

(continued from page one)

Month Club for \$175,000. BOM and Literary Guild are now vigorously competing, casting further doubt on their judges' choices. . . A continuing underground best-seller: Professor Abraham

[On Aug. 31, Mr. Carmichael said in Hanoi that black power militants are revolutionaries. "We want to change the American regime. We want to stop cold the greatest destroyers of humanity, the American leadership." In an interview on Havana radio on the same day, Mr. Brown predicted that when trained Negro troops returned to the United States from Vietnam "they will use their skills to liberate the Negro people."]

Maslow's "Toward a Psychology of Being," available in paperback only. Published in 1962, it continues to sell thousands of copies a month. . . Harper & Row may net at least \$2-million on "The Death of a President."

"Mike Cowles never knew what he had" is the way insiders at Cowles Communications are reflecting on Cowles' decision to close down the eight-year-old weekly "Insider's Newsletter." If it cost seven cents to service each sub-

scriber each week, 52 weeks a year, and you were charging the subscriber \$18.00 a year, and there were 130,000 subscribers, the gross was over \$2-million a year and the net, after all dingling, was about \$1-million a year. Two years ago circulation was 127,000 copies. A year ago circulation reached nearly 200,000 copies. Downturn started when Cowles 1) took out the economy axe and cut back on a disgruntled field sales force that sold all Cowles periodicals, and 2) decided that the newsletter could not be sold by direct-mail solicitation. Many Cowles insiders insist that direct-mail would work. "Insider's Newsletter" has until the end of the year. Typical item: "Vietnam peace prospects may be partly responsible for a new round of Washington speculation about a replacement for Secretary of State Dean Rusk, with talk again centering on Presidential adviser Clark Clifford." Two items Insider's Newsletter did not publish: 1) Insider's Newsletter was folding, and 2) Venture, the Cowles hardcover travel magazine, lost about \$4,000,000 in 1965, and \$3,000,000 last year.

Since the sun doesn't rise and set, Buckminster Fuller has for years been looking for words that accurately describe what does happen. He's got 'em: "Sunsee" for sunrise, "Sunclipse" for sunset. The Illinois Legislature has appropriated \$11-million for Fuller's "How to Make the World Work" computer-run project to be centered at Southern Illinois University. It's designed to make everybody "haves."

Next time I may just write a pickle."

. . . In his upcoming, unsalacious biography, "Valentino," Irving ("Harlow") Schulman writes that the great lover and chic shiek of films probably never consummated his two marriages. "Valentino preferred a bowl of spaghetti to any woman." . . . For an upcoming advertisement, Canadian Club is dropping a case of itself onto Mount Kilimanjaro, which is of course how the leopard got there.

Boston's ETV station has requested funds from the Office of Economic Opportunity for telecasts of a soap opera series starring an activist Negro family . . . Brian Epstein's story of how he found, nurtured and managed the Beatles, "Cellarful of Noise," is in a Pyramid paperback. On the eve of Epstein's death, George Harrison returned from "a disappointing visit" to Haight-Ashbury and from climbing a mountain in Cornwall with a Yogi, "but nothing happened." The Beatles reportedly have given up drugs, which gave them "only

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some of the eloquent language that Senator Fulbright had written on the same subject in the Cornell Law School Review in 1961 — and the Senator didn't recognize it.

Atheneum's proofreader of Julius Horwitz' "The W.A.S.P." wrote: "I'm stunned and breathless — and very grateful for the chance to read a brilliant book which, if it were up to me, would be required reading for every white person in America, let alone New York. I think it ranks with 'Invisible Man' and 'Native Son,' and with the best of James Baldwin's essays — in

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*General Education—
The Second Mile*
Sidney J. French

*"If Basic Research
Is To Have Bearing
on Actualities . . ."*
Muzafer Sherif

*Thomas Arnold as Educator
of the Liberal Conscience*
Brian John

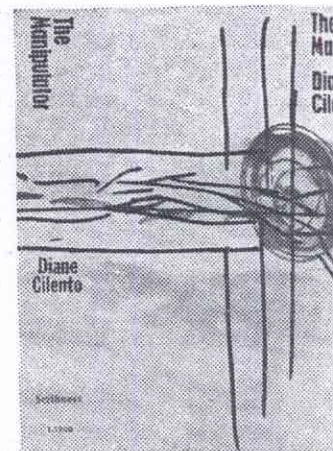
Subscription: \$5.00 a year

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program . . . 87,000,000 people live on the periphery of poverty, with far more whites than blacks in this predicament. The Government must deliver what it promises to deliver . . . On paper, the U.S. welfare system looks good. In reality it's a nightmare . . . The white American still has not accepted its rejection of the black man. He really believes the black man is a cast-off, but won't accept his own thoughts. . . If you remove everything that's human from a person, to quote James, what do you expect? . . . First mistake was to call it a poverty program. A better name would have been Economic Security program . . . America does not believe in welfare programs. It's destructive to be lumped in the Poverty Program. Our biggest educational problem is emotional . . . New York State spends \$4000 to \$5000 to send a youth to a training school and is surprised if he doesn't come out a criminal . . . Why a novel? If it really works, everything ceases to exist except the book."

Simon Michael Bessie, editorial director of Atheneum: "In some ways an editor has to cheat an author because a name author has an agent who has to cheat him. Reforms are needed . . . wouldn't it be a good idea for editors to have published batting averages . . . what's wrong with publishing is that writers are encouraged to write books; they sign contracts for what publishers know won't sell." Evan Thomas, Manchester's and Alliluyeva's editor at Harper & Row: "If I go to Hell, I would go with good intentions." . . . Ford Foundation turned down a grant request for a history of social welfare because "we wouldn't know where to find the money." . . . O. Roy Chalk, who says he's been thinking about starting a daily newspaper in New York City, is planning a morning newspaper for

Down South. New York is Up
The Great Society has no ro



INSPIYERED. Sean Conner the jacket design — Chitty C Bang — for novel written by Diane Cilento, being published this month by Scribners.

black man . . . In 1954, Rap 10 years old . . . I have convinced myself that if we cannot American conscience we must find a way of intimidating the American interest." . . . Kurt Vonnegut's lowest form of human life is a guest." . . . Mopsy Strang's mother: "My Totski I call her, is precious beyond all dreams and avarice. I literally can feel pouring out Bosco all over me. I play with her, or worse, her."

The Greta Garbo Home for Boys and Girls in San Francisco is the principal scene in Peter (Mary) Yarrow-Barry Fein's movie that is essentially a "but is also essentially a thing that just is," says (Groovy) Simon, who's writ