

ATHENEUM PAPERBACK SERIES FOR CHILDREN

Early next year Atheneum will publish its first Aladdin Books for children. Fifteen titles will be ready in February and another 13 in August. Most of the books will be drawn from the Atheneum backlist, but also being distributed for the first time on a large scale in the U.S. is the Enid Blyton series, *The Famous Fives*, which have sold millions of copies internationally.

The first list (February) of Aladdin Books includes: "Harry, the Wild West Horse" by Eleanor Clymer, "Project Scoop" by William Hayes, "Jennifer, Hecate, Macbeth, William McKinley and Me, Elizabeth" by E.L. Konigsburg, "Aunt America" by Marie Halun Bloch, "The Dream Watcher" by Barbara Wersba, "Shadow of a Bull" by Maia Wojciechowska, "The Egypt Game" by Zilpha Keatley Snyder, "Let X Be Excitement" by Christie Harris, "How Big Is a Foot?" by Rolf Myller and "The Don't Be Scared Book" by Ilse-Margaret Vogel.

Some of Atheneum's second (August) Aladdin offerings are books by the same authors represented on the February list. Other authors include Sylvia Louise Engdahl, Ella Thorp Ellis, Barbara Corcoran, Peter Z. Cohen, Ruth M. Arthur, and Ellen Raskin.

To tie in with a new movie based on "The Railway Children," a children's classic by E. Nesbit, Penguin Books has redesigned the cover of this Puffin Books paperback. It now features a picture from the movie which opens this month at Radio City Music Hall in New York City. The paperback is available individually at 95 cents or in a boxed set along with five other Nesbit novels (retail price, \$5.75). Upon request materials for window and areas displays may be obtained from the publisher.

From Curtis Books comes news of a new series and announcements concerning the publisher's many Indian titles. The new series is Curtis Historic Battles. It gets started in January with "The Darkest Day: 1814" by Charles G. Muller, the story of the day the British burned and looted Washington, D.C. Originally the book was published in hardcover by Lippincott.

The Curtis Historic Battles books will be published one a month. Each paperback, \$1.25, will deal with a specific battle of historic significance from the American Revolution to Vietnam.

January brings another Dee Brown title from Curtis Books, "Cavalry Scout," a novel about the Indian wars of the West by the author of "Bury My Heart at Wounded Knee." For two other Dee Brown books, "Girl From Ft. Wicked" and "Action at Beecher Island" and for 14 other Curtis books in the Indian, Frontier and Western cate-

gories, there is now a pocket rack holding 107 titles (retail value, \$84.05).

\$60,000-worth of advertising and a 750,000-copy first printing will herald the publication of Pinnacle's lead November title, "The Groupsex Scene" (\$1.25) by John F. Trimble. A New York City press party is planned to introduce Don and Lorraine Roberts, the protagonists of the book. The couple will then appear on radio and TV shows and be interviewed by the press in: Washington, D.C., Philadelphia, Atlanta, Miami, St. Louis, Chicago, San Francisco, San Diego, Los Angeles and Seattle.

For bookstores there is a 63-copy floor display and pocket pointers, rack cards, and window streamers.

Coming up in January from Pinnacle Books are: "The Pentagon" by Clark R. Mollenhoff, "Burn After Reading" by Ladislav Farago and "The Making of the Candidates '72" by Ronald Van Doren. The Pinnacle release of "The Pentagon" is an updated version of the Putnam hardcover book published in 1967. A 600-page book, the price is \$1.95.

"Burn After Reading," a paperback reprint (95 cents), is a factual accounting of intrigues and espionage clashes during World War II by the author of "Patton" and "The Game of Foxes."

"The Making of the Candidates" is a Pinnacle Original (95 cents). Mr. Van Doren speculates on the chances of the various potential candidates for president and vice-president in 1972.

"The Gold Medal Fondue Cookbook," published by Fawcett in September, 1970, now has 300,000 copies in print. The popular cookbook by Marie Robertson Hamm is in its fifth printing. The author has written 14 other cookbooks and is currently at work on a blender cookbook which Fawcett will publish in January, 1972.

Lancer's star author of the month is WNEW-FM disc jockey, Jonathan Schwartz, author of "Almost Home." Originally published by Doubleday, "Almost Home" will have a 300,000-copy Lancer first printing.

For December Lancer is planning to add five titles to its line of Contemporaria books. They are "Pot" (\$1.25) by John Rosevar, originally published by Lyle Stuart; "Lady Sings the Blues" (\$1.25) by Billie Holiday, the singer's autobiography, originally a Doubleday book; "The Voodoo Island" (\$1.75) by William Seabrook, an occult original; "In My Soul I Am Free" (\$1.25) by Brad Steiger, a biography of Paul Twitichell, an original; and "The Tiger's Fang" by Paul Twitichell, an occult original.

Paperback Library went back to press before its October 15 release date for a second printing (150,000 copies) of "Out of Their League" (\$1.25) by Dave Meggyesy, former star line-backer with the St. Louis Cardinals. A \$25,000 radio ad campaign for the book is scheduled to begin on November 14 in 25 National Football League cities.

Paperback Library has also ordered another printing (250,000 copies) of "The Jesus Factor" (\$1.25) by Edwin Corley, published in September.

The over-sized format spoof "Everything You Never Wanted to Know About Sex* . . . *But I'll Tell You Anyway" by Sol Weinstein has done so well, according to Paperback Library, that the publisher is re-releasing it in a smaller (\$1) paperback format. The initial printing of this edition (the fifth printing in both formats) is 250,000 copies. Books are being shipped this month.

A Ballantine paperback original, "Diet for a Small Planet," has received a rave review in *Prevention* magazine (December) from Robert Rodale, president of Rodale Press and editor of *Organic Gardening* magazine. Already Mr. Rodale's remark, that "the longer you put off buying and reading this book, the more behind-the-times you're going to be when it comes to modern nutrition," has had its effect on sales. Ballantine has printed 205,000 copies of the \$1.25 edition and another 10,000 of the spiral-bound, \$3.95 volume. In "Diet for a Small Planet" Frances Moore Lappé shows why the type of food one eats has an important effect on the environment. She discusses the advantages of eating plant-origin foods and gives recipes.

About half the retail customers purchasing the second edition of "The Consumer's Handbook" through space ads are also buying a copy of the first edition, according to Dow Jones Books. The second edition, titled "The Consumer's Handbook II" (September 13, \$1.95), had an initial press run of 20,000 copies. The first edition (\$1.85) was published in July, 1969. Both books contain consumer hints taken from the pages of the *National Observer*, the weekly newspaper published by Dow Jones & Company.

"Be Here Now," the Lama Foundation book published by Crown on April 2 (*PW*, May 17) has gone into its fourth printing, bringing the in-print figures on the \$3.33 paperback to 100,000 with 85,000 sold. Of the 2000 first printing on the \$7.77 hardcover edition, 1000 have been sold. The book details Dr. Richard Alpert's transformation into Baba Ram Dass and describes the spiritual methods practiced by members of the Foundation's commune in New Mexico.