

POPULAR TAKES OFF WITH STRENGTHENED SF LINE

Several generations of science fiction writers are to be represented in a strengthened list being launched this month at Popular Library. According to editor Karen Solem, who "has been working desperately since January on acquisitions," Popular hopes "to nurture a whole new generation" along with established names in the genre. The October title is "The Inverted World" (*Harper & Row*, \$1.25) by Christopher Priest. Other known writers in the series, which will be published at the rate of one title per month until June or July of next year, when Popular hopes to step up the frequency to 18 per year, include Fred Saberhagen, L. Sprague de Camp, Terry Carr, Bob Shaw and Ron Goulart.

In November one of the members of the new generation, Ann Maxwell, who has never before been published, will bow with "Change," which will be a Popular Library original as will her second novel, "The Singer Enigma."

The older generation will be recognized beginning in July 1976 when the first of a series of novels and short story collections by the late Seabury Quinn is published. Fifteen titles are projected for Quinn's narratives, which revolve around Jules de Grandin, called "the occult Hercule Poirot," and all appeared between 1924 and 1950 in *Weird Tales* magazine.

Editor Solem plans specialized advertising for all titles in SF/fantasy fanzines. In the case of the Seabury Quinn books, ads will be taken, Ms. Solem says, in the publication which Quinn served as editor for many years, the morticians' trade journal.

An almost prophetic pub date was set by Major Books for "Ghetto Cops" (\$1.25) by Bruce Henderson, an account of the inner workings of the police department of Compton, California, a community with one of the highest per capita crime rates in the nation, whose 80,000 residents are 95% nonwhite and most of them desperately poor. "When I accepted the Compton police chief job in July 1973, I knew what to expect," writes Thomas Cochée in the foreword. (A former teacher at Merritt College, with an M.A. in public administration, Cochée was the first black police chief in the history of California.) Probably chief Cochée did not expect to be dismissed two years later by the city council because, author Henderson alleges in a recent interview in the *Los Angeles Herald-Examiner*, of a power struggle within the city government.

Chief Cochée's dismissal took place shortly after the August 1 publication of "Ghetto Cops," which had an initial print order of 100,000 and is distributed

by Kable News. Within two weeks every copy had sold out in the vicinity of Compton, which includes Los Angeles, and the Chatsworth, California, office of Major Books, reports Van Kaatz, promotion and advertising manager, "was deluged with calls for copies from reporters, police and civic officials."

Called "the camper's bible," the surprise best seller from Brigham Young University Press, "Roughing It Easy" by Dian Thomas, with 130,000 copies in print, will be available in mass market format for \$1.95 in early spring from Warner Books. The young author, who has demonstrated "how to make camping the fun it is supposed to be" on such television programs as the "Tonight Show" and the "Mike Douglas Show," will continue touring for the paperback edition, Warner says.

BANTAM BOOK CHARGES USE OF OSWALD "LOOK-ALIKE"

"They've killed the President" are the words spoken by Abraham Zapruder, Dallas dress manufacturer, as his home movie camera recorded John F. Kennedy's assassination. This exclamation by a man whose film has become perhaps the single most important piece of evidence in the "who killed Kennedy?" controversy, serves as the title for a Bantam "extra" by former *Time* correspondent Robert Sam Anson, which will be released November 3 with a first printing of 250,000.

To quote the cover copy: "What this book seeks to do, on the basis of the evidence available now, is to establish: that there was a conspiracy; that Oswald had numerous links to the intelligence community; that Oswald, whether he fired at the President or not, was implicated in the crime by the intentional use of a look-alike; that vital information was deliberately withheld from the Warren Commission by both the CIA and FBI and that a cover-up followed."

"They've Killed the President! The Search for the Murderers of John F. Kennedy" (\$2.50) will be the 56th "extra" from Bantam and will contain a 16-page, black-and-white and color photo insert of the alleged evidence.

Harper & Row has ordered a first printing of 500,000 for its new mass market edition of "Little House on the Prairie," containing eight pages of stills from the TV show of that name. The show, which is based on the "Little House" books by Laura Ingalls Wilder, all published by Harper with over 10 million in print, is watched, Harper says, by more than 30-million people each week. To be shipped in November, the paperback edition will sell at \$1.25 and will be available in a 36-book floor display.

BACK TO PRESS

New print orders have been reported by the following publishers:

Simon and Schuster. "The Joy of Sex" (*Crown*, \$5.95), "the biggest, fastest selling quality paperback we ever had," says S&S, has gone back to press for another quarter of a million copies, which brings the number of books in print to 3,212,900. This month "More Joy of Sex" (*Crown*, \$5.95) will be published with a first printing of 750,000 and a second printing of a quarter of a million has been ordered.

Fawcett. Since June "Mandingo" (*William Denlinger*, \$1.75) by Kyle Onstott has gone back to press nine times for a total of nearly 500,000 copies. The first Fawcett Crest edition came out in 1958 and there are now over 5,000,000 copies in print.

Doubleday. "The Mother's Almanac" (\$4.95) by Marguerite L. Kelly and Elia S. Parsons has gone back to press before publication October 24, bringing the total in print to 30,000.

Executive headhunter and author Dick Irish has one title on the Anchor list and another waiting for spring publication. His first, "Go Hire Yourself an Employer" (\$2.95) has gone back to press for an additional 5000 copies for a total in print of 35,000. His second, "If Things Don't Improve Soon I May Ask You to Fire Me," now in Doubleday hardcover retailing for \$7.95, has gone back to press for another 2000 copies bringing the total to 9500. "The Natural History of Sharks" (*Lippincott*, \$2.50) by Thomas Lineaweaver and Richard Backus, both scientists at the Woods Hole Oceanographic Institute, has gone back to the printer for an additional 10,000 copies for a total of 30,000. "Mexico Before Cortez" (\$2.50), a revision of the original by Ignacio Bernal, has gone back to press for 10,000 more copies, for a total of 20,000.

Dell. "Three Days of the Condor" formerly "Six Days of the Condor" (*Norton*, \$1.50) by James Grady, has gone back to press for another 200,000 copies bringing the total to 675,000. (The title was revised to match the Dino di Laurentiis film starring Robert Redford and Faye Dunaway.) Dell has purchased the sequel, "Shadow of a Condor" (*Putnam*) and will publish it next summer. Three Dell titles have recently "gone gold," with over a million copies in print: "Marathon Man" (*Delacorte*, \$1.95) by William Goldman, back to press for a second printing of 300,000 for a total of 1,100,000 copies; "The Rhinemann Exchange" (*Dial*, \$1.95) by Robert Ludlum, back to press for 250,000 copies for a total of 1,050,000; "The Jaws Log" (\$1.50) by Carl Gottlieb, back to press for 100,000 copies for a total of 1,050,000.

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