

PW FORECASTS

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NONFICTION

BARBARA CARTLAND: An Authorized Biography

Gwen Robyns. Doubleday, \$15.95
ISBN 0-385-19818-3

Cartland fans will be delighted with this biography of the lady who gives them their romance fix—and with 350 million copies of her books in print, there seem to be plenty of fans around. Now 83, Cartland still writes some 30,000 words a week with no sign of letting up. Not surprisingly, the romantic novelist has led a rather romantic life herself; there have been peaks and valleys, to be sure, but her vitality, perseverance and life spirit seem indomitable. It's all here, including numerous marriage proposals (she accepted the 50th), friendships with the notable, and little-known good works. Her life has been full and productive, and Robyns—biographer of Vivien Leigh, Princess Grace, Margaret Rutherford and Agatha Christie—chronicles it well. Fine inspiration for fans. [March 8]

WRITING OF WOMEN: Essays in a Renaissance

Phyllis Rose. Wesleyan University Press (Harper & Row, dist.), \$14.95
ISBN 0-8195-5131-7

Apart from a few essays of substantial length, this collection of occasional pieces written from 1979 to 1984 by the author of a biography of Virginia Woolf contains reviews of two kinds of books: biographies of women (most of them writers but also painter Frida Kahlo, photographer Diane Arbus and "muse to genius" Alma Mahler) and works by women. The perspective is insistently, if not implacably, feminist, and the grandiose term "renaissance" in the subtitle suggests the overreaching exaggeration underlying Rose's enthusiasms. Writers as sharply diverse in stature, influence and kind as Djuna Barnes and Isak Dinesen, Willa Cather and Christina Rossetti, Virginia Woolf and Margaret Drabble, Joyce Carol Oates and Cynthia Ozick are yoked by no other bond than that of gender; strategic ideas and terms—"feminine" and

"masculine," for example—are asserted with confidence, though they beg more questions than they answer. Often Rose is shrewd, sensible and restrained, her biases refreshing and air-conditioning (see the acid remarks on Oates and Anaïs Nin), but she is wrong to suppose that reviews are for the ages. Most of hers brush surfaces without plumbing depths, drop names without exploring achievement and thus deserve the transience that is the usual fate of their genre. [March 10]

A FIELD GUIDE TO YOUR OWN BACK YARD

John Hanson Mitchell, illustrated by *Laurel Molk*. Norton, \$14.95 ISBN 0-393-01923-3

For anyone whose property includes a tree and a patch of turf, or even access to a park (in the case of a city dweller), this handbook is a fine introduction to natural history near the home. Mitchell, author of *Ceremonial Time*, takes us through the seasons in a typical suburban ecosystem, identifying the bird, mammal and plant wildlife of backyards, plus more: amphibians, reptiles, egg cases of overwintering insects. The lawn is the most common ecosystem in the suburban American landscape, he reminds us. He warns against such intruders as starlings, cutworms and skunks that devour grubs; control of insect pests with "bug" lights and town spraying programs he dismisses as useless. Mitchell makes it easy for us to see our backyards as a wilderness in microcosm. Illustrations not seen by *PW*. [March 18]

THE PIED PIPER: Aillard K. Lowenstein and the Liberal Dream

Richard Cummings. Grove, \$17.95
ISBN 0-394-53848-X

An opponent of U.S. involvement in Vietnam, Lowenstein started the "dump Johnson" campaign that toppled LBJ; his activism in Mississippi helped mobilize the civil rights movement; this idealistic congressman, U.N. ambassador and organizer inspired a generation. It's disillusioning to discover, as this biography charges with a mass of evidence, that he apparently worked for the CIA in South

Africa and Franco's Spain, interfering in the internal affairs of black and white liberation movements and liberal groups that Washington sought to cultivate in case they should come to power. Lowenstein (who was assassinated by a demented former protégé in 1980) also informed on suspected Communists in the civil rights field, according to the author, and his CIA ties are claimed to date back to his leadership of the National Student Association in the early 1950s. In Cummings's brilliant, coolly impartial biography, "Al" emerges as a liberal betrayed by his own fierce anticommunism; an underlying theme is that his personal tragedy mirrors the bankruptcy of liberalism committed to an imperialist program around the globe. [March 14]

FUTURE RICH: The People, Companies, and Industries Creating America's Next Fortunes

Jacqueline Thompson. Morrow, \$18.95
ISBN 0-688-04039-X

The public's perennial fascination with the people who make it to the top of the competitive heap will be amply gratified by this look at 375 entrepreneurs predicted to join the ranks of America's wealthiest people by the year 2000. Thompson, author of *The Very Rich Book*, compiled her list of prospective moguls through a survey of financial, academic and industrial forecasters and by researching trends in a number of growth industries. Most of the people she tags as the future super-rich are already well on their way, and there are very few surprises. In fact, many have been in the public eye for years: Donald Burr of People Express Airlines; Ivan Boesky, noted Wall Street arbitrageur; Johnny Carson; Bob Guccione, publisher of *Penthouse* magazine; and Apple Computer's Steven Jobs, among others. Readers may be titillated by the book's celebrity angle, but they will benefit more from Thompson's serious analysis of trends in the telecommunications, computer hardware and software, biotechnology, office automation, and robotics industries. 25,000 first printing; \$20,000 ad/promo; author tour. Foreign rights: Barbara Lowenstein Assoc. [March 21]