

also inoperative. Mailgrams were sent out to some houses asking how they were coping.

The two largest firms affected were Praeger Publishers and E. P. Dutton. Both have set up temporary numbers where messages can be left for the duration of the telephone emergency. Praeger can be reached daily from 9 to 5 at (212) 675-8403. Dutton has a special number at the Farrar, Straus & Giroux switchboard: (212) 741-6976. This is a direct number and a member of the Dutton staff will be taking messages from 9 to 5. Jane Pasanen told *PW* that many people were calling their warehouse, A-Betta (212) 357-6868—and leaving messages. Mari-gold Travel Agency, which arranges most of the travel for the company, provided an extra desk and telephone which Dutton used to set up two author tours.

Milton Gladstone, president of Arco Publishing, claims that it has not been difficult to do business. He anticipates saving money on future phone bills since he can determine how much money and time is invested in unneeded phone calls.

Knox Burger, literary agent, said he was operating his business out of a corner candy store. Messages can be left for him after 10:30 A.M. at CH 2-6412. Nancy Crampton, photographer, can be reached during the phone crisis at 924-5451.

"People come through in a crisis," said Ms. Pasanen. She finds this situation similar in some ways to the transit strike that affected New Yorkers several years ago. "You can still get in touch with publishers during the telephone crisis," she said. "However, a little more ingenuity is required."

NEW PRIVATE SCHOOL OFFERS GRAPHICS COURSES

Concentrated five-week sessions in all aspects of graphics are being offered in a private school recently opened by Gloria Gentile, formerly a book designer for Harcourt Brace Jovanovich, Doubleday, Macmillan and Holt, Rinehart and Winston. The Gentile Studio of Graphics, (spelled with two l's) is at 333 East 46th Street, New York, N.Y. 10017; the telephone is (212) 986-7743.

SWEDISH HOUSE BOWS WITH CO-PRODUCTIONS

Specializing in heavily illustrated, "deluxe" international co-productions, AB Nordbok has recently been established in Sweden. The founders of the new company have all previously been associated with Tre Tryckare AB: Gunnar Stenmar as managing director, Turlough Johnston as editor-in-chief, and Einar Engelbrektsen as publisher.

AB Nordbok has two books in production. "Ships and the Sea," a nautical chronology of 240 pages, with 600 illustrations, has been sold to the U.S., Eng-

land and Holland for delivery in 1975. "Arms Through the Ages," a 280-page volume on arms and armor, is being prepared for 1976, and has been sold in five countries. The juvenile list will be launched with "Sea Wolves" and "Airliner."

AB Nordbok has acquired the exclusive sales and production rights for all previous Tre Tryckare products, such as reprints of books, posters, prints, cards and illustration rights. All inquiries should be sent to AB Nordbok, Föreningsgatan 34, S-411 27 Gothenburg, Sweden. The telephone is 031/17 10 85; the telex is 21782.

ARION PRESS NEW IMPRINT FOR LIMITED EDITIONS

Arion Press is the new imprint under which the limited editions program of Grabhorn-Hoyem, San Francisco, will be carried on. The printer, artist and poet Andrew Hoyem, with a team of three craftsmen, will produce books primarily by hand. Arion's first publication is "Andrew Hoyem: Picture Poems," a \$25 illustrated catalogue of works by Mr. Hoyem, on exhibition through March 16 at the Fine Arts Museum of San Francisco. The Press is at 566 Commercial Street, San Francisco, Calif. 94111.

The typographical design and fine printing services of the former firm are continuing under the name of Mr. Hoyem, who, with Robert Grabhorn, had operated Grabhorn-Hoyem from 1969 until Mr. Grabhorn's death in 1973. The latter's brother, Edwin, died in 1968; with Jane (Mrs. Robert) Grabhorn they had conducted for over 40 years the Grabhorn Press, famous for its fine printing. Jane Grabhorn died last year. Their output for their own and other imprints remains much in demand through dealers in fine and rare books.

PENTHOUSE/VIVA LAUNCHES NEW IMPRINT

To "reflect the general public interest in sex, science, government, history and health," Penthouse Press, Ltd., has been established by Penthouse/Viva International, with plans to publish 10-15 books in 1975. The list will also include fiction. With Robert Guccione as publisher and Marco Vassi as editor, the first titles to be released under the new imprint, scheduled for spring 1975, include "The Assassination Tapes" by George O'Toole, described as an electronic probe into the murder of John F. Kennedy; "Beyond Sex Therapy" by Dr. Martin Shepard; "Metalsex, Mirth and Madness" by Marco Vassi, described as "erotic tales of the absurdly real"; and "The Wonderful World of Penthouse Sex" edited by Mr. Vassi.

Penthouse Press is located at 909 Third Avenue, New York, N.Y. 10022; (212) 593-3301.

RIGHTS REPRESENTATION

SHEED AND WARD, INC., a subsidiary of Universal Press Syndicate, has assigned Nat Sobel, 747 Third Avenue, New York 10017, rights representation for all its books—hardbound and paperback.

CHANGES OF ADDRESS

ARLINGTON HOUSE has moved its offices to 165 Huguenot Street, New Rochelle, New York 10801; the telephone numbers remain the same, (212) 597-5050 (New York tie line) and (914) 636-3850.

RAVEN PRESS, medical and scientific publishing company, has moved to 1140 Avenue of the Americas, New York, N.Y. 10036; the new telephone number is (212) 575-0335.

WINCHESTER PRESS has moved its editorial, production and general offices to 205 East 42nd Street, New York 10017; the new telephone number is (212) 679-6301.

SALES AND DISTRIBUTION

QUICK FOX, New York, has completed an arrangement wherein Idea Books, 24 rue du 4 Septembre, Paris 75002, will handle all Quick Fox trade books including Links and Flash in France.

JOHN WILEY & SONS, INC., has been named exclusive distributor outside the United States and Canada for Wright-Allen Press Publications.

CELESTIAL ARTS, Millbrae, California, and its subsidiary Les Femmes Publishing have set up the following distribution/representation arrangements, effective immediately: Griffin House, 461 King Street West, Toronto, will act as exclusive distributor throughout Canada; Thorsons Publishers Ltd., Denington Estate, Wellingborough, Northants, will distribute books in England and on the Continent; William J. Whitaker Associates, 6629 Chestnut Street, Mariemont, Ohio, has been appointed exclusive sales representative for N.Y., Pa., Md., Del., Wash. D.C., and N.J.; and Mary Jane Ross, 85 Sunset Lane, Tenafly, N.J. 07670 (201) 568-8739 has been named director of subsidiary and foreign rights.

NAT SOBEL ASSOCIATES, INC., has been appointed subsidiary sales representative for Wollstonecraft Incorporated of Los Angeles. Inquiries should be sent directly to Nat Sobel Associates, 747 Third Avenue, New York, N.Y. 10017.

CHRONICLE BOOKS, San Francisco, Ca., is now represented in the Midwest, South and Southwest by the Genesis Group. Book buyers are asked to contact Dana Sullivan, 327 Margaret Circle, Wayzata, Minnesota for further information.