Doig, Associate Professor
Shoreline College School
1500 Linden Ave. N. Address
Seattle, Washington 98133

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* Acknowledgement must include the following: Reprinted from Chicago Journalism Review, 11 E. Hubbard St., Chicago, Ill. 60611, subscription $5 for one year. Date

Daniel Rottenberg
Managing Editor
Aug 26, 1971
Permissions Editor
Simon and Schuster
630 Fifth Ave.
New York, N.Y. 10020

Gentlemen:

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to be published by Prentice-Hall, Inc. May I please have your permission to include the following material from

The Hiptionary: A Hipster's View of the World Scene

p. 18 -- "San City is the main vein. What shakes Sam rattles the whole bit."

by Elliot Horne

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Unless you indicate otherwise, I will use the following credit line:


I would greatly appreciate your consent to this request. For your convenience a release form is provided below and a copy of this letter is enclosed for your files.

Very sincerely yours,

Mrs. Ivan Doig

Shoreline College School

15001 Linden Ave. N. Address

Seattle, Washington 90133

I (We) grant permission for the use requested above.

[Signature]

Date: [Signature]
Re: TV GUIDE Copyright Permission
"He Just Prays It Will
Article: Be an Easy Day"
Issue Date: July 10, 1971
Author: Jeanie Kasindorf
Your letter dated: August 7, 1971

Dear Mrs. Doig:

Referring to your request for the right to reprint the above article from TV GUIDE Magazine, this will confirm our permission for such reprint in the publication indicated below. Our permission is subject to the condition that you credit the author and to additional conditions, as indicated:

(1) That the reprint be accompanied by a credit and copyright notice reading as follows:


(2) We will require a fee in the amount of $100. Your check in payment of the fee, payable to Triangle Publications, Inc., should be forwarded to Mr. Merrill Panitt, Editor, TV GUIDE Magazine, Radnor, Pennsylvania 19088.

(3) You must also obtain permission of the Author/Photographer, whose address is N/A and make such arrangements for his compensation as he may require.

(4) If you plan to condense or edit our material in any way, edited copy should be submitted to the Editor of TV GUIDE for approval prior to publication.

(5) Remarks:

Publication: Evaluating the News

Mrs. Ivan Doig

Prentice-Hall, Inc.

Very truly yours,

Harry C. Coles, Jr.

(Title)

(Author)

(Publisher)

(Estimated date of publication)
August 7, 1971

Mr. Jerome H. Walker, Executive Editor
Editor and Publisher
850 Third Avenue
New York, New York 10022

Gentlemen:

I am preparing a textbook on Evaluating the News
to be published by Prentice-Hall, Inc. May I please have your permission to
include the following material from

A non-violent paper? Try it — it's murder!

May 31, 1969

by John Kessler

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control these rights in their entirety, would you kindly let me know whom else
I must write.

Unless you indicate otherwise, I will use the following credit line:

John Kasler, Editor and Publisher, May 31, 1969

I would greatly appreciate your consent to this request. For your convenience
a release form is provided below and a copy of this letter is enclosed for your
files.

Very sincerely yours,

Mrs. Ivan Doig, Associate Professor

Shoreline College School

15004 Linden Ave. N Address

Seattle, Washington 98133

I (We) grant permission for the use requested above.

[Signature]

Date August 10, 1971
Gentlemen:

I am preparing a textbook on Evaluating the News to be published by Prentice-Hall, Inc. May I please have your permission to include the following material from

The excerpts of less than 200 words each, from

"A Fashionable Bacchanal," by Diane K. Shah,

National Observer, Feb. 15, 1971

by

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Unless you indicate otherwise, I will use the following credit line:


I would greatly appreciate your consent to this request. For your convenience a release form is provided below and a copy of this letter is enclosed for your files.

Very sincerely yours,

Mrs. Ivan Delg, Associate Professor

Shereline College School

1500 N. Linden Ave. N. Address

Seattle, Wash. 98133

I (We) grant permission for the use requested above.

J. T. Bridge

National Observer

Date

Oct. 15, 1971
September 9, 1971

Mrs. Ivan Doig, Associate Professor
Shoreline College
15004 Linden Avenue North
Seattle, Washington 98133

Dear Mrs. Doig:

Thank you for your letter regarding the reprinting of:

1) Most of California Hit in Nader Report Wrapup
   August 27, 1971

2) Reagan Claim on College Grading Stirs Reaction
   Noel Greenwood
   August 29, 1971

The Times has no objection to your use of this material
in the manner and for the purpose described in your letter.
Please use the credit line, "Copyright, 1971, Los Angeles
Times. Reprinted by permission."

Sincerely,

[Signature]
Bettie Jean Givens
Public Relations Assistant

BJG:lm
Mrs. Ivan Doig
Associate Professor
Shoreline College
15004 Linden Avenue North
Seattle, Washington 98133

Dear Mrs. Doig:

We have no objection to your use of material from our publications, provided that

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2. such material is used for purposes of illustration or the citing of authority and not as primary material in an anthology or book of readings,

3. the following notice is printed as a footnote or with the acknowledgements: "From AN AMERICAN MELODRAMA by Lewis Chester, Godfrey Hodgson and Bruce Page, The Viking Press, Inc."

4. such material shall appear exactly as it appears in our publication, and

5. such material does not contain copyrighted material obtained by us from other sources.

Sincerely,

Walter W. Wriggles

For reprint rights in Canada we refer you to Andre Deutsch Ltd., 105 Great Russell St., London, W.C.1, England.
September 5, 1971

The Unsatisfied Man
Colorado Media Project, Inc.
P.O. Box 18470
Denver, Colorado 80218

Gentlemen:

I am preparing a textbook on Evaluating the News to be published by Prentice-Hall, Inc. May I please have your permission to include the following material from the unsatisfied man

The word from Olympus

by no byline

in my book and in future revisions and editions thereof, including non-exclusive distribution rights in the United States and its possessions, and Canada in the English language. These rights will in no way restrict republication of your material in any other form by you or others authorized by you. Should you not control these rights in their entirety, would you kindly let me know whom else I must write.

Unless you indicate otherwise, I will use the following credit line:

The Unsatisfied Man, Colorado Media Project, Inc., April 1971

I would greatly appreciate your consent to this request. For your convenience a release form is provided below and a copy of this letter is enclosed for your files.

Very sincerely yours,

Mrs. Ivan Doig, Associate Professor

Shoreline College School
15004 Linden Ave. N Address

Seattle, Washington 98133

I (We) grant permission for the use requested above.

[Signature: Cary Stiles]

Date 9-19-71
Edward R. Cony, Executive Editor
The Wall Street Journal
30 Broad Street
New York, N.Y. 10004

August 30, 1971

Gentlemen:

I am preparing a textbook on Evaluating the News to be published by Prentice-Hall, Inc. May I please have your permission to include the following material from The Wall Street Journal, Feb. 25, 1971:

Excerpts of less than 500 words from

Trials at the Trib: Chicago Paper Changes, But Too Slow

for Some, Too Fast for Others

by A. Kent MacDougall

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Unless you indicate otherwise, I will use the following credit line:


I would greatly appreciate your consent to this request. For your convenience a release form is provided below and a copy of this letter is enclosed for your files.

Very sincerely yours,

Mrs. Ivan Doig, Associate Professor
Shoreline College School
15004 Linden Ave. N Address
Seattle, Washington 98133

I (We) grant permission for the use requested above.

William McElveen
Mgr.-News Dept.

Date Sept. 3, 1971
Professor Ivan Doig  
Shoreline College  
15004 Linden Avenue N  
Seattle, Washington 98133  

Dear Professor Doig:  

This will acknowledge your request of the 6th for permission to quote from THE IMAGE by Daniel J. Boorstin.  

The 60-word quotation may be used without fee, subject to the following conditions:  

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2. Our permission applies only to quotations used for purposes of illustration, or the citing of authority, and not to quotations presented as primary material for its own sake.  

Sincerely yours,  

[Signature]  
Judith Rodnick  
Permissions Editor
September 29, 1971

Mrs. Ivan Doig
Associate Professor
Shoreline College
15004 Linden Ave. N.
Seattle, Washington 98133

Dear Professor Doig:

Thank you for your letter of September 23, requesting permission to use an excerpt from THE MEANING OF TREASON by Rebecca West in your textbook on Evaluating the News, to be published by Prentice-Hall.

We have no objection to your use of material from our publications, provided that

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2. such material is used for purposes of illustration or the citing of authority and not as primary material in an anthology or book of readings,
3. the following notice is printed as a footnote or with the acknowledgments:
   From THE MEANING OF TREASON by Rebecca West, Copyright 1947 by Rebecca West, The Viking Press, Inc.
4. such material shall appear exactly as it appears in our publication, and
5. such material does not contain copyrighted material obtained by us from other sources.

N.B. This permission extends only to U.S. and its dependencies, Philippines and Canada. Rest of world is open market, except British Empire, for which we refer you to Miss West's agent:
A.D. Peters
10 Buckingham St.
London, W.2
U.K.

Sincerely,

[Signature]

Walter W. Wrigging
August 30, 1971

United Press International
220 East 42nd Street
New York, N.Y. 10017

Gentlemen:

I am preparing a textbook on Evaluating the News
to be published by Prentice-Hall, Inc. May I please have your permission to
include the following material from UPI (Published Sept. 27, 1967 in Seattle
Post-Intelligencer.)

Story of less than 150 words with the following lead:
MANILA - (UPI) - A Philippine Air Force helicopter Tuesday
rescued a fear-struck farmer from a coconut tree where he
sought refuge for 59 days.

by no byline

in my book and in future revisions and editions thereof, including non-exclusive
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English language. These rights will in no way restrict republication of your
material in any other form by you or others authorized by you. Should you not
control these rights in their entirety, would you kindly let me know whom else
I must write.

Unless you indicate otherwise, I will use the following credit line:

United Press International, September 27, 1967

I would greatly appreciate your consent to this request. For your convenience
a release form is provided below and a copy of this letter is enclosed for your
files.

Very sincerely yours,

Mrs. Ivan Doig, Associate Professor
Shoreline College School
15004 Linden Ave. N Address
Seattle, Washington 98133

I (We) grant permission for the use requested above.

[Signature]

Date

[Signatures of UPI]
September 22, 1971

Dear Mrs. Doig:

I am in receipt of your request to reprint "Ralph Waldo Emerson, Thou Shouldst Be Living at This Hour," by Wallace Carroll, which appears in the June, 1970 issue of Nieman Reports. You have my permission, provided, of course, that Mr. Carroll concurs.

Sincerely,

[Signature]

Dwight E. Sargent

Mrs. Ivan Doig
Associate Professor
Shoreline College
15004 Linden Avenue North
Seattle, Washington 98133
September 14, 1971

Mrs. Ivan Doig, Assoc. Prof.
Shoreline College
15004 Linden Avenue, North
Seattle, Washington 98133

Dear Mrs. Doig:

re: Your letter of September 6th, 1971
Use of an excerpt from EICHMANN IN JERUSALEM by
Hannah Arendt in a textbook on evaluating the news.

We have no objection to your use of material from our publications,
provided that

(1) use is limited to 300 words of prose or 2 lines of poetry
from any one work,
(2) such material is used for purposes of illustration or the
citing of authority and not as primary material in an
anthology or book of readings,
(3) the following notice is printed as a footnote or with the
acknowledgements: "From EICHMANN IN JERUSALEM by Hannah
Arendt, The Viking Press, Inc."

(4) such material shall appear exactly as it appears in our
publication, and
(5) such material does not contain copyrighted material
obtained by us from other sources.

Sincerely,

Walter W. Wriggins
August 30, 1971

Robert J. Donovan, Associate Editor
Los Angeles Times
Times-Mirror Square
Los Angeles, California 90053

Gentlemen:

I am preparing a textbook on Evaluating the News to be published by Prentice-Hall, Inc. May I please have your permission to include the following material from Nieman Reports, March, 1970:

100-word excerpt from "The Rules Have Changed"

(Please see reverse side)

by Robert J. Donovan

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Unless you indicate otherwise, I will use the following credit line:

Robert J. Donovan, Nieman Reports, March 1970

I would greatly appreciate your consent to this request. For your convenience a release form is provided below and a copy of this letter is enclosed for your files.

Very sincerely yours,

Mrs. Ivan Doig, Associate Editor

Shoreline College School
15004 Linden Ave. N Address
Seattle, Washington 98133

I (We) grant permission for the use requested above.

[Signature]

Date

[Signature]

Date
September 6, 1971

Gilbert A. Harrison, Editor
The New Republic
1244 Nineteenth St. NW
Washington, D.C. 20036

Gentlemen:

I am preparing a textbook on Evaluating the News to be published by Prentice-Hall, Inc. May I please have your permission to include the following material from The New Republic.

Selling Death

excerpt of less than 250 words

by Thomas Whiteside

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Unless you indicate otherwise, I will use the following credit line:

Thomas Whiteside, Selling Death, The New Republic, March 27, 1971

I would greatly appreciate your consent to this request. For your convenience a release form is provided below and a copy of this letter is enclosed for your files.

Very sincerely yours,

Mrs. Ivan Doig, Associate Professor
Shoreline College School
15004 Linden Ave. N Address
Seattle, Washington 98133

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[Signature]
Date September 15, 1971
August 30, 1971

Don Erickson, Managing Editor
Esquire
438 Madison Avenue
New York, N.Y. 10022

Gentlemen:

I am preparing a textbook on Evaluating the News
to be published by Prentice-Hall, Inc. May I please have your permission to
include the following material from Esquire, August 1971.

70-word excerpt from "The Wit and Sass of Harry S Truman"

(Please see reverse side)

by Robert Alan Aurthur

in my book and in future revisions and editions thereof, including non-exclusive
distribution rights in the United States and its possessions, and Canada in the
English language. These rights will in no way restrict republication of your
material in any other form by you or others authorized by you. Should you not
c control these rights in their entirety, would you kindly let me know whom else
I must write.

Unless you indicate otherwise, I will use the following credit line:

Robert Alan Aurthur, Esquire, August 1971

I would greatly appreciate your consent to this request. For your convenience
a release form is provided below and a copy of this letter is enclosed for your
files.

Very sincerely yours,

Mrs. Ivan Doig, Associate Professor
Shoreline College School
15004 Linden Ave. N Address
Seattle, Washington 98133

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ESQUIRE, INC.

By Myron D. Davis, General Counsel
Date September 2, 1971
August 30, 1971

G.P. Putnam's Sons
200 Madison Avenue
New York, N.Y. 10016

Gentlemen:

I am preparing a textbook on **Evaluating the News** to be published by Prentice-Hall, Inc. May I please have your permission to include the following material from **Anything But the Truth**.

---

**Excerpt of less than 200 words**

---

by William McGaffin and Irwin Knoll

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William McGaffin and Irwin Knoll, **Anything But the Truth**, G.P. Putnam's Sons, New York

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Very sincerely yours,

Mrs. Ivan Doig, Associate Professor

Shoreline College School

15004 Linden Ave. N Address

Seattle, Washington 98133

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[Signature]

Permission Sheet

Date

[Signature]
August 30, 1971

Al Balk, Editor  
Columbia Journalism Review  
700 Journalism Building  
Columbia University  
New York, N.Y. 10027

Gentlemen:

I am preparing a textbook on Evaluating the News to be published by Prentice-Hall, Inc. May I please have your permission to include the following material from Columbia Journalism Review.

Excerpt of about 100 words

Press Agent -- But Still President

by Ben Bagdikian

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Mrs. Ivan Doig, Associate Professor  
Shoreline College  
15004 Linden Ave. N  
Seattle, Washington 98133

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Title THE PRESS Author A. J. Liebling

Published in (magazine or book) (date of issue or publication date)

Published by (Please supply specific details of material desired, with pages, chapter heads, opening and closing lines—whatever necessary to identify the material precisely. If entire piece to be used: "In its entirety").

p. 7 -- lines beginning "Mr. Samuel I. Newhouse" and ending "just economic convictions." Total of less than 150 words.

This material is to be published in a textbook trade-book periodical entitled Evaluating the News.

To be published by Prentice-Hall. Edited by William H. Oliver

Proposed publication date Tentative publication price

Paper or hard cover both Approximate size of first printing

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APPROVED

JAMES BROWN ASSOCIATES, INC.
Agent for the Proprietor

BY

Date

SOCIETY OF AUTHORS' REPRESENTATIVES, INC.
November 19, 1971

Mrs. Ivan Doig
Associate Professor
Shoreline College
15004 Linden Avenue N.
Seattle, Washington 98133

Dear Mrs. Doig:

Under the conditions stated below, we would be happy to grant you permission to quote an excerpt of less than 100 words from Victor Bernstein and Jesse Gordon's article "The Press and the Bay of Pigs" from the Fall 1967 issue of The Forum. We understand that it will appear in a textbook on evaluating the news, to be published by Prentice-Hall, Inc. The reprint conditions are as follows:

The credit line should read: "Reprinted from The Columbia Forum, Fall 1967, Vol. X, No. 3. Copyright 1967 by The Trustees of Columbia University in the City of New York."

There will be no charge for reprinting the excerpt. However, we would like to know the exact selection you have chosen as soon as possible, for our records. May we also have three copies of the finished book, one for each of the authors and one for our files.

Thank you very much.

Cordially,

(Mrs.) Mia Leo
Assistant to the Editor
September 5, 1971

Richard Harwood
The Washington Post
1515 L Street NW
Washington, D.C. 20007

Gentlemen:

I am preparing a textbook on Evaluating the News to be published by Prentice-Hall, Inc. May I please have your permission to include the following material from

The News Business
Can Newsmen Do Better on the Facts?

by Richard Harwood

in my book and in future revisions and editions thereof, including non-exclusive distribution rights in the United States and its possessions, and Canada in the English language. These rights will in no way restrict republication of your material in any other form by you or others authorized by you. Should you not control these rights in their entirety, would you kindly let me know whom else I must write.

Unless you indicate otherwise, I will use the following credit line:


I would greatly appreciate your consent to this request. For your convenience a release form is provided below and a copy of this letter is enclosed for your files.

Very sincerely yours,

Mrs. Ivan Doig, Associate Professor
Shoreline College School
15004 Linden Ave. N Address
Seattle, Washington 98133

I (We) grant permission for the use requested above.

[Signature]

Date Nov. 18, 1971
Gentlemen:

I am preparing a textbook on EVALUATING THE NEWS to be published by Prentice-Hall, Inc. May I please have your permission to include the following material from Nieman Reports:

Ralph Waldo Emerson, Thou Shouldest Be Living at This Hour
excerpt of less than 300 words

by Wallace Carroll

in my book and in future revisions and editions thereof, including non-exclusive distribution rights in the United States and its possessions, and Canada in the English language. These rights will in no way restrict republication of your material in any other form by you or others authorized by you. Should you not control these rights in their entirety, would you kindly let me know whom else I must write.

Unless you indicate otherwise, I will use the following credit line:

Wallace Carroll, Nieman Reports, June, 1970.

I would greatly appreciate your consent to this request. For your convenience a release form is provided below and a copy of this letter is enclosed for your files.

Very sincerely yours,

Carol M. Boig

Shoreline College School

1500 Linden Ave., N. Address

Seattle, Wash. 98133

I (We) grant permission for the use requested above.

[Signature]

Date Nov. 2, 1971
September 24, 1971

Mrs. Ivan Doig
Shoreline College
15004 Linden Ave. N.
Seattle, Wash. 98133

Dear Mrs. Doig:

Your offer of $20 for permission to reprint from David Deitch's "Case for Advocacy Journalism" is accepted. You now have our permission to use this piece. We would like to see just which portion of the article you are using and wish to be informed, in order to keep our records up to date, the name of your publisher.

Sincerely,

Neilá Coşentini
Permissions
29 September 1971

Dear Ivan —

What a pleasant surprise hearing from you & I'm happy to know things are going well for both you and Carol. Despite being a Westerner, I've never spent much time in Seattle but from a couple of trips I recall it as a nice place to be.

News of your forthcoming textbook doesn't surprise me much; in fact, I can't think of a better person to write one than you. Of course it is a pleasure yo say yes to your request to quote from my thesis. (I have to confess, you piqued my interest with your citations of the quotes — I'll have to dig up a copy of the thesis and see what they said.)

I'm adjusting a bit to New York life after 4 years out of the country — I've only been here about 9 months and there is still some lingering culture shock. But the work at Newsweek is all to my liking and I find if I just ignore the bad things about N.Y. City, I'm happy.

Best to both you & Carol; and again, glad to hear from you.

Sincerely,

Dick
Mrs. Ivan Doig  
15004 Linden Ave. N.  
Seattle, Wash. 98133

Dear Mrs. Doig:

As our masthead now states, articles published in The Unsatisfied Man are not copyrighted and may be reprinted at will. However, we do appreciate proper credit.

I have signed the release, however, giving you permission to reprint from "The word from Olympus." The release is enclosed.

I should point out, however, that the management at the Denver Post hotly disputed one of the conclusions in the article. It is management's claim that the controversial memo from the executive editor was not in effect at the time the Vanderhoof story was buried, i.e., that the Vanderhoof story was buried next to the classified ads despite the memo, not because of it.

This objection was expressed to us during an internal meeting at the Post by Managing Editor John Rogers. We invited him to set straight the alleged error in a letter to the editor of TUM, but he declined to do so (apparently in the belief that to write to TUM would be to recognize its existence).

If you would like the Post's version of the disagreement, you probably should contact Mr. Rogers directly at P.O. Box 1709, Denver CO 80201.

Please let us know when your book comes out so we can make arrangements to obtain a copy.

Sincerely yours,

Gary Stiff  
For TUM

enc.
August 7, 1971

Alexander H. Joseph, Managing Editor
TV Guide
Radnor, Pa. 19088

Gentlemen:

I am preparing a textbook on __Evaluating the News__
to be published by Prentice-Hall, Inc. May I please have your permission to
include the following material from

__He Just Prays It Will Be an Easy Day__

excerpts and paraphrase of less than 500 words

July 10-16, 1971

by xxx Jeanie Kasindorf

in my book and in future revisions and editions thereof, including non-exclusive
distribution rights in the United States and its possessions, and Canada in the
English language. These rights will in no way restrict republication of your
material in any other form by you or others authorized by you. Should you not
control these rights in their entirety, would you kindly let me know whom else
I must write.

Unless you indicate otherwise, I will use the following credit line:

Jeanie Kasindorf, TV Guide, July 10-16, 1971

I would greatly appreciate your consent to this request. For your convenience
a release form is provided below and a copy of this letter is enclosed for your
files.

Very sincerely yours,

Mrs. Ivan Doig, Associate Professor

Shoreline College School

15004 Linden Ave. N Address

Seattle, Washington 98133

I (We) grant permission for the use requested above.

______________________________

______________________________

Date
September 21, 1971

Roger Tatarian
Editor
United Press International
220 East 42nd Street
New York, New York 10017

Dear Mr. Tatarian

As you requested, here is a copy of the UPI dispatch from Manila which I would like to republish in a textbook.

Cordially

(Mrs.) Carol M. Doig
September 2, 1971

Mrs. Ivan Doig  
Associate Professor  
Shoreline College  
15004 Linden Avenue, North  
Seattle, Washington 98133

Dear Mrs. Doig:

I would be grateful if you could send me a copy of the UPI dispatch from Manila that you propose to include in your book. I can then respond quickly to your request for permission to republish.

Sincerely,

[Signature]

HRT: JL
Dear Mrs. Leo

Thank you for your Nov. 19 response to my request for permission to reprint a selection from The Forum. Your conditions are easy to abide by, and I've typed the exact excerpt on the back of the Prentice-Hall permissions form.

Because the college will be closed for the holidays and mail will simply pile up there, I'd appreciate it if you would send the signed permission form to my home address:

Carol M. Doig
1500th Linden Ave. N.
Seattle, Wash. 98133

My husband and I appreciate the use of the excerpt; many thanks to you and The Forum for helping us out.

Cordially

(Mrs.) Carol M. Doig
August 30, 1971

United Press International
220 East 42nd Street
New York, N.Y. 10017

Gentlemen:

I am preparing a textbook on Evaluating the News to be published by Prentice-Hall, Inc. May I please have your permission to include the following material from UPI (Published Sept. 27, 1967 in Seattle Post-Intelligencer.)

Story of less than 150 words with the following lead:
MANILA - (UPI) - A Philippine Air Force helicopter Tuesday rescued a fear-struck farmer from a coconut tree where he sought refuge for 59 days.

by no byline

in my book and in future revisions and editions thereof, including non-exclusive distribution rights in the United States and its possessions, and Canada in the English language. These rights will in no way restrict republication of your material in any other form by you or others authorized by you. Should you not control these rights in their entirety, would you kindly let me know whom else I must write.

Unless you indicate otherwise, I will use the following credit line:

United Press International, September 27, 1967

I would greatly appreciate your consent to this request. For your convenience a release form is provided below and a copy of this letter is enclosed for your files.

Very sincerely yours,

Mrs. Ivan Doig, Associate Professor
Shoreline College School
15004 Linden Ave. N Address
Seattle, Washington 98133

I (We) grant permission for the use requested above.

[Signature]

In UPI

Date

[Signature]
September 21, 1971

Ms. Cosentini
Permissins Editor
The Nation
333 Sixth Avenue
New York, New York 10014

Dear Ms. Cosentini,

In response to my Aug. 30 request to reprint about 100 words from David Deitch's article in your issue of Nov. 17, 1969, you asked for a reprint fee comparable to others we're paying. It's a bit hard to set, because of a couple of dozen requests to reprint which my husband and I have sent out for this textbook, we've had only one other fee request. On the basis of that one -- which we'll be paying TV Guide for an excerpt and paraphrase of several hundred words -- the Deitch excerpt would be worth about $20. We hope this would be satisfactory. Material similar to the Deitch excerpt can be obtained from a book about the topic (the French newspaper LeMonde), in all likelihood free of charge, so the excerpt is marginal enough for us that $20 is all it seems worthwhile for us to pay. Is this agreeable?

Cordially

(Mrs.) Carol M. Doig
October 11, 1971

Neila Cosentini
Permissions Editor
The Nation
333 Sixth Avenue
New York, N.Y. 10014

Dear Ms. Cosentini

Thank you for the acceptance of the reprint rights for $20. We'll pass along the permission to our publisher, Prentice-Hall, and you'll hear from them eventually.

For your records, the excerpt to be used is this one:

p. 531, Nov. 17, 1969, "Case for Advocacy Journalism," by David Deitch: Unlike the American practice, there is no copy desk and no division of function between copy editing and reporting. Each staff member is a "journalist" in charge of a specialty. He may cover a story directly or rewrite or edit the news agency reports on his subject. Department chiefs check headlines and make space allotments but do not change copy.

As is the rule in European journalism, there is no clear line between reporting and opinion.

"We are proud," said an editor, "not of our objectivity but of our independence." The assumption is that the reader knows the viewpoint of the reporter and expects it to be reflected in his copy.

We appreciate the permission to use this excerpt. Many thanks.

Cordially

(Mrs.) Carol M. Doig
Permissions Department  
The Sterling Lord Agency  
660 Madison Avenue  
New York, New York 10021

October 18, 1971

There's been some misunderstanding about a permission my husband and I requested for a small segment of an article by Ben Bagdikian, and we're returning your permission forms, along with a set of ours, in hopes it can be straightened out.

First, EVALUATING THE NEWS is the title of our text, not of Bagdikian's article as indicated on your forms.

Second, we aren't seeking permission to reprint in full. Instead, we'd like to use an excerpt of 100 words from Bagdikian's article, "Press Agent -- But Still President" in Columbia Journalism Review, summer, 1965.

Finally, we have to say in all frankness that the excerpt is not an essential one for us. It nicely makes a point about a particular piece of news, but the same information is available to us elsewhere. So, we hope this clarifies the situation, and brings the matter back down to a simple request for a minimal excerpt. Sorry there had to be this confusion.

Cordially

(Mrs.) Carol M. Doig
Permissions Dept.
James Brown Associates, Inc.
22 East 60th St.
New York, N.Y. 10022

I'm returning the permissions forms, as you requested, covering our request to quote from A.J. Liebling's book THE PRESS in a proposed journalism text.

We had intended to use the quote as illustration for the following segment about Liebling:

A.J. Liebling wrote periodic press criticism in the same column until his death in 1963.

Liebling, a freewheeling soul who loved gourmet food, boxing, and journalism, was the bane of some newspapermen but a hypnotic beacon for many serious news consumers. His book, THE PRESS, still is worth reading as a rousing lover's quarrel with American newspaperdom. Liebling was particularly caustic about owners who kept buying more and more newspaper companies, and this excerpt is fairly typical of his goading style:

(Excerpt from THE PRESS, p. 7, beginning "Mr. Samuel I. Newhouse" and concluding "just economic convictions." Total of less than 150 words.)

We trust this sufficiently explains our intention. We probably shrewdly, so there is no misunderstanding, that the excerpt is not worthwhile enough to us for payment, in line with all the other permissions we have obtained. Of more than two dozen from other publishers, all have granted permission without fee, for segments ranging from 75 or so words to several hundred words. Only magazine excerpts or paraphrases of considerable length have required payment. But if it is your policy to require payment, we'll be forced to drop the reference to Liebling's book, THE PRESS; it would make little sense for us to make this reference without a brief illustrative quote, and there are substitutes available. Sorry our routine request to reprint a minimal quote apparently was forwarded into your office as more major than it is.

Cordially

(Mrs.) Carol M. Doig
Missing Permissions

ch. 2 - Col. V. Forum
ch. 4 - W. Carroll
ch. 3 - Baguley
ch. 7 - Time
ch. 7 - R. Hanwood
ch. 7 - Liddig
ch. 9 - Syd Harris

Permissions fees:

$20 Nation
100 TV Guide
25 Herberts
200 New Yorker (4 @ $50)
50 Fayer (Pub-Hall)
70 Miss Peach (Pub-Hall, 2 @ $35)

465

Johnny Hard to come
Notes on lunch with Ben Elderly

7-8-71

Nov.1 - pub y May
P-H author's guid
- P-H will help obta. permissions
  - copyright b author's name
  - if goes o y print will release anyway
  - 2d editn and b recognition
- pub copyright bes publ is provide each other material, & this simplifies permissions,
  - trade price doubled
discount
  - b/lk 20% discount $3.95 (4.30)
  - Trade 40% off $6.95 (5.60)
  - may go to $4.95 in paper
- 25,000 business is P-H minimum standard for signing a b/lk
- Items on every list 12p (and common 1-2Nov); multiple lists, such as
  Eng, pol sac, j'sm
- Jan - nat'l sales mtg
- Sales sits incl'd b/c lean sits 1
  product
- 175 reps (college)
  - misc bldn hits c/drop b/cuf 4 X scl
  - Trade catalog
  - Fresh Eng catalog
- 410 tellers b/r
  - collib ads 4 each bc
  - Forward: drop note to Bill 0-2 negat
  - P-H dirs - vary discounts
  - 8 P-H markets - library, overseas, El-Hi, lib club
  - Can do apparatus as dep't mall
  - Trade bc - contract rates diff't?
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864
- bk quickly out 1 date? yet hayakawa's stil sells
- at 1st 5 other pubs and on our proj.
- carol: total descns made b-spring; macmillan typ pub rep mit mean decent sales b-fall.
- check w. oliver if not hav'g apparatus b-bk.
- put b-write into 2s bnot out b-hardcover; & comitm+ for mag admg & flayer 2 colleges b-spring.
- prob 7 bigness: salesman even hav' 2 b sold, bcos they hav' so many likes 2 handle
May 6, 1975

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

Dear Ivan:

Thanks for sending me THE STREETS WE HAVE COME DOWN. Congratulations. How does it feel to be on the same small list with Maynard Mack? It was very thoughtful of you to send it to me.

Yes, it can be difficult to figure out an exact accounting of your royalties. That's because there are different discount rates applying to different categories and returns. You are now receiving the 15% royalty on net sales (for over 5,000 copies sold). The exception to this is Canadian sales which are at the 10% foreign royalty rate. We've had a few people write in directly to buy a copy, but those sales would have the royalty rate applied to the full sale price of the book rather than at a discount.

I do not have the 1972 breakdown here in my office, but I can give you an idea of the sales pattern for NEWS in 1973 and 1974. The 1972 total sales were $4,064 on the paper edition and $5,309 on the cloth edition. In 1973, sales to college bookstores were 1,974 copies, 318 copies to high schools, retail books purchased 135 copies, 600 were shipped to Canada, 920 copies were returned, and 489 copies were sampled free (the total number of free copies in 1972 would be significantly higher than 1973). Trade sales in 1973 were $3,646 to which the 15% royalty rate applied. Sales in 1973 were a net of $8,198. In 1974, sales fell off to 1,797 copies to college bookstores, 210 to high schools, 300 to Canada, and 378 copies returned. In 1974, paper sales were $6,467. Returned copies are charged against your royalty at the rate at which they were paid.

I'm not sure what you mean by a 50% discount, but that would be on the cloth edition. Essentially, the cloth edition is no longer being promoted as the first printing is sold out, and it was not judged to be profitable enough to be reprinted.

You asked about promotions for the book. It is being promoted daily when our representatives work in journalism departments. When appropriate, copies are sampled to teachers. It is listed in our catalog and will be included in brochures on our journalism list that are mailed at least once a year to all the names on our journalism stencil. We have
displayed the book at the last two AEJ conventions. Frankly, I have been disappointed at the sales. I think it's a fine book, and there are certainly enough handles on it to easily present and sell it. Perhaps it is the kind of thing that teachers like to do themselves, and they are reluctant to add another supplementary text to the price list in the introductory media course. Teachers can "borrow" ideas from the text and incorporate the spirit of the book into their course without requiring students to buy it.

Adoptions of the text have been spotty, but generally people using it have been pleased. It does date rapidly, and that, of course, is somewhat of a deterrent to current sales. I do feel that our staff did a thorough job in promoting the book and talking to people about using it. I continue to believe in the book myself and will endeavor to ask more questions when I'm in the field about why it has been used and why it hasn't.

At this point, I cannot be optimistic about a revision. The sales of the book do not warrant a new edition, and I would not want to waste your time if we couldn't expect at least to triple the sales of the first edition. I do wish that I had better "news" to report. Meanwhile, we'll keep plugging away.

Please give my best to Carol.

Cordially,

William H. Oliver
Journalism Editor

WHO/11h
October 28, 1977

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

Re: NEWS: A CONSUMER GUIDE

Dear Mr. Doig:

Your letter dated July 29, 1977, addressed to Bill Oliver, has been referred to me in order to answer your question on Canadian sales.

After analyzing the sales and returns data, I have found that in the first half of 1974 we shipped to our Canadian warehouse 300 copies of your title and as usual we considered them as being sold and we have paid you royalty on that sale on your June 30, 1974 royalty statement.

In the second half of 1976, Canada informed us that they had destroyed 221 unsold copies. Since we had paid you royalty on these at the time they were sold we, therefore, have deducted them from your December 1976 royalty earnings.

I hope the above clarifies the matter but, if you have any questions, please do not hesitate to contact me.

Sincerely,

Sam Bittar
Royalty Manager

SB:eg
Dear Bill

Looking ahead to a busy summer -- a new book in the works, and a number of magazine pieces to do -- I'm trying to do some office tidying, Bill, and included in that is to get answers to a few questions posed by our latest royalty statement on NEWS: A CONSUMER'S GUIDE.

First, Carol and I find it an increasing disadvantage not to know the total of copies printed to date, and the number of copies still on hand. My royalty statements from Hayden, for instance, do show such information. Recently my agent has been negotiating a major trade book contract for me, and we found ourselves wishing we had more precise sales figures on NEWS to indicate my track record as a writer. I notice that in May of '75, you provided us some info about the sales patterns for 1973 and 1974. Can we now be provided the cumulative totals to date: the number of copies of NEWS, in both cloth and paper, which have been printed, and the number of copies of each you now have on hand?

Next, a point on foreign sales, which we assume mostly means Canadian. We've noticed in the past that any excess of returns over foreign sales is deducted on our royalty statements directly from our regular royalty earnings. Since this has never amounted to more than a dollar or two at a time, we didn't trouble to question it. But the royalty statement for the six months ending Dec. 31, 1976, shows $39 -- 5% on returns of $788 -- deducted for each of us. You remarked in your letter of May 6, '75, that "returned copies are charged against your royalty at the rate at which they were paid." Looking over the statements, we can't see where we were paid originally for such an amount of copies shipped to foreign sellers; the last significant foreign sales shown are 8448 on the statement for the period ended June 30, 1974. How, then, does this deduction on the current royalty statement come to be? Examining our contract, we find that it reads, in subsection I, that "the Author will be paid a royalty of 10% of the cash received from such sales." We fail to see where it
says anything to the effect that if returns should exceed such cash received, we are to be charged a royalty percentage on those returns -- yet this current royalty statement seems to read as if that's what happened. Can you get some clarification for us?

Also, our royalty statement this time -- for the period ended Dec. 31, 1976 -- was only for the paperback, not the cloth edition. We realize there are practically no sales of the clothbound any more, but we have always received a statement on it before this, however small the figures involved.

Finally, Bill, we'd like to purchase two clothbound copies and four paperbacks of NEWS at our author's 20% discount.

regards

Ivan Doig
William H. Oliver  
Journalism Editor  
E!entice-Hall, Inc.  
570 Price Avenue  
Redwood City, Calif. 94063

Dear Bill

The arrival of our latest royalty statement was a reminder that we've dropped out of touch about NEWS, how it's doing, and where it's going. Carol and I have some questions, some probably for you and some which may be for the Englewood Cliffs office.

--What's being done to promote NEWS at the moment? The media courses for which it was written are booming right now. Carol's own classes are overflowing, and we hear from friends across the country it's the same in their schools. From comments we've had, we know NEWS is highly -- and widely -- regarded. But is it getting any promotion now?

--We haven't had an IBM report of adoptions since the one for the period ending 2/28/74; shouldn't there be one or two since then?

--I've been checking over the royalty statements, and need a few base figures to make sense of them. As I understand it, the publisher's net on which our royalties are figured is 80% of list price on regular sales -- right? But what's the publisher's net on foreign sales; bookclub sales; and the 50% discount and over? Another problem is, there's never any accounting of total books sold, in whatever category, for the arithmetic to be checked against. Can we be furnished the totals, in numbers of books sold, up through the end of the last royalty period (Dec. 31, '74)?

Finally, what's your inclination about revision of the book? As we all know when it was written, it's impossible to write an everlasting book in a field which even defines itself in terms of change. The ideal revision schedule, as we see it, would be to revise in late '76, dropping in results of the presidential election to give the book new life through the next administration. But the publication process would have to be prompt -- both publication and advertising aimed at getting the book out in ample time for spring of '77, because media courses are taught heavily year round. Also, Carol and I feel, frankly, that we'd need an advance to do the revision, else it wouldn't be worth our time. Anyway, we'd like to hear your thoughts about it, Bill.

Thought you might like to see the eventual version of the cities anthology I talked to you about long and long ago. Hayden is pleased with it, and reports good comments; I'm finishing up another book for them at the moment.

best  
Ivan Doig
29 July 1977

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

Dear Ivan:

My sincere apologies for not responding sooner. Your letter arrived in a hectic spring and I put it aside for research since you ask questions for which I do not have ready answers. I'm afraid that I'm just now getting to my "further research" pile. However, I understand that our worthy Dave Garrison has taken care of some of your requests.

Here is what I can tell you. At the end of 1976 we had 1982 copies of the paper edition on hand. The cloth edition is out of print. On the 19th of July there were 1793 copies of the paper edition on hand.

I still can't fully explain your query about foreign sales on your royalty statement. We had a $492 return from Canada and $348 in additional returns for the entire year. Most of the latter were from college bookstores. There were no cloth sales in 1976. The Canadian figure undoubtedly included returns from purchases made prior to 1976. I am asking our royalty department for further clarification.

I have ordered you four complimentary copies of the paper edition.

I hope that your writing projects are forging ahead in good order. Please give my best regards to Carol.

Sincerely,

Bill

William H. Oliver  
Journalism Editor

WHO/jls

P.S. The sales totals for '75 and '76 are complicated with returns if you've tried to compute royalty. If you want to know new copies sold for track record purposes these are: 1975: 1346, 1976: 590.
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To the Author:

We recently received the enclosed IBM report of adoptions for your text and thought you would be interested in reviewing it. In interpreting the information on these reports, we trust you will keep the following points in mind:

1. For the purpose of this record, an adoption is any order for ten or more copies; orders for less than ten copies are not shown.

2. The name of the bookstore and the school it services are indicated whenever possible. In some few instances, where a bookstore services more than one school, only the bookstore is listed.

3. Returns are not included on this record; therefore, the report should not be regarded as a statement of net sales.

4. Periods covered do not coincide with established royalty periods.

Sincerely,

9.1/1994
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**TITLE TOTAL**

1,15
Susan Anderson  
Editor, Economics and Finance  
Prentice-Hall, Inc.  
Englewood Cliffs, N.J. 07632

March 22, 1974

15004 Linden Ave. N.  
Seattle, Washington 98133

Dear Susan,

Carol and I are pleased to hear that the Prentice-Hall winds of change have wafted you into a higher job. A pity, though, that you're moving into what is a foreign language for journalists like us — the matter of economics and finance.

Anyway, we'll look forward to getting acquainted with Marilyn Brauer. Meanwhile, congratulations, Susan.

best regards

Ivan Doig
March 22, 1974

Ivan and Carol Doig
15004 Linden Avenue, North
Seattle, Washington 98133

Dear Mr. & Mrs. Doig:

Change has struck again. I’ve recently been promoted to Editor to our Economics and Finance series, and will no longer be working with you on English books.

You won’t be left high and dry, however. Bill Oliver will still be handling the series from Redwood City, and he will be assisting my successor, Marilyn Brauer. Marilyn has had a great deal of experience with our Foreign Language list, and is much better equipped to take over than I was as a novice, as she has worked at Prentice-Hall for ten years.

I’ve enjoyed working with you, and have learned a tremendous amount in the process. I hope you’ll feel free to contact me if you’re ever in the area.

Sincerely yours,

Susan Anderson
Economics and Finance, Editor

SA:lt

Mr. and Mrs. Ivan Doig
15004 Linden Avenue North
Seattle, Washington 98133

Dear Ivan and Carol:

I am enclosing a copy of your book NEWS: A CONSUMER'S GUIDE for which moderate corrections were made.

We have just received it from our Reprint Department.

Sincerely,

Susan J. Anderson
Associate Editor - English

SJA/cms
Enc/

Checked the reprint edition against our Jul 31 list of crx - all were done.

10-24-73
August 10, 1973

Mr. and Mrs. Ivan Doig
15004 Linden Avenue N.
Seattle, Washington 98133

Dear Ivan and Carol:

It looks like you both are back in the swing with the trip to Iowa State coming up in September. It sounds like a fine honor.

I'm enclosing an ad which obviously features our one new book for the year. Attached is a listing of our other new and recent journalism texts. I don't show it to you with any great degree of delight as an example of in-depth advertising for NEWS.

I should be able to tell you how the book is doing at the end of September, when the fall orders are in. It is certainly good news about the new printing. It will be for 3,000 copies. The previous printing was for 5,000 in paper and 3,000 in cloth. The new printing will be entirely in paper.

I'll be pushing the book at the AEJ meeting later this month and will pass on to you any reactions I gather there.

I hope to get to Washington early this fall, and look forward to hearing all about your stay in England.

With best regards,

William H. Oliver
Journalism Editor

WHO/jas
enc.
Dear Bill,

We've just had the happy word from Marilyn Cohen of the Englewood Cliffs office that she needs from us any corrections of typos in *News* because there's going to be a reprint. Would you send us, or have somebody in the N.J. office gather and send us, the figures on what the first printing was, for both paper and hardback, and the figures for what's planned on the reprint? We ask not only out of our own curiosity but because we're looking ahead to a speaking date at Iowa State in September. We've been invited to give the final lecture in a five-part series on the media at the university there; some of the other participants will be the Washington Post editor who directed the Watergate investigation, the executive producer of *ABC Evening News*, and the Washington editor for *NBC News*, so we're pleased to have been included in the lineup. Since we do foresee talking with a lot of professors of journalism and perhaps being interviewed by the local media there, we should have on hand the figures on the printings, plus anything else you can tell us about how *News* is doing. Okay?

Best regards

Ivan Doig
Marilyn Cohen
Reprint
College Book Editorial—Production Department
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Ms. Cohan

In yesterday's mail we received your request for corrections which should be made in News: A Consumer's Guide, before the book is reprinted. Noting your comment about a rush reprint, and since we had been making corrections in one copy of the book right along, we are glad to provide the information immediately.

The attached sheet contains nine corrections which we believe to be of sufficient importance to make for this reprint. Some are factual or typographical inaccuracies; a couple are matters of typographical or styling confusion which readers tend to stumble over.

All of these corrections are short and can be made without rejuggling pages. Most are confined to one line.

We do have other changes which would be appropriate, but which would be much more difficult to handle for a reprint. For example, one other reference to Saturday Review should be eliminated, but that would mean deleting a paragraph and would cause a spacing problem. Therefore, we're willing to reserve that until a possible revision of the book.

Please call us at the above number if we can be of any further help. We are eager to expedite the reprint order in any way we can, since we assume that fall book orders depend on it.

Sincerely

Carol M. Doig (Mrs. Ivan)
page 12, line 13: delete comma so that line reads, **men carefully sifted the material for six weeks.**

page 20, last line: change **being to begin**, so that line reads, **Miss West continued, "they began to imagine it...."**

page 35, center: The first lines under the subhead are very confusing typographically. They are a normal part of the text and should be normally indented and spaced, with each of the first three sentences standing as its own paragraph:

> A pride of lions.
> A school of fish.
> A gaggle of geese on the ground; a skein of geese flying.
> Author James Lipton once looked into our habit of naming creatures by the bunch and...

page 110, line 17: change **working for** to **employed by** so that sentence structure will be clarified to read, **and fellow travelers employed by the State Department, hauling private citizens**

page 160, line 7: Since Warren was not a lawyer, change the phrase **two Boston lawyers to Two Bostonians**, so that line reads, **The call for legal recognition of privacy comes from two Bostonians.**

Page 179, line 39: Since Denver subsequently withdrew as Olympics host, add **then scheduled to make lines read, age. The topic: the 1976 Winter Olympics, then scheduled to be held in the Rockies near Denver.**

page 187, line 2: A confusing matter of styling. **Young Americans for Freedom** should not be italicized.

page 195, line 3: Delete the line, because Saturday Review is no longer being published.

page 229: delete last two page entries under Saturday Review, leaving the line to read, **Saturday Review, 36, 94, 131, 170**
October 23, 1972

Mrs. Carol Doig
15004 Linden Avenue N.
Seattle, Washington    98133

Dear Mrs. Doig:

Your letter to Mr. Oliver was forwarded to me. As you can see from the enclosed xerox copy, your book was indeed featured in Publishers' Weekly, September 25 issue.

I've also enclosed two additional reviews that may not have reached you as yet. Additional reviews will be coming in from time to time and I'll send them on to you within a few months.

Sincerely,

Edna S. Zeitz
Publicity and Public Relations

cc: William H. Oliver
esz:rf
May 21, 1973

This is my opinion of (1) News, A Consumer's Guide and (2) The Rest of the Elephant

(1) This seems to be a comprehensive and interesting book. It is sharply written and well-organized. The Instructor's Manual appears to be very useful.

(2) This booklet is modern, interesting, and worthwhile. Although we do not have a course that would be ideal for this book, we certainly shall order it for our library, and I plan to recommend it to our faculty for assigned readings.

Thank you for the complimentary copies.

Please check here if we have permission to quote you.

☐ I have adopted

☐ I am considering for adoption (TITLE) for 7, using approximately 2 copies.

Course Title

Course Number

Name L. J. Hortin

Title Chairman

School Murray State University

Dept. Journalism

City & State Murray, Ky. Zip Code 42071
FOCUS

on the mass media...

Prentice-Hall offers
5 diverse texts covering
the process and effects
of mass communication.
The Rest of the Elephant

Media

Media Case Book

Mass News

News: A Consumer’s Guide
The Authors---

John D. Stevens (Ph.D., University of Wisconsin) is Professor of Journalism, University of Michigan. He is a member of the Association for Education in Journalism, Past President of Sigma Delta Chi, and a member of the Michigan Academy of Science, Arts and Letters. The author of several books and articles, he has just completed research on the black correspondent in WWII.

William E. Porter is Professor of Journalism, University of Michigan. He is Past President of the Association for Education in Journalism and the author of Mass Communication and Education (1957). He has done freelance writing for many magazines and journals and is doing research in the role of the media in decision making, particularly in the government.

Peter M. Sandman (Ph.D., Stanford University), Ohio State University School of Journalism is a prolific writer with 14 books and numerous magazine articles to his credit. His research into the campus press and advertising acceptance has led to recent articles in Columbia Journalism Review and Change.

David M. Rubin (Ph.D., Stanford University), New York University Department of Journalism, has conducted research on "Mass Media and the Environment." He is also the author of A Region's Press: Newspapers in the San Francisco Bay Area.

David B. Sachsman (Ph.D., Stanford University), Livingston College, Division of Urban Studies and Community Development, Rutgers University, has conducted research on the influence of public relations on environmental coverage. He is also the author of numerous articles which have appeared in Journalism Quarterly.

David J. LeRoy (Ph.D., University of Wisconsin) is Assistant Professor of Communication and the Director of the Communication Research Center of The Florida State University. Professor LeRoy has specialized in the area of professional journalism, broadcasting, and community needs.

Christopher H. Sterling (Ph.D., University of Wisconsin) is Assistant Professor in the Department of Radio-Television-Film at Temple University. He is also the editor of the Journal of Broadcasting and has been published in numerous journals.

Ivan Doig (Ph.D., University of Washington) is a freelance writer and has written for more than four dozen publications. He was formerly an editorial writer for the Lindsay-Schaub Newspapers in Illinois and later an assistant editor of The Rotarian magazine. He has also taught magazine writing at Northwestern University.

Carol Doig is Associate Professor of Communications at Shoreline Community College in Seattle, Washington. She has her M.A. and B.A. degrees from Northwestern University. She has taught reporting at Northwestern University and magazine writing at the University of Washington.

Peter M. Sandman
David M. Rubin
David B. Sachsman
(Media and Media Casebook)

David J. LeRoy
Christopher H. Sterling
(Mass News)

Ivan and Carol Doig
(News: A Consumer's Guide)
A unique perspective on the business of mass media—

The Rest of the Elephant

Perspectives on the Mass Media

By John D. Stevens and William E. Porter
Both of The University of Michigan

Section Three: How The Work Gets Done
   John Gregory Dunne, “Planning to Shoot a Movie.”
   Theodore M. Bernstein, “How the News Gets into the Paper.”
   Richard L. Tobin, “Man with a Pencil of Light.”
   Thomas Whiteside, “Corridor of Mirrors.”

Section Four: The Journalist and His Commitments
   J. K. Hvizdental, “The Reporter as Activist.”
   W. Stewart Pinkerton, “The New Journalism.”

1973, 224 pp., cloth (013-774596-6) $6.95; paper (013-774588-5) $3.95

“[I] know of no other reader like this one . . . its focus on the profession is stronger than any other reader . . . certainly this book will be required reading in many introductory courses.”

—from a pre-publication review

This unique book proposes a new type of introduction to the study of mass media. The authors emphasize factors traditionally not emphasized in mass media books. These factors compose the four sections: 1.) the symbiosis between the medium and the audience; 2.) the way business and financial considerations affect the organizations of particular mediums and the development of the field; 3.) the importance of organizational structure and operating processes through which work gets done; 4.) the reporter’s changing view of his role. THE REST OF THE ELEPHANT has two goals. First, it strives to provide meaningful observations and comments on all mass media—without segregating each into its own little cubicle. Second, it is designed to give double insight—the unity and direction of original work and contrasting viewpoints and special expertise of selected sources.

Contents:

Section One: The Media and Their Audiences
   Carl E. Block, “Communicating with the Urban Poor.”
   Nicholas Johnson and Kenneth Cox, “How One TV Station Served Its Audiences.”

Section Two: The Business of Business
   Nicholas Johnson, “Media Barons.”
   Alan Pearce, “What News Costs at NBC.”
   Brian Boyer, “Circulation Disaster in Chicago.”
   Robert Kraus, “Decline of the Downtown Movie Palaces.”
News: A Consumer’s Guide

By Ivan and Carol Doig

This technique helps the student remember information he will need in understanding the functions of the media. Throughout the reader is shown how to avoid supporting any media some of which may have no other purpose than the dissemination of propaganda. Students are introduced to a new and exciting world where they can learn how to develop opinions concerning the media intelligently.

Contents

I NEWS: How and Why It Gets Told — or Ignored
1. Anchor Man, Digger, Prime Timer Arouet and You
2. If It’s Good, Is It News?
   The Nose for Which Newsmen are Famous
   What’s News?
   Is Good News No News?
   The Consumer as Editor and Rewrite Man
3. The News Apparatus
   Publications: The Eternal Footprint
   Radio: The Voice Box
   Television: The Gossamer Screen
   Machinery Marches On
   The Corporate Structure and Other Complexes
   An Exaltation of Larks, A Conspiracy of Media
4. Stories Untold
   The View from Our Town
   The Currying of Sacred Cows
   The Practice of Sourdough
   Backing into Tomorrow
   Dollars versus Duty
   Of Time and the River of News

II Problems of Verification and News Manipulation

5. Lies, Half Truths and Evasions
   So Who Cares
   The Spirit of 1787

6. Who Says So?
   By What Authority?
   Who is Worth Listening To?
   Whose Side is Told?

7. Hoaxing and Hornblowing
   Aladdin’s Treasure and Other Dross
   Horns of Plenty and Plenty of Horns

III Problems of News Presentation

8. How Consumers Can Check on Performance
   The Reporter: Messenger? Advocate?
   The Ghost from the Glass Cage
   “Well Folks, I Was Had”

9. What’s Missing?
   Yesterday and Those Other Foreign Places
   Plugging the Holes
   A Quick Word from the Opposition
   The Editor’s Shears and the Shorn

10. Putting One After Another
    War and Peace That Passeth All Understanding
    Contexts: In, Out and Around
    Galloping Gobbledygook Loaded
    Pow! Zonk! Bam!

11. When Rights Collide: Information versus Privacy
    Privacy Comes and Goes
    Stories That Shouldn’t Be Told
    All Hush-hush Along the Potomac
    The Snoopers from Sam City

12. How Do You Know If It’s Right?
    Sherlocking the Day’s News
    Voices Within and Some Choruses Without

13. Thou Shalt Not Commit Mockery
    1972, 256 pp., paper (013-615617-7) $3.95; cloth (013-615625-8) $6.95

"The confused consumer of news is finally getting help in understanding the mass media and nowhere is the help more lucid and well documented than in this book.”

—James H. Howard
Los Angeles Times

This much-needed media criticism book shows how to become a more intelligent consumer of the media. The authors provide concrete information and cite numerous examples. Tightly organized with a logical and patterned approach, their practical guide offers the student-consumer specific help in judging and using news more effectively. The authors have a knack for saying directly what they have to say, and speak to the reader in an informal, chatty style that is enjoyable to read.
Media

An Introductory Analysis of American Mass Communication

By Peter M. Sandman
Ohio State University

David M. Rubin
New York University

David B. Sachsman
Rutgers University

A complete introduction to the American mass media, with an emphasis on news performance. The authors present material in a manner to arouse student interest. Unique coverage and clear organization help students to move easily from one idea to the next. The first section presents a compact history of mass media and the second section outlines the forces that influence and control media: advertisers, government, editors, etc. Section Three explores all forms of media leading to a final section which discusses media coverage of topics in government, law enforcement, war, race, and many more of interest today. To compliment the text, suggested readings are listed at the end of each chapter along with footnotes and summaries provided by the authors on a section-by-section basis.

An Instructor's Guide with suggested alternative curricula, classroom exercises, and essay discussion questions provides a flexible tool for your classes.

Contents:
1. Development
2. Self-Control (ethics)
3. Internal Control (gatekeeping)
4. Monopoly Control
5. Advertiser Control
6. Source Control (news management)
7. Government Control (law, etc.)
8. Public Control (press councils, license challenges, underground press, etc.)
9. The Medium and the Message (media effects and McLuhan)
10. Newspapers
11. Magazines
12. Broadcasting
13. Other Media (wire services, film, book publishing)
14. Advertising and Public Relations
15. Coverage of the Government
16. Coverage of Crimes and Demonstrations
17. Coverage of the War and National Security
18. Coverage of Race
19. Coverage of Specialized News (environment, business, consumers, etc.)

1972, 448 pp., cloth (013-572420-1) $8.95

Also available by Sandman, Rubin and Sachsman—a companion to MEDIA—

Media Case Book

An Introductory Reader in American Mass Communication

Coordination with the textbook, this Casebook provides examples of media problems and performance chosen especially to illustrate important issues concerning the media. The readings draw from a variety of sources, including trade publications, journals, magazines, books, and previously unpublished material.

Contents:
Introduction "To the Highest Bidder"—Robert L. Duffus
1. Development "Covering the Nominating Conventions, 1844-1968"—2. Self-Control (ethics) "Capital Newsmen Often Play a Role in Creating the Events They Cover"—Noel Epstein
3. Internal Control (gatekeeping) "The Making of a Newscast"—Frank Allen Philpot
5. Advertiser Control "Sponsor Rules in ABC Docus"—Steve Knoll
9. The Medium and the Message "People Without Papers"—Penn Kimball
11. Magazines "For Hopeful Husband Hunters, Helen Gurley Brown Has the Answers"—Lee Nourse Patterson
18. Coverage of Race "Reporting on Race"—Douglas Eldridge
19. Coverage of Specialized News (environment, business, consumers, etc.) "The Wire Services in Latin America"—Peter Barnes

1972, 192 pp., paper (013-572438-4) $3.75
Mass News

Practices, Controversies, and Alternatives

Edited by David J. LeRoy, The Florida State University
and Christopher H. Sterling, Temple University.

In this unique and provocative text, the editors have assembled for the first time the relevant literature revealing the profound changes which have affected the fourth estate. The editors have selected readings and original essays which allow the student to trace the relationships between mass news, bureaucratization, political controversies and the emergence of an activist public. This is an excellent reader for any course concerned with the collection and dissemination of mass news. The selection and organization of materials establish clearly that profound changes have altered traditional views of the press. Skillfully integrated with basic material are case studies concerning the Pentagon Papers controversy, the CBS program “Selling of the Pentagon,” a review of the underground press, two pieces on violence in the news, and a review of media coverage of the student movement.

Contents

PART ONE/CONTEXT OF MASS NEWS. Introduction.


PART FIVE/SELECTED TITLES FOR FURTHER READING

1973, 350 pp., paper (013-559880-X) $5.95
cloth (013-559898-2) $8.95

Available in the PRENTICE-HALL Speech Communication Series
Looking for a new text for your courses in mass communication? Prentice-Hall has 5 texts—one certain to fit your course needs—

We will be pleased to send you an examination copy of any of these books to consider for class adoption. Contact your local P-H representative or write to me at the address below indicating the course title for which you will consider the book and the title of the text you are currently using.

Richard Hunter/Box 744/College Division/Prentice-Hall/Englewood Cliffs, N.J. 07632

In Canada, write: Carl Henderson/Prentice-Hall of Canada, Ltd./1870 Birchmount Road/Scarborough, Ontario.
(Prices are slightly higher in Canada.)
(The period between the in stock date and the publication date is intended to provide book reviewers with adequate "lead" time to read the book and prepare their review for publication. This lead time often results in many reviews appearing at about the same time. Unfortunately, it frequently takes an additional three to six months for reviews to appear in some professional journals. Final decision, of course, on whether a book will be reviewed, and when, rests with the book reviewer.)

REVIEW COPIES WERE SENT TO THE FOLLOWING MEDIA

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THE ABOVE LIST ONLY REFLECTS DOMESTIC AND CANADIAN REVIEW MEDIA. OUR INTERNATIONAL DIVISION ARRANGES FOR DISTRIBUTION TO THE FOREIGN COUNTERPARTS OF THE ABOVE AND OUR LIBRARY DIVISION SENDS YOUR BOOK TO APPROPRIATE LIBRARY REVIEW MEDIA.
JOURNAL LIST - NEWS: A CONSUMERS GUIDE

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NEW ORLEANS TIMES PICAYUNE
NEW REPUBLIC
NEWSWEEK
NEW YORK REVIEW OF BOOKS
NEW YORK TIMES
NEW YORK TIMES BOOK REVIEW
NEW YORKER
NIEMAN REPORTS
NORTHWEST TODAY
NORTHWESTERN REPORT
THE OUTLOOK
PHILADELPHIA BULLETIN
PHILADELPHIA INQUIRER
PHILADELPHIA JOURNALISM REVIEW
PITTSBURGH PRESS
PLAIN DEALER
PLAYBOY
PORTLAND OREGONIAN
THE PROGRESSIVE
QUILL
REVIEW OF SOUTHERN CALIFORNIA JOURNALISM
THE ROTARIAN
ST. LOUIS GLOBE DEMOCRAT
ST. LOUIS JOURNALISM REVIEW
ST. LOUIS POST DISPATCH
ST. PETERSBURG TIMES
SAN FRANCISCO CHRONICLE
SAN FRANCISCO EXAMINER
SATURDAY EVENING POST

SATURDAY REVIEW
SATURDAY REVIEW SYNDICATE
SEATTLE POST INTELLIGENCER
SEATTLE TIMES
STARS AND STRIPES
TCJR: Twin Cities Journalism Review
THORN
TIME
TODAY'S EDUCATION: NEA JOURNAL
TOGETHER
TROY DAILY NEWS
UNITED FEATURE SYNDICATE
U. OF MISSOURI BOOK REVIEW SYNDICATE
THE UNSATISFIED MAN
VILLAGE VOICE
WALL STREET JOURNAL
WASHINGTON BUREAU
WASHINGTON MONTHLY
WASHINGTON POST
WASHINGTON STAR
WORLD IN BOOKS
WTOP-TV

Mr. Harry Ashmore (Center for the Study of Democratic Institutions)

TO TELL THE TRUTH
This is the library notice—
from the desk of . . .

WILLIAM OLIVER

The Oct. date was the
original publication date
and is not the date
the book will actually be
available. It is customary
to set up Trade "publication"
date 6 weeks to 2 months
after its in print to allow
bookstores and jobbers to
stock the book.
NEWS: A CONSUMER'S GUIDE

Written for the news consumer, showing how to get handles on the news Niagara that is spilled out. Outlines what the news media are doing and how they work, and shows how to evaluate the news.

AUTHOR/EDITOR/ILLUS. BIOGRAPHICAL INFORMATION:
Ivan and Carol Doig - professional news consumers

ADVERTISING, PROMOTION & PUBLICITY PLANS:
Submitted to Publishers weekly. Six months in advance. PR at pub. date.


Elaine Steinfeld
Completed by
November 19, 1973

Mrs. Ivan Doig
15004 Linden Avenue N.
Seattle, Washington 98133

Dear Mrs. Doig:

Just a brief note in Bill's absence to express our thanks for your comments on the RHETORIC AND THE CONTEMPORARY MEDIA proposal developed by Susan Wittig. An honorarium of $25.00 has been ordered for your review, and you'll be receiving a check from our New Jersey office shortly after December 1.

Thanks again for your help.

Sincerely yours,

Josephine M. Silver
Assistant to Mr. Oliver

jms
William M. Oliver  
English Editor  
Prentice-Hall, Inc.  
570 Price Avenue  
Redwood City, California

Dear Bill,

There's apparently been a slip-up about sending us a printout of the schools which have adopted NEWS, Bill. We still haven't received it. A couple of times we've been asked by professors interested in using the book whether it's been widely adopted, and we never have any specific answers to give them. There's also the considerable matter of our own curiosity about where it's being used. So would you nudge the system somewhere and get us the adoptions list as promptly as possible?

Carol sends along thanks for the check for her reading of the Wittig ms, which came today. And happy holiday season.

best wishes

Ivan Doig
15004 Linden Avenue N.
Seattle, Washington 98133
November 12, 1973

AIR MAIL

William H. Oliver
English Editor
Prentice-Hall, Inc.
370 Price Avenue
Redwood City, California

Dear Bill,

I've had a chance now to read and think about Susan Wittig's proposal, *Rhetoric and the Contemporary Media*.

Three serious problems suggest themselves, and they'd have to be resolved before the idea would have much chance as a successful text.

1. **Scope.** The proposal is clever, but the author winds up by trying to do too much.

   Too many approaches: rhetoric, communications theory, contemporary readings (both advertising and editorial).

   Too broad an audience: An English comp class differs significantly from a speech course. A communications/journalism course is another ball of wax.

   So I believe she'll need to focus a lot more sharply, and less ambitiously.

2. **Writing style.** It's confusing in places. Try reading the text description, for example. By the time I got to the end of that short page, I found myself looking nervously back toward the beginning. What was that again. I tried it out on the family freelance, without any editorial comment from me, and got the same response. Try it yourself, Bill.

   As she gets into the introduction, Ms. Wittig does get a lot clearer. However, her writing goes beyond the dispassionate approach she's deliberately seeking. It's so bloodless that I have visions of a computer having composed it. I find it boring, frankly, and my rule of thumb is that prose which bores me will paralyze most freshmen and sophomores.

   Since the author has done some careful thinking in putting the proposal together, and since her writing is literate, perhaps she can be convinced that the style she's adopted in the proposal isn't to her advantage.

3. **Topical themes.** The art of choosing subjects that'll be current when the book comes out, as we both know, is best performed with a highly polished crystal ball. Work three to five years ahead, and use your futurist's credentials. Instead, the author's working from her rearview mirror.

   The Columbia University confrontation was important, and it's a good example from the period of campus crisis. However, campuses are so quiet these days that you can hear the sorority houses filling up and the student legislative jobs going begging. What will the mood be like by the time Ms. Wittig's book is published? My own feeling is that we're into a crunch that's financial and philosophical. Taxpayers and legislators are cracking
down; they want more education for less money. The most persistent question
I hear from students is: How am I gonna get a job when I get done with all
this education? Faculty are digging in to hang onto their jobs.

Lots of interesting guessing can be done, and there's been some writing
about it.

Watergate will be with us a long time, in terms of historical importance.
However, the flood of publications is already on its way. Can this author
come up with an approach that will make potential buyers sit up and take
notice, even though almost every reader will feature the same subject?

In the ecology section, her approach and some of her material seem
outdated, because ecology versus energy has burst upon us. As I write this,
ecology is taking one hell of a beating. There's a chance, in this section,
to show the tension between those issues.

I'm afraid those are drastic suggestions, but I make them because I sense a
good, analytic mind behind the proposal, and I hope Ms. Wittig might be able
to restructure her ideas successfully.

I do like the craftsmanship with which she approaches her writing and analyses,
and her points are valid, I think, but not presented simply enough or in
telling fashion.

The most successful English texts take a well defined point of view and handle
it better than competing texts. It takes a sharply defined idea, simple
organization and outstanding writing.

If the author agrees, perhaps she'll be able to refine her proposal.

Cordially

Carol M. Doig
Associate Professor
Shoreline Community College

I'm airmailing this to you, Bill. I'll return the manuscript separately.
October 26, 1973

Mrs. Carol Doig
15004 Linden Avenue N.
Seattle, Washington 98133

Dear Mrs. Doig:

In talking to Bill this morning, he suggested that I send for your review a brief RHETORIC AND THE CONTEMPORARY MEDIA proposal recently received in our office. This material has been developed by Susan Wittig of the University of Texas, and I know Bill will appreciate any comments you might have on its market possibilities.

Professor Wittig feels the most unique feature of this text is its self-consciousness -- asking the student to continually think about his responses, as audience and as critic. Also, she feels the link between advertising and reading selections opens up all kinds of possibilities.

As mentioned above, Bill is interested in your general reactions to the material. Does it make sense and should we encourage the author further? Is the material appropriate for the intended audience?

Any other comments you care to offer will, of course, be most appreciated, and we'll send an honorarium for your very welcome assistance. We'll look forward to hearing from you soon -- if at all possible, within the next two weeks.

Sincerely yours,

Josephine M. Silver
Assistant to Mr. Oliver

jms
enc.
November 5, 1973

Mrs. Ivan Doig
15004 Linden Avenue N
Seattle, Washington 98133

Dear Mrs. Doig:

I goofed, and I do apologize. (I typed $40.00 instead of $50.00 on the check requisition.) The balance will be sent to you from New Jersey within the next few days. Now you can take your husband out for dinner!

Again, I apologize for this oversight.

Sincerely yours,

Josephine M. Silver
Assistant to Mr. Oliver

jms
15004 Linden Avenue N.
Seattle, Washington 98133
October 28, 1973

William H. Oliver
Journalism Editor
Prentice-Hall, Inc.
570 Price Avenue
Redwood City, California 94063

Dear Bill

It was good to see you in our part of the world, and we hope the trip turned out profitably for you.

Since then, Jo Silver has sent along the proposal, Rhetoric and the Contemporary Media, which I'll be glad to look over just as soon as I can.

A check also has arrived, for my previous review, but the bookkeeper flipped a digit and sent $40 instead of the $50 you'd suggested in your letter of September 18. If you'll squeeze out the other $10 for me, I promise to invite Ivan out to dinner.

Come see us again some time. Meanwhile, we continue to think that the best addition to your journalism line would be a reporting text. Since no first-rate text currently exists, it seems to us that it would be worth your while to commission someone with an established reputation and writing skill to turn out a book soon.

Best regards

Carol Doig (Mrs. Ivan)
September 18, 1973

Mrs. Ivan Doig
15004 Linden Avenue N.
Seattle, Washington 98133

Dear Carol:

I've taken the liberty of sending for your review three sections from a Communications text/reader developed by Edmunds et al from Central Piedmont Community College. I certainly hope you'll have time to look over this material (which, by the way, is not under agreement to us), and give me your general evaluation of its publication possibilities. Does the book make sense? Is it readable? What are the strongest points? What are the weakest points? In what course would the book be used? Are the sample questions effective? And finally, would you use this material in your Communications course in the English Department?

Any additional comments you care to offer will be most appreciated, and I'll be happy to send an honorarium of $50.00 for your very welcome assistance. Again, I do hope you'll have time to review this material, and if at all possible, I'd like your comments within the next three weeks.

Sincerely yours,

William H. Oliver
Journalism Editor

WHO/jas
October 12, 1973

Mrs. Carol Doig
15004 Linden Avenue N.
Seattle, Washington 98133

Dear Mrs. Doig:

Many thanks for your prompt and very helpful review of the COMMUNICATIONS text-reader developed by Edmunds et al. We do appreciate having your comments on this material, and your remarks have been very helpful in guiding our further consideration of the work.

Thanks again for your help.

Sincerely yours,

Josephine M. Silver
Assistant to Mr. Oliver

P.S. By the way, Bill had to change his itinerary and will be in Seattle on October 24 and 25. He'll be writing you next week regarding his trip.
July 3, 1973

Mrs. Ivan Doig
15004 Linden Avenue N.
Seattle, Washington 98133

Dear Carol:

It's good to hear that you're back and settling into the American way again. I trust that your visit to England was productive and rewarding.

I'll have to get most of the information requested in your letter from the New Jersey office. It's a little too early to know about sales for the fall -- that information will be available at the end of September. The list of schools adopting the text through early fall, 1973, will be available shortly thereafter. You can determine the number of copies sold by dividing the dollar amount by the net price of the book. On paperback copies, this amount is 20% less than the selling price of $3.95, and on the cloth edition, it is approximately 40% less than the selling price of $6.95. I'll have the other information you requested shortly.

I do plan to attend AEJ this August in Fort Collins, and of course, will have the book displayed there. I just learned that there are only four other publishers planning to exhibit!

I recently sent out a memo to our field staff urging them to cash in on the interest in Watergate in selling NEWS. It's an ideal book for last minute adoptions and additional adoptions in English and Communications courses.

I hope this letter finds you both well and enjoying your delightful sounding backyard.

Sincerely yours,

William H. Oliver
Journalism Editor

WHO/jas
William H. Oliver  
Prentice-Hall, Inc.  
570 Price Avenue  
Redwood City, California 94063

Dear Bill,

Summer's here, the slugs already are eating the lettuce, and who'd want to be anywhere but the West Coast? We're glad to be home and have gotten nearly settled since retrieving our house on June 15. More bookshelves and more throwing away have stabilized our study at its usual semi-chaos.

No doubt it's a good thing to be away the first few months a book is marketed; now that we're back we have a few questions.

First of all, when we saw Ben Baldwin on our way across country a few weeks ago, he said News was being considered at Northwestern, but that the prof in charge of the course would like to know what colleges already have adopted. (Irrelevant question, but that's the way it goes.) Can we get at least a partial list of definite users?

Second, we keep seeing old friends who promptly ask, "How's the book doing?" About the best we can manage is, "Uh..." We did receive royalty statements for the period ending December 30, 1972, but since that gives no figures for numbers of copies sold, we're stymied about what to say. And since royalties are based on money received by publisher, even an estimate is difficult.

Any estimate of how things have gone this spring?

Finally, we'd appreciate seeing any promotional items that may have been sent out since the first of the year -- flyers, catalogs, ads, whatever. Susan Anderson has sent us book and newspaper reviews, and we're glad to see those.

Please give us a call if that's easier than a letter. And when you're next up this way, come around for lunch, and we can enjoy not talking business. We have a large, tree-studded back yard which on sunny summer days runneth over with ping pong, and gin and tonics.

Cordially,

Carol Doig (Mrs. Ivan)
Mr. and Mrs. Ivan Doig
15004 Linden Avenue North
Seattle, Washington 98113

Dear Mr. and Mrs. Doig:

Enclosed is an advance copy of your INSTRUCTOR'S MANUAL for

We think it came out very well and we hope you like it too.

Sincerely,

Olympia Shahbaz

(Mrs.) Olympia Shahbaz
College Book Editorial Production
September 26, 1972

Mrs. Ivan Doig
15004 Linden Avenue North
Seattle, Washington 98133

Dear Carol:

Enclosed is part of our ad, including NEWS: A CONSUMER'S GUIDE. It appeared in the Publisher's Weekly fall announcement issue after the one you wrote Bill about.

Sincerely yours,

Bruce Kennan
Marketing Manager
College Textbook Division

BMK/ jb

Enclosure (1)

cc: Bill Oliver
September 21, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, North
Seattle, Washington 98133

Dear Mr. and Mrs. Doig:

I'm pleased to let you know that all the professional journals and Book Reviewers listed on the enclosed sheet have been sent a complimentary review copy of your book A CONSUMERS GUIDE.

If there are any other journals, newspapers, or school publications that you feel should be included on our list, I would appreciate your sending me their names and addresses at your earliest convenience.

I shall look forward to hearing from you.

Cordially,

Edna S. Zeitz
Publicity and Public Relations Coordinator
College Division
September 21, 1972

Mrs. Ivan Doig
15004 Linden Avenue N.
Seattle, Washington 98133

Dear Carol:

Many thanks for your kind words and the welcome to the west.

I really don't know why Prentice-Hall wasn't represented in the Fall Announcement of Publisher's Weekly. However, I'm sure this is an oversight and is tied in with "official" trade publication dates. Anyway, I've asked Edna Zeitz about it all, and hope to have a reply from her shortly. Regarding your acquisitions librarian friend, the Prentice-Hall Library Division will be selling your book, and it will definitely be announced.

Have a great trip to England. Fall should be beautiful, and I'm really envious.

With best regards,

William H. Olliv
English Editor

WHO/jas
15004 Linden Avenue N.
Seattle, Washington 98133
September 17, 1972

William H. Oliver
English Editor
Prentice-Hall, Inc.
570 Price Avenue
Redwood City, California 94063

Dear Bill,

Congratulations, and welcome to the West coast! Intrigued by your single phrase, "I've moved west..." we called Ben Elderd, who describes it as quite an institutional coup. Certainly sounds great to us Pacific Coast enthusiasts.

And thanks for the kind words about the book; it's a joy to see it all stitched together.

Larry Rumley, book editor of the Seattle Times, was here today to interview us for a feature story he's scheduling for Sunday, October 1. Perhaps that's something you'd like to pass along to the local P-H trade rep, as a way for getting some of the local bookstores stocked promptly.

Along a similar line we keep getting twittered by a good friend who's an acquisitions librarian. She notes that P-H wasn't represented in the Fall Announcements issue of Publishers Weekly, nor has the book been listed in any issue so far. She wonders how we think the book is going to get sold. More out of curiosity than pique, what do we tell her?

Aside from that one grumble, people who have seen the book so far have been kind with their comments.

We leave for London on October 7. Please take good care of the Pacific coast for us while we're gone.

Cordially,

Carol Doig (Mrs. Ivan)
August 28, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Avenue N.
Seattle, Washington 98133

Dear Ivan and Carol:

Congratulations! The book is beautiful and I'm not just referring to the cover.

I've moved west and saw Ben Eldred at our regional sales meeting. I wish I could have joined you for the bubbles.

I'm delighted with NEWS. You've written a very useful book. It deserves to do well and it should.

Have a wonderful stay in England. When do you return?

With best regards,

William H. Oliver
English Editor

WHO/jas
Dean Carol & Ivan,

Here is the Trade Catalog - you cover wasn't ready in time to use as illustrations.

We'll have page proofs at AET and The Book, if at all possible.

All the Best,

Bill
### Prentice-Hall Divisions, Products, and Activities

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G. William Domhoff is the author of the best-selling WHO RULES AMERICA? and several other books. He is Associate Professor of Psychology at the University of California at Santa Cruz.

Author's Home Town: Santa Cruz, California

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Author's Home Town: Pittsburgh

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Paul Il'insky, one of Cincinnati's best known citizens, has been a professional photographer since 1950. His work has appeared in many national periodicals, including *Life* Magazine.

Dick Perry, also of Ohio, has been a free lance writer since 1963. He has written articles for newspapers and magazines, plays for television, and several other books.

Authors' Home Town: Cincinnati, Ohio

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Author's Home Town: Miami, Florida
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August

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George Reiger is Washington, D.C., editor for National and International Wildlife magazines.

Author's home town: Washington, D.C.
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Vida Blue's Home Town: Oakland, California
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Author's Home Town: Elmira, New York

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Abraham Friedman, M.D., was graduated from the University of Paris, and has treated metabolic diseases and obesity for over 25 years. He is a member of the New York State and Bronx County Medical Societies, and a fellow of the Clinical Society of the New York Diabetes Association.

Author's Home Town: New York
Author's Practice: Westchester

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Herbert Russcol was a professional musician for many years with the Boston "Pops," the Pittsburgh Symphony, and the Israeli Philharmonic. His articles have appeared in the Sunday N.Y. Times and other periodicals, and he has written several other books.

Author's Home Town: New York

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Peter J. Robotti, world-renown food and wine authority, is owner-host of the celebrated Le Chateau Richelieu in New York City. He is the author of MUCH DEPENDS ON DINNER. Frances D. Robotti wrote the voluminous guidebook, KEY TO NEW YORK: EMPIRE CITY, and the Robottis co-authored FRENCH COOKING IN THE NEW WORLD.

Authors' Home Town: New York City

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Elissa Dale, a well-known author, has written this book under a pseudonym.

Author's Home Town: New York City


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In the 1640's, France was ruled by two complex men—the melancholy King Louis XIII and the ruthless Cardinal Richelieu. In THE KING'S MINION, an exciting new-slan view of the period, we learn of a third powerful figure—handsome, young Henri de Cinq-Mars, who won his way into the King's heart and conspired (almost successfully) to change the course of history. Full of passion, intrigue, treachery, and treason, THE KING'S MINION reveals (for the first time) the mysterious identity of the person who, at the very last minute, betrayed Henri's plot to overthrow the King. Here is history, all true, yet as turbulent and thrilling as the best in fiction.

Phillippe Erlanger, the author, is a native Parisien, who left his position at the Ministry of Foreign Affairs to become a full-time writer. Acclaimed in France as "the Sherlock Holmes of history," he has written seventeen books, all of which shed important new light on some period of the past.

244 pages  6 x 9  ISBN: 0-13-516310-2  illus.  $6.95
THE ENCYCLOPEDIA OF BABY AND CHILD CARE
Lendon Smith, M.D.

Dr. Lendon Smith, loved and respected throughout the land as "The Children's Doctor," has now written a virtual computer for every mother who wants quick information on any aspect of child-raising.

THE ENCYCLOPEDIA OF BABY AND CHILD CARE is a comprehensive compendium that answers every question a mother can ask. Suppose your child feels hot and is running a slight fever. What do you do? Turn to "fever" in the Index and you will be referred to the Infection section where you will find anatomic definitions, possible complications, treatments, "worry value," and actual case histories. Likewise, other symptoms and diseases are carefully cross-indexed. THE ENCYCLOPEDIA also features the popular "The Yellow Pages" (a collection of emergencies, diseases, and definitions) and "flow charts" (diagnosis by elimination) that made THE CHILDREN'S DOCTOR a top-seller. Written with the same wit, practical ingenuity, and conciseness that brought praises to his first book, THE ENCYCLOPEDIA should also enjoy a permanent place beside the crib.

Author's Home Town: Portland, Oregon

548 pages 6⅞ x 9¼ ISBN: 0-13-275198-4 illus. $10.00t

END AND BEGINNING
Ken Edgar

Able Pike, a psychiatrist, earns his living by listening to other people's problems. Now, suddenly, the tale of woe is his own—fights with his draftable son... trouble with his grown-up daughter... an irrevocable break with his wife. END AND BEGINNING, a novel of real characters and contemporary dilemmas, is the story of how a specialist confronts the dissolution of his own family. Lined with boiling emotions, sophisticated humor, and adult sex, the book has an intricate plot that doesn't stop unwinding until each person's problems are eventually untangled.

Ken Edgar is a psychologist who teaches at Indiana College in Pennsylvania and runs an active clinic there. He has studied hypnosis at the University of Chicago, and is interested in the relationship between psychology and literature.

Author's Home Town: Indiana, Pennsylvania

256 pages 5½ x 8¼ ISBN: 0-13-277145-4 $6.95t
September

Biography—Stage and Screen

RICHARD BURTON—VERY CLOSE UP

John Cottrell and Fergus Cashin

Richard Burton, the twelfth of thirteen children born to a hard-drinking miner and a former barmaid in the black hills of South Wales, was the first in his family to avoid the mine. Today, he is a millionaire, who lives like a king and is married to the extraordinary Elizabeth Taylor (the most beautiful woman in the world).

How has Burton, the wild, hell-raising Welshman, the prodigious drinker, and the one-time Great Lover of Hollywood achieved such staggering rags-to-riches success?

John Cottrell, a professional biographer, and Fergus Cashin, a long-time film and theatre critic, have spent two years searching for the truth about Burton—interviewing the man and everyone who has known him well during forty-five years of zestful, outrageous living. From their investigation emerges the strangest and most exciting success story of our times—the story of a man a thousand times larger than life.

416 pages  6 x 9  ISBN: 0-13-780908-5  illus.  $7.95t
NEWS: A CONSUMER'S GUIDE

Ivan and Carol Doig

How distorted is the news we get from television and newspapers? Is some news deliberately misleading, or is the problem just plain laziness on the part of some reporters and news analysts? NEWS: A CONSUMER'S GUIDE provides guidelines on how to sift the truth from a press which is often biased or laden with evasion. Drawing on their own extensive backgrounds, the authors take the reader on an insider's tour of the typical newsroom, revealing how some news gets printed or broadcast and other news—often equally important—gets "buried," distorted, or "killed" entirely. From "Sherlocking the Day's News" to "Is Good News No News?" the authors explain how news gets reported, how it gets edited, and who decides what to print or present. And in the process, they show us how to consume selectively what we see and hear.

Ivan Doig, a former newspaper and magazine editor, is a freelance writer who has contributed writings to more than four dozen publications.

Carol Doig is Associate Professor of Communications at Shoreline Community College, Seattle.

Authors' Home Town: Seattle

325 pages  6 x 9  ISBN: 0-13-615625-8  $6.95

JERUSALEM IN NEEDLEPOINT AND EMBROIDERY

Ann Roth

"Jerusalem means 'City of Peace,' yet in its 4,000 years of tumultuous history it has been fought over more than any place on earth. Intimately linked with mankind's highest aspirations throughout the ages, its rocky foundations are venerated by a billion people scattered across the globe."

In her forward to JERUSALEM IN NEEDLEPOINT AND EMBROIDERY, Ruth Dayan, President of Maskit, says, "Jerusalem has been depicted pictorially innumerable times and in almost every form imaginable. It now gives me great pleasure to introduce . . . a direct continuation of the handicraft tradition from Bible times. It is with pride that I recommended this book to the women of the world." Here are 18 designs depicting the most sacred spots of the world's three great religions—Judaism, Christianity, and Islam—scenes of the Western Wall, Via Dolorosa, Dome of the Rock, and Damascus Gate. Here, too, is a map of the "city of gold," and complete instructions and diagrams for reproducing its holy spots in needlepoint and embroidery.

64 pages  7 x 9¼  ISBN: 0-13-509398-8  illus.  $4.95
THE PLAZA COOKBOOK

Eve Brown

To Esquire it's "the greatest hotel in the world," to foreign dignitaries it's V.I.P. headquarters, to Truman Capote's it's the place he held his famous "Black and White Ball," and to Eloise it's home. The Plaza, which has hosted everyone from the Beatles to President Nixon, has been providing guests with impeccable atmosphere and cuisine for over half a century.

Now Eve Brown, author of THE PLAZA: ITS LIFE & TIMES, teams up with Andre Rene, the Plaza's brilliant young chef, to write a most remarkable book. THE PLAZA COOKBOOK, lavishly illustrated with full color photographs, includes over 300 recipes, especially adapted for home preparation. It recounts the history of the grand hotel and includes stories about life at The Plaza—both then and now. Here is a truly superb treat for anyone with a taste for elegant dining.

Author's Home Town: Tucson, Arizona


THE ARGONAUTS

Yvonne Schoell

THE ARGONAUTS is a picaresque, sprawling, panoramic novel of the California Gold Rush days. An orphaned brother and sister (aged 15 and 16) leave their Indiana home and join a wagon train heading West... two young men leave New York, board a clipper ship going round Cape Horn, and head West... a well-bred Southern gentlemen leaves his mistress in New Orleans, arrives in Panama, and heads West...

Based on massive research and a great familiarity with the period, Yvonne Schoell has written an American epic—a story that follows the lives and loves of three separate parties as they trek across the country, sail across the ocean, and traverse the rivers, finally to converge on one golden spot. Together, the argonauts and their fellow adventurers conquer the wilderness, set up the Pony Express, and create the new State of California.

Prior to writing THE ARGONAUTS, Yvonne Schoell, a former teacher at the University of California at Santa Barbara, collaborated with her husband to write seven award-winning plays.

Author's Home Town: Santa Barbara

468 pages  6 x 9  ISBN: 0-13-045872-4  $8.95
October

THE TRIP BEYOND

Brian Ruud with Walter Wagner

Brian Ruud was the black sheep of his family—while his father was preaching in church, Brian drifted into a life of crime, drugs, and violence. Arrested again and again, he finally wound up in solitary confinement, ready to commit suicide, when he was given a Bible and experienced the overwhelming presence of Jesus Christ.

Brian's career as an evangelist began right there in prison. He converted a number of his fellow convicts, was “miraculously” acquitted when his fingerprints failed to match those left at the scene of the crime, and began a long up-hill fight against the drugs that are claiming so many of his contemporaries. THE TRIP BEYOND, Brian's own first-person story, bursting with tragedy, squalor, and drama, is an inspiring account of how God can change your life.

Brian Ruud is a major figure in modern evangelism. Walter Wagner is the co-author of TURNED ON TO JESUS, BORN TO LOSE, BOUND TO WIN, and THE TROUBLE WITH WALL STREET.

Brian Ruud's Home Town: Dallas, Texas
Walter Wagner's Home Town: North Hollywood, California

216 pages $5.95

Autobiography-Inspiration
October

THE KING'S BRAT
Constance Gluyas

THE KING'S BRAT is a fast-paced, colorful romance, set in the stormy time of Restoration England, and played against a backdrop of the Bubonic Plague, the terrors of prison life, and the glamour and gaiety of the court.

Angel Dawson is only a guttersnipe, newly released from the horrors of Newgate Prison, when the Earl of Benbrook first sees her and is captured by her beauty. He is determined to make her into a Lady, but first they fall in love. The plot thickens when lusty King Charles II, the Earl's best friend, decides he must have the girl for himself . . . What follows is a love story as tempestuous as the times—hinged on mishaps, misunderstandings, and a very important ring. Already a Literary Guild Selection and hailed by McCall's and Ladies Home Journal, THE KING'S BRAT is one of the most exciting and enthralling novels to appear in years.

Author's Home Town: North Hollywood, California

360 pages 6 x 9 ISBN: 0-13-516237-8 $8.95

October

INTO THE PRIMITIVE ENVIRONMENT
Robert Brain

With 75 full color and 100 black and white photographs, INTO THE PRIMITIVE ENVIRONMENT offers a detailed look at those few remaining cultures of primitive man. The Bushmen, Eskimos, American Indians, Ainu, Fula, Tasmanians, Aborigines, and Tierra del Fuegans have all been threatened by advancing civilization. Even today, in the jungles of Brazil, Indians are being systematically exterminated by the thousands with tacit government approval. What are the lessons we can and must learn about the preservation of primitive man? What are the insights we can gain from these people themselves? This intriguing book studies the health and vitality of primitive cultures, leaving the reader to question the customs and values of his own way of life.

Robert Brain was born and raised in Tasmania. Later he taught in Africa, did research with the Bangwa, received his doctorate, and taught at the University of London.

128 pages 11 4/5 x 8 3/10 ISBN: 0-13-477174-5 $7.95 until January 1 $10.00 after January 1

Sociology
ONE MAN'S WAY
The Story and Message of Norman Vincent Peale
Minister to Millions

Arthur Gordon

People around the world have made the message of Dr. Norman Vincent Peale a part of their daily lives. Now ONE MAN'S WAY, a biography by Arthur Gordon, a close personal friend of Dr. Peale, explores the man behind the revered minister. Here is the heartwarming story of how a timid young man from the midwest struggles to find his "calling" in life and learns to think positively. The author shows how Dr. Peale overcame initial disappointments, doubts, and a basic shyness to become America's best-loved minister. Formerly released as MINISTER TO MILLIONS, ONE MAN'S WAY has already enjoyed great success both as a book and as a motion picture.

Arthur Gordon has worked as an editor of several magazines, and is currently a staff writer at Reader's Digest. He is the author of the Literary Guild Selection REPRISAL, which was also made into a film.

Author's Home Town: Savannah, Georgia

336 pages  5 3/8 x 8  ISBN: 0-13-636084-X  $5.95

FROM BEHIND THE PLATE

Johnny Bench

Johnny Bench, cutting-up in the clubhouse, partying in his deluxe bachelor pad, answering his tremendous fan mail, or taping a T.V. show, may seem like an ordinary, free-wheeling fellow—but one step on the field and it's a whole new ball game. FROM BEHIND THE PLATE, a new format in sports books, is a photographic look at the personal and professional life of baseball's hottest star.

Here is Johnny, playing ball (catching, hitting, running, talking to the pitcher, arguing with the ump) and playing it better than anyone else in a long time. We see him in action and discover his own particular feelings towards the sport. FROM BEHIND THE PLATE, a picture book with all text in the first person by Johnny Bench, is sure to hit home with thousands of fans across the nation.

Author's Home Town: Cincinnati, Ohio

ISBN: 0-13-331454-5  $6.95
THE SPORTS IMMORTALS
Associated Press Staff
Edited by Will Grimsley

Here, in one oversize volume, are the lives of the TRUE immortals of all sports—including such luminaries as Babe Ruth, Joe Lewis, Red Grange, Bobby Jones, et. al. Each biography is lavishly illustrated with ten to twelve color and black and white photographs.

Both national and international personalities are covered, beginning with the Golden Era of Sports (the 20's and 30's) right through to the current times.

Will Grimsley is the author of the very successful GOLF: ITS HISTORY, PEOPLE AND EVENTS and also TENNIS: ITS HISTORY, PEOPLE AND EVENTS. A member of the Associated Press sports staff for over twenty years, his articles have appeared in every major newspaper in the country, and in many national magazines.

Author's Home Town: New York City

328 pages 8½ x 10¼ ISBN: 0-13-837740-5 illus. $12.95

FREEDOM TO BE:
Experiencing and Expressing Your Total Being

Everett Shostrom, Ph.D.

Men and nations often find themselves stuck in certain roles—positions that make them uncomfortable and even unhappy. In FREEDOM TO BE, Everett Shostrom, author of the best-selling MAN, THE MANIPULATOR, reveals how to recognize and avoid the traps and pitfalls that push people into roles they do not want. His examples, ranging from group-therapy sessions to recent world history, prove how his theories work to overcome isolation and discontent. An interesting interpretation of social behavior, and an important key to self understanding, this book is a must for anyone who wants to get along with others and be at peace with himself.

Dr. Shostrom is a fellow of the American Psychological Association and on the staff of the Institute of Industrial Relations at U.C.L.A. He is founder and director of the Institute of Therapeutic Psychology in Santa Ana.

Author's Home Town: Santa Ana, California

192 pages 5½ x 8¼ ISBN: 0-13-330621-6 illus. $5.95
October

THE COMPLETE BOOK OF BOATING

Ernest A. Zadig

Here is the first truly complete book on boating—indispensable for both quick reference and intensive study. Free of technical, hard-to-understand language, it is divided into seven parts plus a glossary and index—and includes thorough information and handy tips on the design, piloting, construction, operation, and maintenance of all boats. Closely related fields of information are kept together for easy location, and most illustrations are located in the margin for easy reference. The glossary and index are simplified and complete both to aid the novice and satisfy the knowledgeable student.

Ernest A. Zadig is a well-known writer in the field of boating and mechanical science. A contributing editor to Boating and Motor Boating magazines, Mr. Zadig is the author of several books on boating, including THE HANDBOOK OF MODERN MARINE MATERIALS and HOW TO PILOT A POWERBOAT.

Author’s Home Town: Melbourne, Florida

7 x 10   670 pages ISBN: 0-13-160143-1 illus. $12.95
GREAT CLASSIC RECIPES OF EUROPE
Sandy Lesberg

Here, in one magnificent collection, are 300 of the most revered recipes from the chefs of Europe's finest restaurants. Many of these idolatized delights may seem exotic to Americans, but most are surprisingly easy to prepare and are the recipes that make their creators the most prizeworthy artists in the world. Some of the recipes are just plain fun to read, such as the one for wild boar (although the chef says venison can be substituted). But as Mr. Lesberg says, "...the kitchen is a place where your ambitions and capacities can be stretched beyond all previous accomplishments. Hopefully these pages will supply the impetus as well as the information to help you refine your own cooking sophistication."

Written in collaboration with American Express, GREAT CLASSIC RECIPES OF EUROPE will appeal to all gourmet cooks—and its deluxe packaging makes an exceptional gift.

Sandy Lesberg, radio and TV personality, drama and movie critic, and prolific writer, is the author of Prentice-Hall's SPECIALITY OF THE HOUSE and THE SINGLE CHEF'S COOKBOOK.

Author's Home Town: New York City

224 pages  8½ x 11  ISBN: 0-13-363721-2  illus.  $12.95

HOW TO MAKE IT ON THE LAND
Ray Cohan

This is a vital handbook for anyone considering trading in his city home for life in the country. There's more to raising crops and tending livestock than most city slickers think, but Ray Cohan, a farmer himself, is willing to lend a hand and share the practical knowledge of farming he has collected over a lifetime.

HOW TO MAKE IT ON THE LAND is an all-inclusive sourcebook, explaining everything you need to know to live in the country—how to clear brush, pull stumps, draw maple syrup, raise bees, milk cows, preserve fruits, grow a garden, and much more. Cohan will keep you busy from sunrise to sundown, but if it's the rural life you love, this book is a must.

Ray Cohan has a 60 acre farm in Madison County, New York, and is an experienced writer.

Author's Home Town: New York City

Case: 240 pages  8½ x 11  ISBN: 0-13-422493-0  illus.  $10.00

Paper: 240 pages  8½ x 11  ISBN: 0-13-422485-X  illus.  $3.95
THE SUN IS MY ENEMY
Henriette Aladjem

Lupus is a dreadful disease causing ugly skin lesions (made worse by exposure to the sun) and usually affecting vital organs. Almost all of its victims are women, and almost all of them die (its annual death toll in the U.S. alone is approximately five thousand).

Henriette Aladjem developed symptoms of lupus as a young wife and mother. She was fortunate to have the resources of the Harvard Medical School complex at her disposal, but nothing seemed to help. By luck she heard of a Bulgarian doctor who had tremendous success in treating the disease with nicotinic acid, and she insisted on receiving the treatment in the U.S. Here is the gripping story of her suffering and uncertainty, her never-ending, seemingly futile treatments, and finally her surprising cure. THE SUN IS MY ENEMY is an engrossing inspirational document for all readers, and offers hope to lupus victims and their families. It will also be of immense value to doctors and medical students across the country.

Author's Home Town: Wellesley, Massachusetts

RAMBLING WITH GAMBLING
John A. Gambling

What broadcasting super-celebrity attracts more daytime radio listeners than anyone else in the United States, and in the New York area alone commands a larger audience than either Dick Cavett or Merv Griffin? The answer is none other than gregarious John A. Gambling, star of his own radio program on WOR in New York City, five mornings a week.

Here is the captivating story of former radio-man John B. Gambling's son—who took over the elder Gambling's show in 1959, doubled the audience, and created a dynasty. Through first person narratives from such Gambling show luminaries as Peter Roberts, Fearless Fred Feldman, and Dr. Bob Harris, the evolution of the show is colorfully depicted and the real John A. Gambling shines through. The vast, eager market of his two million listeners—in New York, Pennsylvania, New Jersey, Delaware, and Massachusetts—are bound to make this book one of this season's biggest sellers.

Author's Home Town: Plandome, Long Island

5 1/2 x 8 3/4   ISBN: 0-13-875955-3   $6.95

6 x 9   ISBN: 0-13-752899-X   illus.   $6.95
October

MOTHER CAMP: FEMALE IMPERSONATORS IN AMERICA
Esther Newton

You find them in large cities. The "street fairies." Men in women's makeup, hair elaborately coiffed, ambiguous clothing. Or in the clubs, the "gay bars." A Sophie Tucker type in spangled gown, or a Judy Garland facsimile belting out a lewd version of "Over the Rainbow." And they're not women, but men.

These are the "drag queens," and *Mother Camp* is a fascinating, inside look at their world. Here, readers will find the "hormone queens," "chicken queens," and others. Naturally, there's lots of campy humor, too, including a real "drag show" by "Wanda, that dirty old lady." Sixteen pages of photos show different types of queens.

Written by a trained anthropologist who actually met, interviewed, and observed members of the homosexual community, the book explodes myths, uncovers some surprising truths, and gives an objective and sympathetic account of the drag queen's life.

Esther Newton teaches anthropology at The State University of New York, Purchase.

Author's Home Town: New York City

164 pages  6 x 9  ISBN: 0-13-602854-3  illus.  $6.95t

October

HOW REAL ESTATE FORTUNES ARE MADE
George Bockl

Any ambitious person who is looking for ways to make a fortune in the burgeoning real estate market will find a wealth of new ideas and opportunities in this exciting new book. Written in a style that enables the layman to understand the techniques used by experts, it shows the right way to get started in commercial real estate... how to borrow money to put real estate deals over... how to buy wholesale and sell retail... how to judge an investment property scientifically... and how to take advantage of the opportunities in the small towns of America.

The author draws upon his own ideas and the successful ideas of others who have made it big in real estate. He reveals how a student bought a $230,000 apartment building with no money down, how a nurse earning $8,000 a year acquired a $200,000 nursing home, and how a young man took possession of an old farm and later sold it for $3,000,000.

George Bockl is President of George Bockl Enterprises, a real estate development and management firm. During his 30 years' experience, he has sold $300 million in residential and commercial real estate, and has built or remodeled about $15 million of apartments, office buildings and hotels. In addition, he has taught real estate investment courses at the University of Wisconsin.

Author's Home Town: Milwaukee

216 pages  6 x 9  ISBN: 0-13-531098-5  $8.95t
MANAGEMENT FOR ACTION: PSYCHOTECHNICAL DECISION-MAKING

William T. Morris

Most books on decision-making are either data-ridden and rife with academic jargon or assume that the reader has a mathematical background on a par with a Ph.D. Not so this book. MANAGEMENT FOR ACTION is for the individual who wants to pull himself up by his corporate bootstraps and become a success, but who neither wants nor needs a rigorous, academic managerial course. This is a practical book which gets right to the essence of decision-making . . . handling uncertainty, culling the options, knowing your needs and wants, committing yourself to a course of action, and much more.

Recognizing the idiosyncrasies of the decision-maker and the variety of situations which require his attention, the author of this book tells how to channel the personal style and ability of the management man so he can master any problem. In a unique approach to the topic, Morris stresses self-awareness of style as the pivot of the decision-making process, from "Making Up Your Mind" to "Commitment and Choice."

William T. Morris is Chairman of the Department of Industrial Engineering at Ohio State University.

Author's Home Town: Columbus, Ohio

300 pages 6 x 9 ISBN: 0-87909-481-8 $9.95

THE RETURN OF A CHAMPION
Pancho Gonzalez: The Golden Year—1964

David Anderson

The usual tennis story stars the blond country club boy who always had it easy. Not this kid. Pancho Gonzalez came out of the Mexican slums of Los Angeles with a scar on his face, and didn't stop fighting until he was the number one performer in professional tennis. Then, in 1963, he lost in the opening round at Forest Hills, and his career as a top performer was thought to be over. PANCHO GONZALEZ: THE GOLDEN YEAR is the exclusive story of his fabulous comeback in 1964, when he upset Rod Laver, Lew Hoad, and Ken Rosewall, in that order, and won the U.S. Pro Singles Championship at the Westchester County Center.

David Anderson has been a sportswriter for 15 years. Currently with the N.Y. Times, he has also written numerous articles and several books. In 1964 he won the Dutton Award for a story on Sugar Ray Robinson that appeared in True Magazine.

Author's Home Town: Tenafly, New Jersey

5½ x 8¼ ISBN: 0-13-648428-X illus. $7.95
GET IN TOUCH WITH YOURSELF THROUGH YOGA: A Modern Program for Total Health and Well-Being

Tillie Mia

You don’t have to stand on your head to do Yoga, now that Tillie Mia, a one-time “150-pound fat lady,” has developed a simple, down-to-earth approach to the ancient Indian art. GET IN TOUCH WITH YOURSELF THROUGH YOGA is a practical guide, complete with step-by-step instructions and photographs of the author (now slim and attractive) to illustrate various postures and positions.

Everyone, from those who find conventional exercises dull to advanced Yoga buffs, will be fascinated and challenged by Miss Mia’s daily program and practice table. Leaving the philosophizing to the gurus, Miss Mia concentrates on the physical aspects of Yoga, stressing its role in everyday living and importance to general well-being.

Tillie Mia grew up in Amsterdam and has practiced Yoga for many years. She is now an instructor of Hatha Yoga.

Author’s Home Town: New York City

128 pages 9 x 6 ISBN: 0-13-354423-0 illus. $5.95

HOW TO WIN IN THE YOUTH GAME
The Magic of Plastic Surgery

Kurt Wagner, M.D. and Helen Gould

Dr. Wagner expounds a well thought-out philosophy about plastic surgery—a real morale builder. He shows how he “psychs out” his clients to be sure that the outer changes they request conform to their personality types, and has been known to dissuade a client because he doesn’t feel a particular type of plastic surgery will suit her—or him.

All types of plastic surgery are described, including some that are rarely heard of. The book contains many “before” and “after” photos as well as line drawings, and the psychological aspects of plastic surgery discussed by Dr. Wagner make this book unique among all others on the subject.

Kurt Wagner, M.D., is an extremely successful plastic surgeon. Look Magazine carried an article about him recently and he has been on many TV shows. Helen Gould is a free-lance writer and syndicated Hollywood columnist.

Dr. Wagner’s Home Town: Beverly Hills, California
Helen Gould’s Home Town: Los Angeles

256 pages 6 x 9 ISBN: 0-13-441329-6 illus. $7.95
CODE NUMBER 72
Ben Franklin, Patriot or Spy?
Cecil B. Currey

A Founding Father and statesman, generally credited with having persuaded France to ally herself with the colonies against England—a diplomatic victory considered equal in results to the military victory at Saratoga—Benjamin Franklin was one of our greatest patriots.

Or was he?

After fully investigating Franklin's activities between 1775 and 1785, Professor Cecil Currey has found substantial evidence to warrant the suspicion that Franklin, the man whom the British Secret Service called "Number 72", was in fact an agent for the British Crown. While it is probably indisputable that Franklin indeed aided the American cause, the author contends that Franklin was a double agent, whose actions were intended to ensure that no matter which political faction won—the colonies or the mother country—his own position would be secure. This book, which shakes the roots of Revolutionary History, is destined to create a groundswell among the ever-growing numbers of American History buffs.

Author's Home Town: Tampa, Florida

5¾ x 8¼ ISBN: 0-13-139493-2 illus. $7.95t

THE COMPLETE BOOK OF BEAUTY FOR THE BLACK WOMAN
Barbara McNair and Stephen Lewis

This is the only book of its kind—discussing all aspects of beauty problems related to the black woman. In addition to covering the "top to bottom profile"—skin, hair, figure and weight, diet and exercise—there is a special section on fashion, style, and color.

A truly complete book, it comes at a time when blacks are becoming more affluent and are moving into the world of theatre, merchandising, and cosmetics. Some of the cosmetic houses are becoming aware of the void in products made especially for black women, and this book will accompany the filling of that void.

Barbara McNair, the highly popular entertainer, has written this book in collaboration with Stephen Lewis, author and editor who has long been in the beauty magazine business.

Barbara McNair's Home Town: San Francisco
Stephen Lewis' Home Town: New York City

7 x 9¾ ISBN: 0-13-156018-2 illus. $7.95t
November

ART AND THE CREATIVE CONSCIOUSNESS
Graham Collier

Most art books describe the end product of the creative process. This book is different. It explains the consciousness which gives rise to the image, showing readers how a work of art comes into being. Here, art lovers will find answers to such questions as ‘Why did the artist choose his particular subject?’ or ‘Why did he choose his particular medium?’ Whether the topic is film, oil painting, sculpture, silk screen—or any other medium—ART AND THE CREATIVE CONSCIOUSNESS gives a complete, easy-to-understand definition of the imaginative process which produces art.

Graham Collier, an artist himself, provides readers with a deeper understanding of the vast art world by combining his own ideas (based on his experience as an artist and art commentator) with a synthesis of the writings of such great cultural analysts as Herbert Read, Carl Jung, and Andre Malraux. The result is a volume which goes beyond the typical “coffee table” art book to answer the crucial question of art students, studio artists, and anyone mystified by an artist’s rendition of reality: what is art?

Graham Collier, author of the highly successful Form, Space, and Vision (now in its second edition) is Professor of Art at the University of Georgia.

Author’s Home Town: Athens, Georgia

352 pages  6¾ x 9¼  ISBN: 0-13-046755-3  illus.  $11.95t
CHICAGO'S BLACK HAWKS

Stan Fischler
Photographs by Dan Baliotti/Bob Rush

Few teams in hockey history have produced as many stars and innovations as the Chicago Black Hawks. While they are one of the oldest franchises in the National Hockey League, the Hawks are also one of the most colorful. Their founder, Major Frederic McLaughlin, not only developed an all American team in the Hawks, but he spurred the men on to win the Stanley Cup.

Filled with dramatic action photos of games at home and on the road, this book presents the contemporary Hawks in all their glory. Here are the splendid one-two punch of Bobby Hull and Stan Mikita; the flawless goaltending of Tony Esposito; the spine-tingling play of Dennis Hull, Keith Magnuson, Bill White, Pit Martin, Pat Stapleton, and others.

Author’s Home Town: New York City

8½ x 11  ISBN: 0-13-110007-6  150 action shots  Paper-$3.95g

THE FAST-FLYING WINGS

Stan Fischler
Photographs by Dan Baliotti/Bob Rush

The Detroit Red Wings, one of the proudest and most successful teams in Hockey, have disappointed fans in the last few seasons. Now they are in the process of rebuilding a stronger, more determined squad. This book is a rinkside seat for viewing their progress.

With the heritage of the great Gordie Howe, and the dynamic managing of Ned Harkness and coaching of Johnny Wilson, the Wings may bring the Stanley Cup back to Detroit in the near future. Combining the youthful vigor of players such as Mickey Redmond, Nick Libett, and Henry Boucha, with the seasoned performance of veteran Red Berenson and the increasing proficiency of playmaker Marcel Dionne, the Wings are a team worth watching.

Author’s Home Town: New York City

8½ x 11  ISBN: 0-13-307660-1  150 action shots  Paper-$3.95g
THE BLAZING NORTH STARS
Stan Fischler
Photographs by Dan Bialiotti/Bob Rush

Minnesota, a land of frozen rivers and lakes, might well be called the "hotbed" of U.S. Hockey, and the Minnesota North Stars fit into the hockey picture more naturally than any other U.S. team.

Behind the brilliant masterminding of general manager Wren Blair and the leadership of coach Jack Gordon, the North Stars are cutting a wide swathe in the N.H.L. They were the first of the newer clubs to defeat an older, more established team in the Stanley Cup play-offs. They are developing stars such as Bill Goldsworthy, Lou Nanne, and bright young talent like Jude Drouin, Barry Gibbs and Dennis Hextall. These players and others, their records, their techniques, their triumphs are featured in words and photos to bring alive this galvanic team.

Author's Home Town: New York City

8½ x 11 ISBN: 0-13-077594-0 150 action shots Paper-$3.95g

November

SAKA OF THE ST. LOUIS BLUES
Stan Fischler
Photographs by Lewis Portnoy/Bob Kolbrener

Ever since the days of the Eagles, St. Louis has been a focal point for hockey excitement and influence. Now one of the most successful of the newer N.H.L. teams—the Blues—hails from this important hockey community.

Here is the story of the spirited Blues who, under the aegis of the Salomon family, are headed for some record-making, record-breaking years. Among the team members depicted in action are such stars as the mod Garry Unger, Bill, Bob, and Barclay Plager (the Marx Brothers of hockey), Jack Egers, Mike Murphy, the developing goalie Jacques Caron, and Stanley Cup hat-trickner Frank St. Marseille.

Author's Home Town: New York City

8½ x 11 ISBN: 0-13-785931-7 150 action shots Paper-$3.95g
December  

**BASKETBALL MY WAY**  
Jerry West and Bill Libby

This unusual instructional book covers all the fine elements of the game for the young player and the fan. Jerry shows through words and pictures how he shoots, passes, dribbles, how he plays his man on defense and his general strategy and technique. In addition, Jerry explores the techniques of Earl Monroe, Oscar Robertson, Wilt Chamberlain, Walt Frazier, and many more—and he includes photos from actual games and special photos of Jerry going one-on-one with the star in question. Packed with surprising appraisals and practical tips, Jerry’s book holds exceptional interest for basketball players and followers.

When Jerry West talks basketball—everyone listens. He’s considered by many to be the greatest all-around player and shooter in the game today. Jerry has written this book in collaboration with Bill Libby, who is one of the most prolific and popular sports book writers in the field. Together they wrote Prentice-Hall’s MR. CLUTCH.

Authors’ Home Town: Los Angeles  
7 x 9¼  
*ISBN: 0-13-072439-4*  
illus.  
$7.95t

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December  

**PROFESSIONAL FOOTBALL’S GREATEST GAMES**  
Paul Michael

Imagine yourself cheering in the stands at the most exciting football games in history. Paul Michael takes you there in PROFESSIONAL FOOTBALL’S GREATEST GAMES. This magnificent book follows the sport from its humble birth to the key milestones that brought it all the way from the sand lots in the twenties, to the ill-attended, unprofitable dream in the thirties, to its peak of national popularity in the sixties and seventies. All games selected were chosen on the basis of questionnaires sent to nearly 1,000 sports editors and coaches. Complete with vivid detail and action-packed illustrations, this book brings home all the bite and thrill of America’s favorite game.

Paul Michael, a long-time football fan, is the author of THE ACADEMY AWARDS and THE AMERICAN MOVIES REFERENCE BOOK.  

Authors’ Home Town: New York City  
7 x 9¼  
*ISBN: 0-13-725325-7*  
illus.  
$9.95t
THE COMPLETE ENCYCLOPEDIA OF PRACTICAL PALMISTRY

Marcel Broekman

Everyone among the fast-growing numbers of palmistry aficionados will reach for this—the first really practical guide to palmistry. It requires no long hours of study, no memorizing the “topography” of the hand, no laborious searching for the answer to a given question. All the possible marks to be found in each region of the hand are illustrated in the chapter dealing with that specific region. For those with specific questions (What about my career? Will I marry? How is my health?) of past, present and future, a cross index will direct you to the specific points to check out. Both for beginners and for experienced palmists who want to expand and verify their “vocabulary,” this quick-reference volume will provide answers to all possible questions—quickly, completely, and practically.

Author’s Home Town: New York City

180 pages 6 x 9 ISBN: 0-13-159988-7 illus. $7.95t

ENCYCLOPEDIC DICTIONARY OF ENGLISH USAGE

Compiled and Edited by N. H. and S. K. Mager

Here’s a new kind of reference book that’s more than a dictionary, more than a grammar, more than a style manual. It’s a completely new concept that solves over 25,000 common problems that most people have with the English language. A valuable tool for writers, public speakers, secretaries, businessmen or anyone who wants to avoid making mistakes, this guide offers 2000 words frequently misspelled... 1000 grammatical errors commonly made... 1000 similar words often confused... 5000 words and names frequently mispronounced... and 1000 new words and expressions often misunderstood.

In addition, there are 1000 basic ideas often misconstrued... 1000 abbreviations often unclear... 500 punctuation problems simply solved... 5000 hyphenizations often in doubt... 2000 capitalization questions answered... and 1000 units of measurement clearly defined. Dealing with all types of everyday language problems, this book is quick referenced for easy use.

Mr. and Mrs. Mager have spent a lifetime in journalism as authors, editors and publishers. They have written more than 20 books including THE OFFICE ENCYCLOPEDIA and THE COMPLETE LETTER WRITER.

Authors' Home Town: Teaneck, New Jersey

384 pages 6¼ x 9¼ ISBN: 0-13-275792-3 $9.95t
THE CAT AND THE COLLECTOR
story and pictures by Linda Glovach
One winter day, the collector found an old gray cat sitting on top of a garbage can. So begins the friendship of the cat and the collector. A friendship that is destined to grow, even though it is interrupted by a terrible event.

32 pages 7 x 9½ Full color SBN: 0-13-120444-0 $4.95j
Ages 5-8

WHAT IS FEAR?
Jean Rosenbaum, M.D., and Lutie McAuliffe
illustrations by Tomie de Paola
Fear is something every child lives with. It is something every child should know more about. Therefore, in reassuring and simple language, WHAT IS FEAR? explores the nature of fear, the differences between fear and anxiety, the causes of common childhood fears and the steps a child can take to prevent fear from interfering with his life.

96 pages 6 x 8¾ SBN: 0-13-952823-2 $4.95j
Ages 9 & up

THE HEART MAN: Daniel Hale Williams
Louise Meriwether
illustrated by Floyd Sowell
In 1893 a street fighter was stabbed in the heart. Ordinarily he would have died. But instead, he was treated by a young black surgeon named Daniel Hale Williams. THE HEART MAN is the story of William's struggle to become a doctor and his successful completion of the world's first open heart surgery.

32 pages 7 x 9½ 2 colors SBN: 0-13-385229-6 $4.95j
Ages 6-10

THE SKIN: Coverings and Linings of Living Things
Dr. Alvin Silverstein and Virginia B. Silverstein
illustrated by Lee J. Ames
The Silversteins discuss and compare the coverings and linings of plants, animals and man. Explained in detail are how skin and tissue cells are made, how they work, what functions they perform. THE SKIN is the eleventh volume in The Systems of the Body Series.

80 pages 6 x 8¾ 2 colors SBN: 0-13-812776-X $4.95j
Ages 8-12
September

THE LITTLE WITCH'S BLACK MAGIC COOKBOOK
written and illustrated by Linda Glovach

This charming cookbook for boys and girls includes recipes for lipsmacking snacks, quenchy drinks, well-balanced lunches and has a section on preparing special holiday treats. Special features—no recipe requires cooking. Ingredients are healthful and inexpensive.

48 pages  7 x 9½  2 colors  SBN: 0-13-537860-5  $4.95j
Ages 6-9

September

THE EXCRETORY SYSTEM: How Living Creatures Get Rid of Wastes

Dr. Alvin Silverstein and Virginia B. Silverstein
illustrated by Lee J. Ames

The twelfth and final volume in the Systems of the Body Series, THE EXCRETORY SYSTEM describes and compares the roles of the skin, the lungs, the urinary system and digestive system in man, animals and plants.

80 pages  6 x 8¾  2 colors  SBN: 0-13-293654-2  $4.95j
Ages 8-12

October

DR. GARDNER'S STORIES ABOUT THE REAL WORLD

Richard A. Gardner, M.D.
illustrations by Albert Lowenheim

Whatever benefits a child may derive from fantasy, such exposure can engender unreal expectations about life which may contribute to life-long feelings of dissatisfaction and frustration. Therefore, Dr. Gardner's stories are about real children in the real world. They do not begin with "Once Upon a Time", because they are occurring everyday around us. They are not about perfect people and they do not offer perfect solutions. They are about saying you're sorry, trying harder, sharing, facing up to problems, bullying and not getting what you want. They give parents and teachers a vehicle through which they can approach a child's concerns. They give children a way of thinking about themselves and their lives.

Dr. Gardner is the author of THE BOYS AND GIRLS BOOK ABOUT DIVORCE, a Book of the Month Club selection.

128 pages  6 x 9  165 line illus.  SBN: 0-13-216283-3  $4.95t
October

THE ADVENTURES OF MRS. PUSSYCAT
Paul and Shirley Eberle
illustrations by Tony DeRosa

Mrs. Pussycat is like you and me and everyone else who is trying to get along. Her world is both the way we want the world to be and the way it really is. This blend of fantasy and reality has special depth, warmth and meaning. It gives us a chance to look at ourselves and laugh—or perhaps cry a little.


November

THE DANCE OF AFRICA: An Introduction
Lee Warren
photographs by Vyvian d'Estienne

Lively and unusual, THE DANCE OF AFRICA presents fascinating insights into the many phases and functions of African dance. It is complete with over 50 photographs, a full chapter of illustrated dance instructions, an index and bibliography. A perfect companion to the highly-praised MUSIC OF AFRICA.

96 pages 6 x 9 B/W photos & illus. SBN: 0-13-196733-9 $4.95

Ages 12 and up

New Treehouse Paperbacks for 1972

DRUMMER HOFF, by Barbara Emberley; illustrations by Ed Emberley.

EVERYTHING HAS A SHAPE AND EVERYTHING HAS A SIZE, by Bernice Kohn; illustrations by Aliki.

HUSH LITTLE BABY: A Folk Lullaby, by Aliki.

KOALAS, by Bernice Kohn; illustrations by Gail Haley.

THE LAST FREE BIRD, by A. Harris Stone; illustrations by Shelia Heins.

THE LITTLE RED HEN/LA PEQUENA GALLINA ROJA, by Letty Williams; illustrations by Herb Williams; translation by Doris Chaves and Ed Allen.

MOUSEKIN'S CHRISTMAS EVE, by Edna Miller.

MOUSEKIN'S FAMILY, by Edna Miller.

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95¢ each (y)
FILM

Focus on BONNIE AND CLYDE
edited by John Cawelti
The universally acclaimed film is dissected by some of the cinema's most respected figures in this interesting, highly informative, volume.
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Focus on GODARD
edited by Royal S. Brown
This volume explores the emotional, psychological, and technical facets of every one of Godard's films from Breathless to Pravda—offering a rare look at one of today's most controversial film-makers.
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edited by C. W. Eckert
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This timely new volume clearly delineates the historical significance of Pakistan and its twin cultural and political origins, from the coming of Islam to the Bangla Desh revolt of 1971.

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Eyewitness accounts, personal memoirs, and official statements of Russians involved at every level of the revolution bring to life the chain of events that began with the downfall of Tsar Nicholas II and culminated in the Bolshevik Revolution of 1917.

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TOUSSAINT L'OUVERTURE
edited by George Tyson

From his early life and rise to power to his death in Napoleon's dungeons, this volume traces the life of the ex-slave who spearheaded history's most successful slave rebellion to rule the island of St. Domingo.

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LITERATURE

Twentieth Century Interpretations of
THE CRUCIBLE
edited by John Ferres

From its dramatic qualities to its analogies to the McCarthyism of the 1950's, Arthur Miller's controversial masterpiece is analyzed through articles by Earl Latham, Edward Murray, Walter Kerr, and others.

Sept/ 128 pp/ 5½ x 8/
Cloth $4.95 t
Paper $1.45 b

Twentieth Century Interpretations of
NATIVE SON
edited by Houston A. Baker

Richard Wright's literary masterpiece about the plight of the black American is examined through the probing essays of James Baldwin, Malcolm Cowley, Wright himself, and others.

Sept/ 128 pp/ 5½ x 8/
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NORMAN MAILER: A Collection of Critical Essays
edited by Leo Braudy

From James Baldwin's look at the personal side of Mailer to George A. Schrader's examination of the abstract in Mailer's writings, this volume looks at all sides of this highly versatile - and highly controversial - figure.

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PINTER: A Collection of Critical Essays
edited by Arthur Ganz

Ruby Cohn, John Russell Taylor, and others look at Harold Pinter's plays and examine the man who has, through his masterful control of symbolism and imagery, become perhaps today's most respected playwright.

In the Twentieth Century Views series
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POPE: A Collection of Critical Essays
edited by Joseph Guerinot

W. H. Auden, Cleanth Brooks, Allen Tate, and others provide a look into the thoughts and writings of the man who, in the 18th century, criticized money, sex, politics, and society in a manner unequalled in literary history.

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POLITICAL SCIENCE

AMERICAN CRIMINAL JUSTICE:
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by Jonathan D. Casper

Interviews with over seventy defendants, many now serving sentences, offer some alarming insights into the criminal courts and "justice."

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BEYOND MALTHUS: Population and Power
by Neil Chamberlain

"Highly recommended . . . an outstanding contribution," (Library Journal) this volume shows that our most serious population problems do not lie in limited resources, but rather in critical shifts in political and economic power.

A Prism Paperback
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THE FUTURE OF THE U.S. GOVERNMENT:
Toward the Year 2000
edited by Harvey S. Perloff

Eighteen authorities—including congressmen, scholars, and administrators—outline the changes that will be necessary if the government is to effectively meet the challenges it will face in the next thirty years.

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SOCILOGY

CAREERS IN DOPE: by Dan Waldorf
This book shatters the myths about heroin use, showing the 'junkies' views on the problem through the case studies of over seven hundred heroin addicts.
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OUT OF THE CLOSETS: The Sociology of Homosexual Liberation by Laud Humphreys
Viewing gay liberation within the context of other social movements and within society as a whole, this landmark history of the homosexual movement in America has been hailed by Martin Hoffman as "... the most important book yet published about... America's most radical social movement".
Oct/ 192 pp/ 5½ x 8/ Cloth $5.95b Paper $2.45t

HUMAN SEXUAL BEHAVIOR edited by Donald S. Marshall & Robert C. Suggs
From the severe sexual repression in the Irish folk community to the seemingly incredible permissiveness on the Polynesian island of Mangaia, this volume opens the door to understanding the myriad of coital techniques, attitudes towards "perversions," taboos, and other aspects of sexuality around the world.
A Prism Paperback Ready/ 300 pp/ 5½ x 8/ Paper $2.45b

MANAGING THE PLANET edited by Boris Pregal, Harold Lasswell, and John McHale
Through articles by such outstanding contributors as Jonas Salk, Margaret Mead, and Glenn Seaborg, this volume outlines the problems that now—and will—plague mankind, and offer a realistic solution.
July/ 300 pp/ 5½ x 8/ Cloth $5.95 Paper $2.45b

MARIJUANA AND SOCIAL EVOLUTION by Joel Simon Hochman
A study of interviews with hundreds of people from all walks of life traces the social evolution of marijuana and its influence on the attitudes and values of all levels of society.
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OUR TOOL-MAKING SOCIETY by Irene Taviss
This volume explores all aspects of the socio-technological interrelationships that have, in the last decade, become the concern of everyone from ecologists to industrialists.
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PRISONS, PROTEST, AND POLITICS edited by Burton M. Atkins & Henry Robert Glick
Weeding the facts from the myths, respected authorities expose the transitions and stark realities of one of today's most criticized institutions.
Oct/ 192 pp/ 5½ x 8/ Cloth $5.95t Paper $2.45b

WHY DO WE STILL HAVE AN ECOLOGY CRISIS? edited by Terry Armstrong
A preface by Edmund S. Muskie and articles by Glenn T. Seaborg, Barry Commoner and others offer new perspectives into the values that must be accepted if we are to effectively combat pollution.
Oct/ 192 pp/ 5½ x 8/ Cloth $5.95t Paper $2.45b

Spectrum Books
Prentice-Hall
Englewood Cliffs, N. J. 07632
(Prices subject to change without notice.)
HOW TO REPAIR ELECTRICAL APPLIANCES
Gershon Wheeler

What do you do when your percolator won’t perk? Your vaporizer fizzes? Your rotisserie won’t rotate? Your blender’s on the blink? You could bring your recalcitrant appliance to your friendly neighborhood repairman—and prepare to pay a hefty charge—or you could turn to the index of Gershon Wheeler’s new book, HOW TO REPAIR ELECTRICAL APPLIANCES.

In this handy volume you will find over 200 pages of practical, step-by-step advice on how to prevent your small appliances from breaking down in the first place, how to maintain them in their best working order, and how to repair them if they do break down.

Wheeler, a well-known author of technical books, tells the reader how to fix such common home appliances as heating pads, electric blankets, hotplates, toasters, electric irons, lamps, fans, hair dryers, can openers, mixers, juicers, garbage disposals, dishwashers, clothes washers, dryers, and many others. His book emphasizes both skill and safety for the home-repair enthusiast, and will be a welcome addition to any home “fix-it” library.

Gershon Wheeler is a long-time author and technical writer. Until his retirement he worked for the Sylvania corporation.

Author’s Home Town: Los Altos, California

224 pages 6 x 9 ISBN: 0-87909-342-0 illus. $10.00ta

TELEVISION THEORY AND SERVICING: COLOR AND BLACK AND WHITE
Clyde N. Herrick

In this volume, Clyde N. Herrick covers all the aspects of black and white and color television knowledge that any reader needs to master the field of solid state electronics and television servicing. Stressing the latest designs in solid state technology, the author gives a balanced, easy-to-understand explanation of devices, circuits, and systems. Over 350 drawings, photos, and color plates supplement the text.

The technological theory and concepts are written so that anyone with a bare minimum of knowledge in electronics can learn how a television works. And in addition to the theoretical background, the book contains an extensive “how-to” presentation of all servicing techniques . . . including troubleshooting, testing equipment, and a guide to television installation. Herrick also explains the important and growing field of closed circuit and cable television. This is the book to turn to for answers to all the questions about television, from how it works to what to do if the picture tube blows out!

Clyde N. Herrick teaches at San Jose City College, California.

Author’s Home Town: Ben Lomond, California

352 pages 6 x 9 ISBN: 0-87909-832-5 illus. $15.00ta
THE DOOMED ASTRONAUT

Edited by Joseph Frank

To claim that our modern astronauts have something in common with Ulysses, Icarus, Milton's Satan, and Dr. Faustus might bring a smile to many people's lips. Our astronauts like Ulysses? These men with their flat, nasal voices spouting endless streams of numerical data, aerospace jargon, and corny jokes?

In THE DOOMED ASTRONAUT, Joseph Frank combines explanatory text with selections from literature and numerous illustrations to show that, yes, today's astronauts are the living embodiment of tragic myths almost as old as the human race. From ancient Mesopotamia 6,000 years ago to Cape Kennedy, Frank shows that human beings have always looked upon the man who "defied the gods" with a curious mixture of pride and fear—pride for his daring, fear for his presumption. Throughout the volume, Frank traces the history of the myth and cites several intriguing psychological explanations for its origin. The result is a fascinating account of one of the most enduring human emotional experiences, guaranteed to give readers a fresh perspective on man's reaction to the flights of . . . Apollo!

Author's Home Town: Amherst, Massachusetts


THE EXECUTIVE'S NEW COMPUTER

Six Keys to Systems Success

Oliver Wight

If you're an executive who's suffered the costly, mind-boggling aggravation of being folded, spindled, and mutilated by your company computer system (or who wants to keep it from happening), then this is your book!

Scores of examples in this volume prove that too often companies become slaves to their computers instead of the other way around. Through entertaining narrative and a provocative series of practical, day-by-day checklists, Wight reveals how businessmen can foil the uncritical zeal of many systems advocates and keep them from promoting vast computer operations which are unworkable and unnecessary. This no-nonsense primer on how to tame the computer is perfect for anyone who knows little or nothing about systems but wants to learn enough to keep profits for the company and out of the computer room.

"A provocative hatchet job on hypocrisy in the business computer field . . . About the liveliest reading seen lately in an area of usually deadening technical discussion and formula."—Public Utilities Fortnightly

Oliver Wight is president of Oliver Wight, Inc., Newbury, New Hampshire.

Author's Home Town: Newbury, New Hampshire

182 pages 6 x 9 ISBN: 0-87909-247-5 a Reston book $8.95
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Only one year in print and already over 50,000 copies sold.

REFUGE AND STRENGTH, Go Puan Seng, $5.95t
Originally announced as EXILE
The Philadelphia Inquirer called it "Drastic, deeply moving . . . a memorable account of individual courage," while R. M. Sorge of UPI said, "It carries suspense and is fascinating to read . . . ."

TRY GIVING YOURSELF AWAY, Third Edition, David Dunn, $4.95t
Thoroughly revised and updated, this book is one of only two that have appeared three separate times in the Reader's Digest.

I BELIEVE IN MIRACLES, Kathryn Kuhlman, $4.95t
With over 70,000 copies in print, this is one of the most popular inspirational titles of all time.

"MY DEAR ONES", Neil and Margaret Rau, $7.95t
The biography of Dr. Abraham A. Low, founder of Recovery, Inc., a current fast seller.

A GIFT OF DOUBT: Struggles with Christian Faith and Uncertainty, Robert H. Pope, $4.95t

GOD CAN DO IT AGAIN, Kathryn Kuhlman, $4.95t

LET GO AND LET GOD, Albert E. Cliffe, $4.95t

A TIME TO BE BORN, Brian Vachon, photographs by Jack and Betty Cheetham, (Cloth) $7.95t (Paper) $3.95g
A beautiful photographic essay on the "Jesus Movement," considered to be one of the best books on this popular subject.

ENTHUSIASM MAKES THE DIFFERENCE, Dr. Norman Vincent Peale, $5.95t

LIVING TO BEAT HELL, Joseph T. McGloin, S. J., $6.95t

PRAYER CAN CHANGE YOUR LIFE, Dr. William Parker and Elaine St. Johns, $6.95t
AMERICAN JUDAISM
Jacob Neusner

ANGELS FOUR
David Nott

ASTROLOGICAL BIRTH CONTROL
Sheila Ostrander and Lynn Schroeder

THE BIRTH OF A LEGEND
Furman Bisher

THE BURLY BRUINS
Stan Fischler

THE COMPLETE GUIDE TO RETIREMENT
Thomas Collins

CONFESSIONS OF A BASKETBALL GYPSY
Rick Barry with Bill Libby

THE CONQUERING CANADIANS
Stan Fischler

THE CONSPIRATOR WHO SAVED THE ROMANOVS
Gary Null

DEAD END:
THE AUTOMOBILE IN MASS TRANSPORTATION
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