

GOLDEN PRESS SPENDING \$25,000 ON ATLAS

Golden Press is making a one-free-with-11 offer on the new Universal Edition of "The Odyssey World Atlas" to apply from now until September 30. The Universal Edition is a complete, unabridged edition of the \$19.95 "Odyssey World Atlas" originally published in 1966. The only differences are that the Universal Edition, which is only \$9.95, has a slightly smaller page size and a new binding. Both books have been revised and updated; the original edition also continues to be available at \$19.95.

The Universal Edition, which comes out July 17, and is hardbound, 10 x 13¼ inches, will be backed by a mammoth \$25,000 advertising campaign.

HUGH DOWNS of the "Today Show" and TV's "Concentration" has written an account of his attainment of a lifelong dream in "A Shoal of Stars," which Doubleday will bring out this fall, about October. Mr. Downs, together with a crew of friends, skippered a sailing ship from this country to the South Pacific, winding up in Tahiti. They set sail in June, 1965, eight in all, including Mr. Downs' son and one woman, the wife of a crew member. For three months they sailed on the ketch, the *Thane*, through the Caribbean, the Panama Canal, the Galapagos, and "A Shoal of Stars" tells the whole story from the long and careful preparation through all of the adventures and problems. Mr. Downs is careful to stress throughout that it was precisely the careful planning that went into the trip that reduced the element of danger from "threatening" to "thrilling."

He includes 30 photos taken on the trip.

"LIGHTNING OUT OF ISRAEL: The Arab-Israeli Conflict," a record and analysis of the day-by-day events of the Middle East crisis, will be published by Prentice-Hall in conjunction with the Associated Press on July 18. This documentary report is being assembled by a team of Associated Press writers, consisting of Sidney Moady, Hugh A. Mulligan, John Barbour, Saul Pett and Jules Leo. It will be divided into three sections: background on the situation, hour-by-

hour coverage of the war, and the political maneuvers and aftermath of the war. This last section will cover diplomatic and political events that occur up to the week of publication. There will be 30 color photographs and 80 in black and white, obtained from the Associated Press and from Israeli military photographers. Many of these photographs have never before been published. Prentice-Hall will distribute the book in a deluxe hardcover edition to libraries and to the trade for \$4.95 a copy. The Associated Press edition, \$2, will be offered to all of the readers of member newspapers.

RODERICK MACLEISH, radio and TV commentator for the Westinghouse Broadcasting Company, has written a book on the Arab-Israeli war. Mr. MacLeish's book, "The Sun Stood Still" (in reference to Joshua's command at Gideon), will be published by Atheneum in the fall. Mr. MacLeish was in Cairo the week before the war broke out, doing political commentary for Westinghouse stations. He then moved to Israel the night before actual hostilities began and covered the war along with the other Westinghouse Group correspondents in the area. The purpose of the book, according to the author, is to seek beyond the immediate political and military facts of the war and attempt to penetrate the history and psychology that ultimately caused the third Arab-Israeli conflict in nineteen years.

"LETTERS TO KAREN" by Charlie W. Shedd, which Abingdon published in 1965, is going into its fifth printing. The total number of books in print is 61,524. The book is a collection of letters of advice from Dr. Shedd, a minister, to his soon-to-be-married daughter.

A FORMER MISS AMERICA, Vonda Kay Van Dyke, has just signed a contract with Revell for a new book to be published in February, 1968. Miss Van Dyke got the idea for her new book from the letters she has received from teen-agers who seek her counsel on their problems. Entitled "Dear Vonda Kay," the book deals with the personal problems of American youth—family relationships, school problems, money matters and dating. Miss Van Dyke suggests solu-

tions she believes to be realistic and encouraging. The first book Miss Van Dyke wrote, "The Girl in the Mirror," is in its sixth printing, with more than 185,000 copies now in print.

HAROLD WEISBERG, author of "Whitewash: The Report on the Warren Report" and "Whitewash II: The FBI-Secret Service Coverup," has just published a third book on the Kennedy assassination, disputing the official findings. It is "Photographic Whitewash: Suppressed Kennedy Assassination Pictures" and is an offset reproduction with a retail price of \$4.95. Copies may be obtained either from Mr. Weisberg, Hyattstown, Md. 20734, or from a number of wholesalers, among them, A&A, Boston, Dimondstein Book Co., New Rochelle, N.Y., Bookazine, New York City, Raymar Book Co., Monrovia, Calif. Mr. Weisberg reports that pre-publication orders have taken up most of the first printing of more than 5,000 copies.

"Photographic Whitewash" reproduces the once-secret files of the Warren Commission extensively, Mr. Weisberg tells us. There are 150 pages of pictures of FBI, Secret Service and Warren Commission reports and letters. As Mr. Weisberg sees it they document "the shocking and incredible but entirely irrefutable story of how the federal government deliberately suppressed the photographic evidence of the murder."

Mr. Weisberg's first two books were reprinted by Dell. In his original editions they have sold about 25,000 copies.

"DIETRICH" by Leslie Frewin is going very well for Stein and Day, with a second printing being rushed through before the August 31 publication date. Booksellers who normally order in threes and fives, Sol Stein reports, are ordering in 25's, and wholesalers are placing large orders. Mr. Frewin, head of the British publishing firm that bears his name, has cancelled his vacation to do promotion for "Dietrich." The British edition is in a second printing also.

Stein and Day has moved up its advertising campaign for the book and a full-page ad has been scheduled for the New York *Times Book Review* July 23. Large space co-op ads will appear in Chicago in conjunction with Kroch's and Brentano's, and there will