

Sept. 17/66

At Book Fair Preview

Vail Hails Influence of Printed Word

"The printed word holds position in influencing thought and the course of the future," Thomas Vail, publisher and editor of The Plain Dealer, said yesterday.

Vail spoke at a preview luncheon at the Cleveland convention center for the Midwest Fall Book Festival, sponsored by The Plain Dealer and the Cleveland Public Library.

"If you want to influence a

community or a country or the world," Vail told an audience of about 200 publishers' representatives and book sellers, "the way to do it is through the printed word."

"REGARDLESS of your point of view," he said, "you cannot avoid the observation that the only people who are interesting and who know what they are talking about are the people who read."

"I have never been to a

dinner party or any social occasion and been bored by a person who reads. I wish I could say the same about those who do not read."

Speaking of the book festival, Vail said: "I am told this is a national first as an idea and I assure you we will give it every bit of promotion we can."

"This is a deliberate attempt to interest the public further in the fascinating world of books, to promote

the sale of them and to promote the well being of publishers and authors as well."

VAIL SAID it is significant that Cleveland is the site of the book festival.

"Cleveland has long had a famous public library and the highest per capita circulation of any large library in the country, not excluding New York," he said. "Cleveland Public Library is second only to New York in number of volumes on its shelves."

Today's Highlights at Book Festival

Here are today's major events at The Plain Dealer Midwest Book Festival:

- 1 p.m.—Dan T. Moore, author of the upcoming book, "Wolves, Widows and Orphans."
- 2 p.m.—Helga Sandburg, poet, novelist and folksinger, will present a special folksinging program.
- 3 p.m.—Don Robertson, author of "The Sum and Total of Now." (Lecture Room A).
- 3 p.m.—Mary Knight, author of "Abstract and-not-so Abstract Flower Arrangement." (Lecture Room C).
- 4 p.m.—May Hill Arbuthnot, nationally known expert on children's books and author of "Children and Books."
- 4:30 p.m.—Book Door Prizes.
- 5 p.m.—Karamu Group, highlights from "Music Man."
- 6 p.m.—Isabel LeBourdais, Canadian author of "The Trial of Steven Truscott." (Lecture Room A).
- 6 p.m.—Raymond Moley, Jr., author of "The American Legion Story." (Lecture Room C).
- 7 p.m.—Dorothy Fuldheim, author of "I Laughed, I Cried, I Loved."
- 8 p.m.—Pierre Salinger, author of "With Kennedy."
- 9 p.m.—Mark Lane, author of "Push to Judgment."
- 10 p.m.—Book Door Prizes.