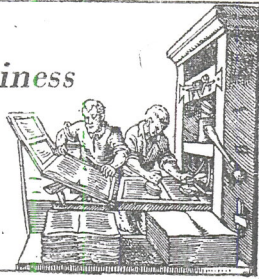


Book Business



By JOYCE ILLIG

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Baker's Books

SENATOR HOWARD BAKER has done some work on his novel, but not enough to project a publication date, says Walter Bradbury, his editor at Doubleday. Baker, busy with a Senate committee investigating up to 60 government agencies with intelligence functions, works on the book when he is away from Washington, according to Ron McMahan, his press secretary.

He's written five chapters centered around a young border state senator, said McMahan, but there is no assurance that the manuscript will be completed within the year.

Baker signed a two-book contract with Doubleday over a year ago and reportedly received a \$200,000 advance for the novel and a book of nonfiction. McMahan said he wasn't "sure" what the subject matter was for the nonfiction book. Bradbury said that there was nothing set for that one yet.

Unlike many of the authors coming out of the Watergate spotlight, Baker is writing the novel himself. At one time literary agent Scott Meredith said he was consulted because it was thought that Baker would need help with the writing. "Baker's favorite author is Gerald Green and his favorite book is *The Last Angry Man*," Meredith told me early last year. Meredith represents Green and said that he had talked to the author about writing Baker's book. "Green wrote the two alleged Drew Pearson novels," said Meredith, "so he's had experience writing with other people."

JOYCE ILLIG writes regularly on the publishing scene for Book World.

(Meredith also represents the Drew Pearson estate.)

Underground Best Seller

POCKET BOOKS picked up the paperback rights to *The Total Woman* by Marabel Morgan, a \$5.95 book which has sold over 400,000 copies since its publication by Fleming H. Revell in December 1973. The hardcover edition sells at the rate of 70,000 copies a month and Pocket Books paid well over \$500,000 for the reprint rights. The "how to" guide for women, described as an improvement and revitalization plan for life and marriage, grew out of the author's personal search for an answer to marital problems. The former beauty queen's search was so successful that she started a "Total Woman" marriage enrichment course. She later decided to relate her own experiences, along with those of some of her pupils, in a book.

Morgan, who lives in Miami, is married to a lawyer and is the mother of two young girls. In a report from Pocket Books, Morgan said, "I do believe it's possible for almost any wife to have her husband absolutely adore her in just a few weeks time. She can revive romance, reestablish communication, break down barriers, and put the sizzle back into her marriage."

Dean on Campus

JOHN DEAN begins his six-week cross-country lecture tour today at the University of Virginia in Charlottesville. Dean's tour is set by the American Program Bureau in Boston, the world's largest lecture agency.

Robert Walker, president of the agency, said that during his 15 years in the lecture business, "I have never seen such response as there has been to Dean."

Up to the middle of next month, Dean has 7 to 8 dates per week on college and university campuses. He will receive from \$3,500 to \$5,000 per lecture. Some schools have reported that there is such interest from the public, as well as from the students, that they will charge an admission fee. Walker said one college already reported the scalping of tickets for Dean's lecture.

Among the American Program Bureau's other clients are Ralph

Nader, Ronald Reagan, Seymour Hersh, Bob Woodward and Carl Bernstein.

Guerillas in Two Volumes

ROBERT ASPREY'S *War in the Shadows*, a two-volume study of the guerilla movements—beginning in 512 BC with the Persian Emperor Darius overcoming the Scythians and ending with the Vietnam war—will be published in May by Doubleday. Each volume is over 600 pages and will be sold in a \$35 boxed set. The author has included 16 maps.

General Matthew B. Ridgway, General James M. Gavin, author Robert Shaplen and John A. Harrison, editor of the *Journal of Asian Affairs*, have called it the definitive history of guerrilla warfare.

The 52-year-old author, a former U.S. Marine Corps captain, is a professor at New College, Oxford. Asprey is an expert in the field of military history and has written five previous books. He spent 10 years working on these two volumes.

In June, Doubleday will publish *Madame Ambassador*, a new novel by Ned Calmer, in which any resemblance to Clare Booth Luce is said to be purely coincidental. Calmer is a former CBS News correspondent.

For "title of the month" in May, Doubleday should take the publishing prize with *Norma Jean the Termite Queen*, a first novel by Sheila Ballantyne, a Berkeley, California housewife. It's said to be this publisher's entry in the Erica Jong-Fear of Flying sweepstakes.

Money in the Bank

WEYBRIGHT AND TALLEY published *The Bankers* by Martin Mayer early last month with a first printing of 50,000 copies. The hefty \$15 price tag may have slowed sales at first, but over a recent 10-day period, the publisher reported 6,500 reorders and put the number of books sold at over 25,000.

Ballantine picked up the paperback rights in a prepublication auction, for a \$40,000 advance and escalators that could bring the price to \$165,000. Book-of-the-Month Club chose it as its main selection last month and the Fortune Book Club features it for March.