



Legacy Business Registry Staff Report

HEARING DATE OCTOBER 3, 2016

GREEN APPLE BOOKS

Application No.: LBR-2015-16-022
Business Name: Green Apple Books
Business Address: 506 Clement Street and 1231 9th Avenue
District: District 1
Applicant: Pete Mulvihill, Co-Owner, CEO
Nomination Date: March 22, 2016
Nominated By: Supervisor Eric Mar
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Green Apple Books is a 49-year-old independent bookstore and literary destination in the Richmond District. Located on Clement Street between 6th and 7th avenues, the business offers a large selection of new and used books, magazines, and music, and is considered a regional leader among bookstores. An anchor of the commercial corridor that has formed along Clement Street in the Richmond, Green Apple Books is also known for its note-worthy business practices. Its workers are unionized and it provides an example of successful succession planning, as three of its longtime employees have taken ownership of the business in recent years.

CRITERION 1: Has the applicant has operated in SF for 30 or more years, with no break in SF operations exceeding two years?

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

506 Clement Street from 1967-Present (49 years)
1231 9th Avenue from 2014-Present (2 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, the applicant has contributed to the Richmond District neighborhood's history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with the tradition of bookselling.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

- The business has contributed to the Richmond community's history and identity by serving as a long-standing neighborhood bookstore and literary destination for San Franciscans and visitors.
- The business has been cited in the following publications:
 - Hoodline, 3/27/2016, "A Conversation With Pete Mulvihill of Green Apple Books"
 - The New York Times, 10/28/2015, "36 Hours in San Francisco," by Bonnie Tsui
 - San Francisco Chronicle, 3/6/2016, "Green Apple Books"
 - The New York Times, Sunset Magazine, 05/2015, "Travel Insider Tips: Green Apple Books"
 - SF Gate, 4/15/2014, "Le Video survives thanks to partnership with Green Apple Books," by Joe Garofoli
 - Publishers Weekly, 3/28/2014, "Green Apple Named PW Bookstore of the Year," by Judith Rosen
 - San Francisco Heritage, 09/2014, "Sustaining San Francisco's Living History: Strategies for Conserving Cultural Heritage Assets"
 - The Wall Street Journal, 1/9/2013, "Bookstore Finds Novel Ways to Succeed as an Independent," by Shira Ovide

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, the subject business is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Green Apple Books qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Wooden bookcases, nooks and alcoves, shelf-talkers, mask collection, original gas light fixtures, and handmade signs in the interior of 506 Clement Street
- Vibrant selection of new and used books
- "Green Apple Books" neon sign (installed in 1983) located on primary façade of 506 Clement Street

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Green Apple Books currently located at 506 Clement Street and 1231 9th Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481

SMALL BUSINESS COMMISSION
MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

Small Business Commission Draft Resolution

HEARING DATE OCTOBER 3, 2016

GREEN APPLE BOOKS

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2015-16-022
Business Name: Green Apple Books
Business Address: 506 Clement Street and 1231 9th Avenue
District: District 1
Applicant: Pete Mulvihill, Co-Owner, CEO
Nomination Date: March 22, 2016
Nominated By: Supervisor Eric Mar
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR GREEN APPLE BOOKS, CURRENTLY LOCATED AT 506 CLEMENT STREET AND 1231 9TH AVENUE.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, with no break in San Francisco operations exceeding two years, and the Small Business Commission finds that the business has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, the business would face a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on October 3, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore



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SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT RESOLVED that the Small Business Commission hereby includes Green Apple Books in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Green Apple Books:

Physical Features or Traditions that Define the Business:

- Wooden bookcases, nooks and alcoves, shelf-talkers, mask collection, original gas light fixtures, and handmade signs in the interior of 506 Clement Street.
- Vibrant selection of new and used books.
- "Green Apple Books" neon sign (installed in 1983) located on primary façade of 506 Clement Street.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on October 3, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



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**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2015-16-022
Business Name: Green Apple Books
Business Address: 506 Clement Street
District: District 1
Applicant: Pete Mulvihill, Co-Owner, CEO
Nomination Date: March 22, 2016
Nominated By: Supervisor Eric Mar

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? X Yes No

Verified in SF OpenData as having a start date of 10/1/1968.

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? X Yes No

NOTES:

DELIVERY DATE TO HPC: August 22, 2016

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 1
市參議員、第一區



City and County of San Francisco

ERIC MAR
馬兆光

Regina Dick-Endrizzi
Director
Office of Small Business
Via Email: regina.endrizzi@sfgov.org

March 22, 2016

Re: Green Apple Books' Application to the Legacy Business Registry

I am writing this letter in strong support of one my favorite Richmond District businesses, Green Apple Books. Since 1967, Green Apple has served the Richmond District as one of San Francisco's iconic bookstores and a model small business that has served as a support and inspiration for other small businesses in the City.

Green Apple's owners also contribute to the community in a number of other important ways. Pete Mulvihill helped found the San Francisco Locally Owned Merchants Association, and he serves on the boards of the Northern California Independent Booksellers Association, the American Booksellers Association, and the Clement Street Merchants Association. Kevin Hunsanger advises Litquake and serves on the selection panel for the SF Public Library's One City One Book program.

The tremendous selection of books, magazines, and music has led Green Apple to be a regional leader among bookstores, and it has won numerous local awards for best bookstore, as well as Publishers Weekly's Bookstore of the Year in 2014, a national honor. The fact that its workers are unionized further adds to its progressive reputation within the small businesses community.

I personally patronize Green Apple Books and have always admired its ability to not only survive but also thrive during this time of transition within the publishing industry. It is a testament to the owner's acumen as business people but also to the tremendous popularity and loyalty that they have created amongst its customers. I am proud to nominate Green Apple Books as the Richmond District's next legacy business.

Sincerely,

A handwritten signature in blue ink that reads "ERIC MAR".

Eric Mar
Supervisor District 1

APPLICATION FOR
Legacy Business Registration

Legacy Business registration is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, and approval of the Small Business Commission.

1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Green Apple Books		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Pete Mulvihill Kevin Ryan Kevin Hunsanger		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
506 Clement Street San Francisco, CA 94118		(415) 387-2272
		EMAIL:
		pete@greenapplebooks.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.greenapplebooks.com	https://www.facebook.com/Green.Apple.Bo	http://www.yelp.com/biz/green-apple-books

APPLICANT'S NAME	
Pete Mulvihill	Same as Business Owner
APPLICANT'S TITLE	
co-owner/CEO	
APPLICANT'S ADDRESS:	TELEPHONE:
506 Clement Street San Francisco, CA 94118	(415) 387-2272
	EMAIL:
	pete@greenapplebooks.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0052408	

BACKGROUND INFORMATION
Founding Location: 506 Clement Street, SF, CA 94118
Current Headquarters Location: 506 Clement Street, SF, CA 94118
Operating in San Francisco since: 1967

NAME OF NOMINATOR:	DATE OF NOMINATION:
Pete Mulvihill	March 3, 2016

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
506 Clement Street	94118	1967--present
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input checked="" type="checkbox"/> Current Headquarters	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
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OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

3. Eligibility Criteria

Attach the business's historical narrative.

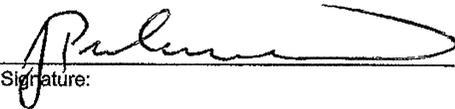
4. San Francisco Taxes, Business Registration, Licenses, Labor Laws, and Public Information Release

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.

Pete Mulvihill
Name (Print):

March 3, 2016
Date:

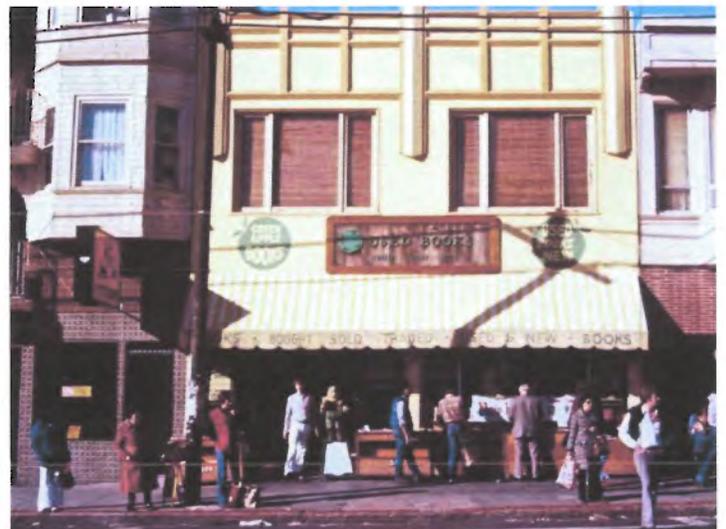

Signature:

Richard Savoy founded Green Apple Books in 1967. He was 25 years old, had done a tour in the Army and worked as a radio technician for United Airlines, but he had little business experience. With a deep love of the written word, some savings, and a credit union loan, he got a lease in a pre-1906 Richmond district building near the corner of Clement Street and Sixth Avenue, next door to a shoe repair business. His stock of used books, comics, and National Geographic magazines attracted a following in the neighborhood, one that continued to grow over the next 49 years.



Today, the shop covers about 10 times its original 750 square feet and has been perennially voted the best bookstore in the Bay Area by readers of the *San Francisco Magazine*, *7x7*, *Bay Guardian*, the *SF Weekly*, and various other papers, magazines, websites, etc. Over the years, as space became available, the store expanded, gradually doubling its width, adding a mezzanine and a second floor, and increasing the inventory of new books. In 1996, two storefronts became available a few doors down the street and Green Apple acquired Revolver Records, its neighbor for twenty years, thus adding new and used music to the mix. The store's selling space went from 5,000 to its current 8,000 square feet, allowing the book selection to expand.

The balance between new and used books has been fluid throughout the store's history; Green Apple strives to adjust to an ever-changing marketplace by varying its product mix, section sizes, etc. without ever losing focus on what makes it a great bookstore: an excellent selection of quality books in all subject areas. Despite all the other fun stuff--LPs, 750+ magazines, journals, cards, gifts, etc--85% of the store's sales are books.



The store's interior hasn't changed much over time. The gas light fixtures are still visible on the second floor. The stairs still creak and the dust fights back

against weekly cleanings. The store's exterior got a face lift in 2013, with a paint job, a new awning and a new storefront mural.

The biggest change to Green Apple is largely invisible. After years of hunting for a successor, Mr. Savoy assembled a team of three long-time employees to buy the business. Their gradual buy-out, which started in 1999, is a model of succession planning—it enabled Mr. Savoy to monitor the store's success and allowed the new owners plenty of time to learn from their mentor. It also spread the cost of buying the store and its huge inventory over ten years. The "new" owners, Kevin Hunsanger, Kevin Ryan, and Pete Mulvihill, absorbed all they could from Mr. Savoy to keep the store successful.

Since then, the store has continued to adapt, thrive, and take part in the broader San Francisco community. Pete Mulvihill helped found the [San Francisco Locally Owned Merchants Association](#); he serves on the boards of the [Northern California Independent Booksellers Association](#), the American Booksellers Association, and the [Clement Street Merchants Association](#). Co-owner Kevin Hunsanger advises [Litquake](#) and serves on the selection panel for the SF Public Library's [One City One Book](#) program. Green Apple also donates to scores of different schools and non-profits each year, re-investing in the community that supports the store.

Green Apple employees are represented by the [UFCW](#), Local 5.

Green Apple has evolved from a small neighborhood bookstore to a literary destination, even a tourist attraction for readers the world over. In 2014, it won *Publishers Weekly's* Bookstore of the Year, a national honor.

With an average of 450 transactions a day, Green Apple serves over 150,000 readers each year. A browse at Green Apple is part of the very fabric of San Franciscan's recreation. Everything that can happen in the world has happened within our walls: marriage proposals, literary readings, the discovery of new ideas and perspectives, a baby's first word, inspiration, earthquakes, chance meetings of neighbors and friends, and even death.

The very used books on the shelves literally reflect the city's interests, as we get all our books from readers who bring them in to sell second-hand.

The 506 Clement building, we are told, predates the 1906 earthquake. While not technically historic, the old gas light fixtures are visible on the second floor;

the tile at the entryway reflect past workmanship; and the scores of masks from all over the world bring a cultural flair to the space.

The art of bookselling, while not unique to Green Apple, is maintained daily. The store's "shelf talkers," including one by Mayor Lee, help customers choose from the thousands of books. And countless readers are steered to their next favorite book with the help of our warm, well-read professional booksellers.

The store looks much as it did throughout the years: wooden bookcases, lots of nooks and alcoves, handmade signs. The books may change, and the staff and customers come and go, but the same vibrant selection of new and used books packs every floor as it always has.

As for its relationship to the neighborhood and other businesses, Green Apple has long been an "anchor tenant," a destination that beckons readers into the fog. Several other local business neighbors, including Park Life and Foggy Notion, specifically sought locations near Green Apple when opening. We share customers with all sorts of other businesses, from Kamei Restaurant Supply to Burma Super Star, from Toy Boat Dessert Café to the Seedstore. And we work with these businesses on keeping Clement a vital corridor.

In 2014, Green Apple also opened a second location: Green Apple Books on the Park, adding eight more good jobs to the local economy and another literary outlet to the inner Sunset. The store has been warmly embraced by the community and features scores of free author events each year to connect local readers with authors from all over the world.

Green Apple is honored for its role in San Francisco history for almost 50 years.



May 25, 2016

To Whom It May Concern:

Green Apple Books is an iconic, world-famous bookstore. It is an anchor in the Richmond District, bringing tourists and locals to Clement Street for years. It is family- and locally-owned, and the owners are very invested in their neighborhood, in small businesses, and in the City. The owners have, for years, advocated for all small businesses, helping with information, time, and attending meetings with City leaders to help protect small businesses and keep us alive in SF. Green Apple has definitely helped shape the Clement Street corridor, and considering the recent difficulties faced by small-business owners in SF (including all City mandates and increased minimum wage laws), Green Apple is one of only a few deserving businesses that should be designated as a Legacy Business.

Respectfully,

Hilary Passman, owner
Devil's Teeth Baking Company
Sunset Reservoir Brewing Company

May 25, 2016

To Whom it May Concern.

Green Apple is one of the gems that make San Francisco a wonderful place to visit, a wonderful place to live and a wonderful place to talk about. . . . Set on one of the few un-gentrified streets, Clement Street, in our great city. Green Apple IS exactly what this Legacy Business idea is all about!

Jesse Fink
Toy Boat Dessert Cafe



WORTH APT. BOOKS

JERRY BOOKS

USED BOOKS NEW

BOOKS • BOUGHT • GOLD • TRADED • USED & NEW • BOOKS



GREEN APPLE Books

BOOKS
GREEN APPLE
BOOKS & MUSIC
NEW & USED BOOKS MUSIC & MORE
BOOKS



GREEN APPLE BOOKS

BOOKS

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BOOKS

廣泰隆銀行
WANG HUI'S RESTAURANT
WANG HUI'S RESTAURANT

廣泰隆







SF *Best of the Bay* 2007
BEST NEW BOOKSTORE
GREEN APPLE BOOKS

FAVORITE BOOKSTORE
Green Apple Books & Music
1st PLACE
San Francisco

2009 **GUARDIAN** SMALL BUSINESS
AWARD WINNER
CHILDREN'S LITERATURE
DEPARTMENT
Green Apple Books
GUARDIAN

BayList Winner
Direct Apple Books
Voted as the Best
WINNER
4
BayLIST
2010

Best BayAreaParent
of the **Best**
Green Apple
Best Children's Books
BayAreaParent
Family
Favorite
2011

EVOLUTION
Certificate of Honor
Green Apple Books

Certificate of Honor
Green Apple Books

San Francisco Chronicle
BayList Winner
Green Apple Books
Voted as the Best
Bookstore



2009 WINNER
GUARDIAN
BEST INDEPENDENT BOOKSTORE
GREEN APPLE BOOKS AND MUSIC
GUARDIAN

W
Green Apple Books

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Green Apple Books

best of the bay
Best Book Selection
Green Apple Books and Music

GUARDIAN
BEST CHILDREN'S BOOKSTORE
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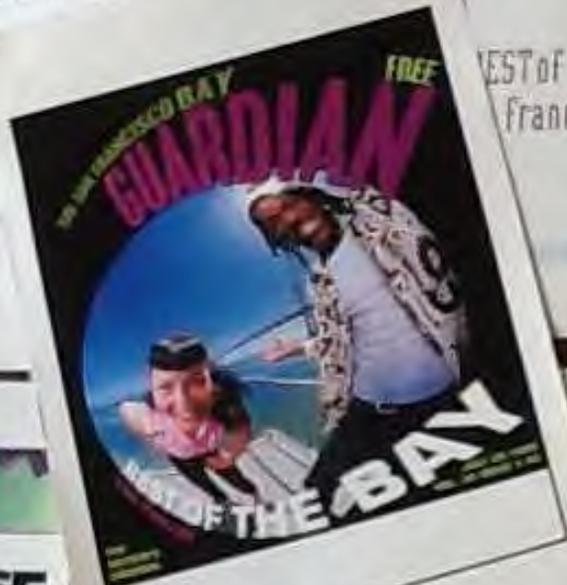
GREEN APPLE BOOKS
Winner

BEST
OF SAN FRANCISCO AND THE BAY

SF Weekly
Proudly Proclaims
Green Apple Books
Best Readers' poll winner

SF Weekly
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Green Apple
Best
Used-Book Store

SF Weekly
Best of SF '98



BEST of
San Francisco '97



DIAN

Best Bookstore
Green Apple

SUPER SF
Winner
1994
Best
Buy/Sell Bookstore
Green Apple
Books

SF WEEKLY

San Francisco Bay Guardian
Best of the Bay, 1993 Readers Poll

BEST BOOKSTORE — SF
Green Apple Books

GUARDIAN

Best of the Bay
Green Apple



Best Used Bookstore
Green Apple Books



THE SAN FRANCISCO BAY
GUARDIAN

CALIFORNIA LEGISLATURE

Assembly

CERTIFICATE OF RECOGNITION

GREEN APPLE BOOKS & MUSIC

SMALL BUSINESS AWARD

Having outstanding entrepreneurial spirit through expert management practices, innovation and customer service as well as being an active leader of its industry through leadership and service as a small business owner. Merely benefiting all the people of the City & County of San Francisco and the State of California

Assemblywoman
Fiona Ma
 Speaker pro Tempore
 January 17, 2014



STATE OF CALIFORNIA

Senate

Green Apple Books
 Small Business Award, District 1
 December 16th, 2013

Congratulations on being honored by Assembly Bill, Bill of Rights 1 for an exceptional and exemplary business. I commend your commitment to local San Francisco to provide excellent customer service and a brighter future for all Californians and thank you for all you do!

Alvin
 Senator
 January 17, 2014

Certificate of Honor

BOARD OF SUPERVISORS
 City and County of San Francisco



PREMISES
GREEN APPLE BOOKS

Kitty



STATE OF CALIFORNIA

Senate

Green Apple Books
 Small Business 23 or Future Candidates

Congratulations to you are honored on the occasion of the 2014 San Francisco Small Business Network Gala Awards Dinner. I commend your commitment and dedication to the celebration of small business and their contribution to the community. I further commend your business success and to you and your family in driving the San Francisco economic. Congratulations and thank you for all you do!

Alvin
 Senator
 January 17, 2014

STATE OF CALIFORNIA

Senate

GREEN APPLE BOOKS & MUSIC



GREEN APPLE BOOKS & MUSIC

CONGRATULATIONS ON BEING HONORED BY ASSEMBLY BILL, BILL OF RIGHTS 1 FOR AN EXCEPTIONAL AND EXEMPLARY BUSINESS. I COMMEND YOUR COMMITMENT TO LOCAL SAN FRANCISCO TO PROVIDE EXCELLENT CUSTOMER SERVICE AND A BRIGHTER FUTURE FOR ALL CALIFORNIANS AND THANK YOU FOR ALL YOU DO!

Alvin
 Senator
 January 17, 2014

CALIFORNIA LEGISLATURE

Assembly

CERTIFICATE OF RECOGNITION

Green Apple Books and Music

Small Business with More Than 25 Employees

In recognition of the hard work, expert management practices, innovation and customer service as well as being an active leader of its industry through leadership and service as a small business owner. Merely benefiting all the people of the City & County of San Francisco and the State of California

Ron
 Assemblyman
 January 17, 2014





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QUICKLINKS

Green Apple Named PW Bookstore of the Year

By Judith Rosen | Mar 28, 2014

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Green Apple Books in San Francisco is this year's PW Bookstore of the Year. That it was nominated by Bay Area colleague Sheryl Cotleur, frontlist buyer at Copperfield's Books in Sebastopol, Calif., should come as no surprise to those familiar with the 47-year-old labyrinthine bookstore, which has earned a name for itself for community involvement: for founding the San Francisco Locally Owned Merchants Association, participating on the boards of the Northern California Independent Booksellers Association and the Clement Street Merchants Association, and advising Litquake and the San Francisco Library's One City One Book program. In addition, Green Apple is the driving force

behind this year's 93-store strong inaugural California Bookstore Day, which is loosely based on Record Store Day and could serve as a prototype for a national bookstore celebration.

Over the years Green Apple, which carries both new and used books, has grown from 750 sq. ft. to more than ten times that size. When founder Peter Savoy put the store up for sale, three long-time employees—Kevin Hunsanger, Kevin Ryan, and Pete Mulvihill—began a gradual buyout. The three have created fun and quirky promotions like a midnight release party for IQ84 with free tacos and a can of Sapporo, and it has experimented with a set of YouTube videos/commercials, including one on hiring a new bookseller. (Hint: it's not just about reading.) It also has fostered some unusual partnerships by placing bookcases of used books in six indie cafes around the Bay Area, Cafe Green Apple.

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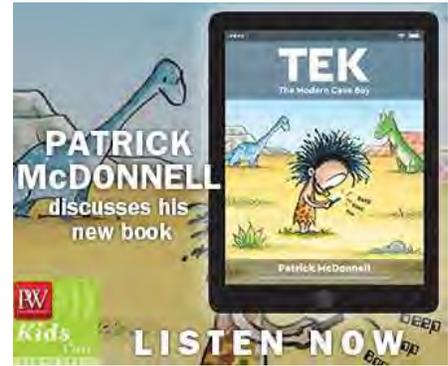
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Green Apple's whimsical approach to the book business has paid off with strong customer support. It has over 1,000 reviews on Yelp, most with four or five stars. Jaime L. asks, "Have you had a bite of Green Apple Books? No? Well, take one. Tastes like a local book store with some unparalleled uniqueness and variety. Seriously. As good as it gets. Green Apple books is yet another San Francisco landmark that deserves exceptional recognition." While JL complains with tongue firmly in cheek, "It's really not fair to lure innocent passers-by into a seemingly innocuous establishment to peruse the wares and then refuse to relinquish said passers-by for several hours."

For 2014, Teresa Rolfe Kravtin of Southern Territory Associates has taken the PW Rep of the Year Award. In her nomination, children's book author and illustrator Elizabeth O. Dulemba praised Kravtin for going above and beyond. "She really proved her chops on *The Twelve Days of Christmas in Georgia*.

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Best Summer Books



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Novels

She actually took it upon herself to help the author [Susan Rosson Spain] and I (illustrator) set up book signings all over our fair state two years in a row. I've never heard of a rep doing that. I wish Teresa could rep me for *all* of my books."

This is not the first time that Kravtin has been singled out as a sales representative. When she was a Southeastern sales rep for Penguin USA, she was named a Regional Rep of the Year for Penguin and a Sales Representative of the Year for the Southeast Booksellers Association. Kravtin speaks her mind on her blog, A Rep Reading. She covers American Wholesale Book Company and Books-A-Million for the group; her territory includes Georgia, the Florida Panhandle, and Chattanooga.

Look for in-depth interviews with the 2014 award-winners in the April 28 pre-BEA issue of *Publishers Weekly* magazine.



THE WALL STREET JOURNAL

Bookstore Finds Novel Ways to Succeed as an Independent

By Shira Ovide

Updated Jan. 9, 2013 9:42 p.m. ET

Pete Mulvihill's David and Goliath tale is the stuff of fiction.

Mr. Mulvihill is a co-owner of Green Apple Books, an independent bookstore known for its business savvy and staying power in a shrinking industry. After more than four decades, Green Apple has become a fixture in San Francisco's Richmond neighborhood, with its familiar green awnings and battered wood floors that creak with every step.

Now 41 years old, Mr. Mulvihill moved to San Francisco after he graduated from college in 1993. He started working on a temporary basis at Green Apple when "my savings ran out and I needed a job," he says.



Green Apple Books co-owner Peter Mulvihill, in his store in San Francisco. *ANNIE TRITT FOR THE WALL STREET JOURNAL*

Mr. Mulvihill moved through a succession of roles at Green Apple before becoming a manager. Then, more than a decade ago, Mr. Mulvihill and two other Green Apple employees agreed to buy out Richard Savoy, Green Apple's founder. Mr. Mulvihill, who declined to disclose the sale price, says he and fellow owners Kevin Hunsanger and Kevin Ryan took 10 years to pay off Mr. Savoy.

"I just loved books and the people who loved books," Mr. Mulvihill says, explaining why he was interested in book selling. "The challenge is adapting a business for changing times."

To reflect shifting reading habits and business in the Internet age, Green Apple has a Facebook page, a Tumblr blog, a book-of-the-month club and offers an option to buy electronic books. Mr. Mulvihill says he closely watches costs, including credit-card processing fees, and gets ideas from other bookstores he visits.

While Green Apple has outlasted many competitors, including the now-liquidated Borders chain, Mr. Mulvihill says Amazon.com Inc. is a formidable threat. Mr. Mulvihill says Green Apple is profitable and thriving, though he acknowledges most independent bookstores are lucky to squeeze five cents in profit out of every \$1 in sales.

Mr. Mulvihill recently discussed the joys and hurdles of running an independent bookstore, book-selling giants such as Amazon and his addiction to cookbooks. Edited excerpts:

WSJ: What prepared you to run a bookstore?

Mr. Mulvihill: I'm an unlikely small-business owner. From the age of 14 to 21, every summer I scooped ice cream at a coastal town in Delaware. When we were negotiating to buy Green Apple, someone said, 'Really, you're going to run a bookstore of 25 employees, when your only other job was scooping ice cream?' All three of us learned on the job.

WSJ: How do you compete against Amazon, Apple, Wal-Mart and other big companies that sell books or e-books?

Mr. Mulvihill: There have been a never-ending series of things that should have run us out of business. First we had a Crown Books down the street, and then the rise of the mega bookstores. We should have been gone a long time ago, [but] this year was better than last. We're not just treading water, we're doing better.

WSJ: Is Amazon your biggest threat now?

Mr. Mulvihill: They're definitely our biggest competitor. The only good news is California is finally making them [Amazon] collect sales tax.

One main advantage we have now is instant gratification. If someone is on their way to a kid's birthday party and forgot to buy a gift, they can come into our store. But when Amazon can deliver in a couple of hours, they eliminate that advantage.

[Amazon didn't respond to a request for comment for this article. The online retailer has a service in several cities—though not in San Francisco—to deliver orders the same day they are

placed. Last summer, Amazon's chief financial officer said the company didn't see a way to do same-day delivery "on a broad scale economically."]

WSJ: How has Green Apple changed to stay competitive?

Mr. Mulvihill: Mostly in small and incremental ways. We renegotiate credit-card processing fees every year. That alone can profit us \$5,000 to \$6,000 a year.

Some of it is watching the balance of products that we sell. We have catchphrases, including, "Sell more of what's selling." We used to have three [book]cases of kids' books and now we have 25. After 9/11, when travel plummeted, we shrunk the selection devoted to travel books, and now travel is booming again.

WSJ: What do you think of the trend toward e-books?

Mr. Mulvihill: I think the digital adoption is slowing a bit. I know a lot of people who get a device as a gift find it's not for them and then they come back to physical books. "50 Shades of Gray" is a great example. [Author E.L. James] wrote it as fan fiction as an e-book, and then Random House bought the print rights and we thought we'd get a few copies, and then it just flew off the shelves. And now we have used copies that feed the next year's worth of sales. People just wanted to read it, and they went to their neighborhood bookstores to buy it.

WSJ: What advice do you have for people who want to support bookstores like yours?

Mr. Mulvihill: If everyone paid cash, you make another 2% for that bookstore. Bring us a friend or a new customer once a year. We don't want people to shop here out of moral obligation or guilt. We want to provide serendipity, literary events.

WSJ: What are your personal book-browsing and buying habits?

Mr. Mulvihill: If I'm in a new town, I want to see the bookstore, because I feel it tells me something about the place. We did a house exchange with a family in southern Sweden, and I loved going to the bookstore there and seeing what was on display, and what books make it into translations from English.

The only kind of books I have too many of are cookbooks. I have 100 or something like that. The rule in my house is my wife makes me get rid of a cookbook whenever I buy a new one.

Write to Shira Ovide at shira.ovide@wsj.com

TRAVEL

36 Hours in San Francisco

36 Hours

By BONNIE TSUI OCT. 28, 2015

Don't blink or you'll miss the next "new" San Francisco. This is a city that's reinventing itself with every refresh of your Twitter feed, with cranes rising all over downtown and an army of young tech workers pouring into neighborhoods across the city. In the '60s, San Francisco was synonymous with the hippie counterculture; in the '90s, it was the dot-com boom (and eventual bust, in the early 2000s); more recently, it was the ripening of the Bay Area food movement. Now it's home to such new-establishment icons of the digital economy as Airbnb, Uber and, yes, Twitter. But don't be fooled by the shiny patina: San Francisco is more than just the physical headquarters of our virtual world. There are some things that haven't changed, and by themselves, are reason enough to revisit: the mind-boggling views along that glorious waterfront; the Mission's still-feisty, freaky, welcome-all-comers character; the meandering natural pleasures of Golden Gate Park. Even when classic San Francisco rubs up against new San Francisco, the friction, though at times contentious (Google bus protests, the anti-eviction fight), is also where the community-conscious activist roots of this city are as vital and visible as ever.

Friday

1. City by the Bay | 4 p.m.

Make time for a stroll along the Embarcadero, San Francisco's quintessential bayside pedestrian promenade. Your starting point is just south of the Bay Bridge, at Red's Java House on Pier 30. A no-frills waterfront dive the San Francisco Chronicle once called "the Chartres Cathedral of cheap eats," Red's has been around in some form or another since 1912, when longshoremen came for the cheeseburger-and-beer breakfast special. Nowadays, it's a favorite stop for Giants fans on their way to a ballgame at AT&T Park, home to the 2010, 2012 and 2014 World Series champs. Join the cheerfully egalitarian crowd for a sourdough cheeseburger (\$5.52) and a beer on the outdoor patio — it has a view that goes for miles.

2. To Market | 5:30 p.m.

It's hard to believe that it's been 12 years since the century-plus-old Ferry Building reopened as a grand marketplace and European-style food hall, after decades of blight and decay in the shadow of the former Embarcadero Freeway (which was taken down after the 1989 Loma Prieta earthquake). Though the Ferry Building has come to represent all the modern trends in the Bay Area food world, it hews to tradition with a thrice-weekly outdoor farmers' market, plus indoor food stalls in former ferry berths; the butcher, the baker and the cheesemonger are all on hand to talk to you. Just browsing is a pleasure: It's all eye candy, from the ceramics to the chocolate. And whatever your age, watching the ferries come and go never gets old.

3. Two Piers | 7 p.m.

Charles Phan, of Slanted Door fame, has shifted gears with Hard Water, a tiny, New Orleans-inflected whiskey bar and restaurant that opened in 2013 on Pier 3. The kitchen turns out a mean fried chicken — the better to soak up the powerful cocktails. Whiskey flights start at \$22, and are a gentle intro to a deep list. For a heartier meal, head two piers over to Michael Chiarello's Spanish-meets-California Coqueta, where the extraordinary paella — bomba rice with clams, shrimp, chorizo and broccolini in fragrant broth made from shellfish and jamón serrano, \$45 — is enough to feed three.

4. Nightcaps | 9 p.m.

A bar in the Mission is an appropriate place to end the night. At the divey, atmospheric Royal Cuckoo, great cocktails are the rule — try the Carnival Mule, with cachaça, ginger beer, Domaine de Canton, tangerine and lime — as is live music Wednesday through Sunday nights showcasing the house's old-fashioned Hammond organ. Outdoor drinking is an option at Zeitgeist, a punk-spirited biergarten and neighborhood institution; its native population is heavy on the bikers and bike messengers. Don't take selfies, or management might boot you out — service is gruff, and proud of it.

Saturday

5. Break Bread | 10 a.m.

Along 24th Street in the Mission, Mexican bakeries are still where mornings begin. For just a dollar or two, pick up sugar-dusted pan dulce or custard-filled pastries with your coffee at La Mejor Bakery or Panaderia La Mexicana, and watch the neighborhood wake up. Then head south for a climb up over windswept Bernal Hill to the sprawling Alemany Farmers' Market, said to be the oldest in the state of California, improbably situated near where Interstate 280 crosses Highway 101. The weekly market still offers the best cornucopia in the city: The greens alone regularly range from Chinese long beans, pea shoots and bok choy to dandelion, kale and mustard greens (about \$5 for three bunches). Can't fix what ain't broke.

6. Picnic in the Park | 12 p.m.

Bring your provisions for a picnic at the newly spiffed-up Dolores Park, where an \$8 million renovation made over the northern half of the park with new tennis courts; six acres of fresh, grassy splendor; and expanded restrooms (this last is critical to a comfortable afternoon). The other half of the park will get similar treatment in the coming year. What hasn't changed: the diverse crush of humanity, and the excellent vistas of the San Francisco skyline.

7. The People's Art | 1:30 p.m.

Take stock of the Mission's murals with Precita Eyes, a neighborhood arts organization that has been sponsoring local and international mural projects and offering classes for nearly four decades. Docents lead weekly mural walks (\$20, with discounts for students and seniors) through alleys and streets dense with color, and add stories and context to ever-shifting images that comment on everything from human rights to Hurricane Katrina.

8. Two Ways to Taste | 7 p.m.

Put yourself in the expert hands of some of the Mission's best neighborhood chefs. At Ichi Sushi & Ni Bar's airy new space, request a seat at the bar for omakase, or chef's choice, and be entertained by the jewel-toned march of seafood across your plate — perhaps wild salmon, sweet shrimp heads and lightly seared saba (about \$65 for 12 pieces). Or try the three-course menu and wine pairing at Heirloom Cafe (\$65), an elegant neighborhood spot that might smartly present a bavette steak and maitake mushrooms with a malbec. At both establishments, fresh, simple dishes and friendly service are standouts, and the price is right.

9. One for the Team | 9 p.m.

Bring friends for a game or two at the Mission Bowling Club, the city's first new bowling alley in 40 years when it opened in 2012. The owners, Sommer Peterson and Molly Bradshaw, wanted to conjure the intimate, friendly neighborhood alley of their youth — but with really good food (and sans fluorescent lighting). They've succeeded. Two of the six lanes are held for drop-ins most nights, but you'll probably want to make a reservation (reservations can be made a week ahead, \$35 to \$55 per lane per hour).

Sunday

10. Bookworms Welcome | 10 a.m.

First there was Green Apple Books: Opened in 1967, it's a literary institution. Now there's Green Apple Books on the Park, perfectly situated for a morning browse along the Inner Sunset's Ninth Avenue, just south of Golden Gate Park. Don't be fooled by the narrow storefront — the shop reaches far into the interior space, and is

big enough to be anchored by a dedicated children's area. Like its sister store, it also hosts events featuring an impressive lineup of writers, including such recent guests as Karl Ove Knausgaard, Maggie Nelson, Aleksandar Hemon and Molly Antopol. Afterward, stroll down the street and into Urban Bazaar to browse fair-trade and quirky, locally made gifts — belts made from old bike tires, screen-printed owl tea towels — and admire the boutique's charming little air plant and succulent nursery.

11. Seasonal Tastes | 11:30 a.m.

For a leisurely brunch, head to the sun-warmed back patio of Nopalito, a branch of Divisadero's beloved Nopa, for brightly flavored, vibrant Mexican: squash-blossom quesadilla, pork-shoulder pozole, and peach, avocado and lettuce salad with pumpkin seeds and cotija cheese (brunch for two about \$45). Or for on-the-go noshing, stop at the worker-owned-and--run Arizmendi Bakery for the excellent daily pizza: always vegetarian, always changing, always available by the slice (\$2.50, and it comes with a little bonus sliver) or pie.

12. In Residence | 1 p.m.

Every month, the de Young Museum in Golden Gate Park invites a new artist-in-residence to install art and work with the public during set hours at the museum's Kimball Education Gallery (free, 1 to 5 p.m. Wednesday through Sunday, plus Friday evenings until 8:45 p.m.). Recent artists have included Shawn Feeney, an artist and musician whose "Musical Anatomy" series featured an inventive tuning-fork helmet that visitors could wear — while he was playing it. In October, the San Francisco artist Carlo Abruzzese transformed census data into meticulous architectural paintings.

Lodging

Stay at the playful, tech-savvy **Hotel Zetta** (55 Fifth Street; hotelzetta.com; from \$163.20), well situated downtown in SoMa and near the Powell Street BART station; it's Viceroy Hotels' first San Francisco property and home to the Cavalier, a modern British-style gastro pub by the local restaurateur-chef team Anna Weinberg and Jennifer Puccio.

Or try the **Buchanan** (1800 Sutter Street; thebuchananhotel.com; from \$140), the latest revamp from Kimpton Hotels, with 131 minimalist, Japanese-influenced rooms close to Pacific Heights and Japantown.

Correction: November 8, 2015

The 36 Hours column last Sunday, about San Francisco, described incorrectly the state of the Embarcadero Freeway after the 1989 Loma Prieta earthquake. It was damaged and later torn down; it did not collapse from the earthquake.

A version of this article appears in print on November 1, 2015, on page TR5 of the New York edition with the headline: 36 Hours in San Francisco.

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Le Video survives thanks to partnership with Green Apple Books

SF Gate

By **Joe Garofoli**

Updated 2:48 pm, Tuesday, April 15, 2014

A month ago Le Video, the 34-year-old Sunset District institution with 100,000 titles, was preparing to close, joining nearly every other San Francisco video store in the death-by-digital graveyard.

But it has a new lease on life in its current Ninth Avenue location, The Chronicle has learned, thanks to a partnership with Green Apple Books - another longtime San Francisco business that has survived in an industry disrupted by technology.

On Aug. 1, Green Apple will open on the lower floor of the building owned by Le Video. The video store will move upstairs, into a space roughly a quarter the size of its longtime location.

For Le Video, the deal is a lifeline. But it's an expansion for Green Apple, which, like many local bookstores, has managed to weather the digital storm by tapping into the tastes and sensibilities of a sophisticated city that prizes locally owned businesses.

Compared with video stores, the independent booksellers that survived the rise and fall of the big box bookstores have done a better job leveraging consumers' visceral connection to their product and weaving themselves into their local communities.

That's one reason that while video stores are nearly extinct in San Francisco, there are nearly three dozen independent booksellers and no national chain bookstores.

"The narrative that all bookstores are not doing well is not true," said **Pete Mulvihill**, one of Green Apple's three co-owners. Last month, the industry trade Publishers Weekly named the 47-year-old Richmond District bookseller Bookstore of the Year.

Loving books

Even as e-book usage grows, most "e-readers are first and foremost readers - and most love books as physical objects, whether it be reading to children or sharing them with others," said **Kathryn Zickuhr**, a research associate with the **Pew Research Center** who has studied hardcover and e-book usage.

While more than half of Americans have a handheld device for reading e-content, print readership remains stable, according to a January Pew study. Among adults who read at least one book in the past year, just 5 percent said they read only an e-book.

And sales at Bay Area bookstores have actually increased. Hardcover book sales at San Francisco's independent bookstores increased by 8 percent in 2013 after an identical bump the year before, said **Hut Landon**, executive director of the **Northern California Independent Booksellers Association**.

But the same isn't true in the video world. Netflix and Hulu are dominant, and more TVs now come equipped with built-in online streaming capabilities to pipe their content into living rooms. Plus, additional content is available through devices like Apple TV or Roku. Hundreds of Blockbuster stores have closed over the past year.

Making matters worse, consumers haven't expressed nostalgia for VHS, DVD or even Blu-ray the way they do for books.

Fortunately for video fans in San Francisco, a marriage of cultural brothers will help both stores.

Despite moving to a smaller space, Le Video founder **Catherine Tchen** said her shop doesn't plan to dump any of its inventory, which includes roughly 20,000 titles that have yet to be digitized.

"Never, no," she said, "but it will be a challenge."

Le Video won't just benefit from Green Apple's rent payments - it could get customers too, as the shops will be connected.

Le Video averages about 120 customers on weekdays, while Green Apple draws 500 a day at its Richmond District flagship store. Its new space on Ninth Avenue will be about 2,400 square feet, or about one-third the size of its main location.

For 4 1/2 years, Tchen has poured more than \$1 million of her own money into Le Video to keep it afloat as its finances remained in the red.

But in March, when she almost didn't make payroll for the third time, she posted a note on Facebook that unless something happened, she would close the store by May.

"I have not taken a salary in 14 years," Tchen said from her home just outside of Portland, Ore., where she moved 14 years ago to have more space for her many cats and other animals. But since then, she had spent what was intended to be her retirement on keeping the store afloat "and I needed to be able to meet my mortgage, my health benefits."

An Indiegogo campaign for Le Video hit its \$35,000 goal, thanks to a recent \$10,000 donation from **Daniel Handler**, the author of the "Lemony Snicket" books. But that was a stopgap and the business needed more revenue. She anticipates that she will need to raise an additional \$30,000 to \$60,000 simply to prep the new space and make the move.

The new model for independent booksellers in San Francisco is simple: a 2,000- to 5,000-square-foot store in a neighborhood that gets a lot of foot traffic, said Landon.

"And it can't work in a shopping mall," he said.

Landon, who is also executive director of the San Francisco Locally **Owned Merchants Alliance**, anticipates the new Ninth Avenue location has the foot traffic to sustain both shops.

Shopping local

Over the past few years, Bay Area booksellers have led "shop local" campaigns that have brought more attention to local businesses, said Landon. Green Apple has done unique partnerships, like one with the dating site OkCupid, which used the bookstore as a meeting spot for events a couple of times over the past few months.

As they've survived the last recession, they've come to rely on an economic camaraderie. On May 3, for the first time, all independent bookstores in Northern California will host a day full of promotions and special events and sale items.

"The reason we can do that," Landon said, "is because we can."



Photo: Sam Wolson, Special To The Chronicle

Maya Falkenberg looks around for a film to rent on the second floor of Le Video in San Francisco's Sunset District.



Photo: Lea Suzuki, The Chronicle

Kevin Hunsanger (left), Pete Mulvihill and Kevin Ryan, co-owners of the Green Apple Books store.



Photo: Sam Wolson, Special To The Chronicle

Robert A. Martin rents a Hitchcock film at LeVideo in San Francisco on April 12th 2014. Martin was an extra in Hitchcock's last film Family Plot.



Photo: Sam Wolson, Special To The Chronicle

Charlie Chaplin's face on the wall at LeVideo in San Francisco on April 12th 2014.



Photo: Sam Wolson, Special To The Chronicle

One major appeal of Le Video in San Francisco is that the 34-year-old store has 100,000 titles, letting video aficionados come across such unusual items as this Betty Boop collection. Most of the city's video stores have already gone out of business.



Photo: Sam Wolson, Special To The Chronicle

John Chester looks at some of the used films for sale at Le Video in San Francisco.

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A Conversation With Pete Mulvilhill Of Green Apple Books

Hoodline

Sun. March 27, 2016, 9:40am



Pete Mulvilhill. (Photos: Stephen Jackson/Hoodline)

Back in 1967, a man named Rich Savoy had just finished a stint in the Army and a short tenure as a radio technician for United Airlines. But what he really wanted to do was open a used book and magazine store—a dream he realized when he founded [Green Apple Books](#) on Clement Street. Over the years, the store has expanded as surrounding units became available, and today it proudly stands as a massive destination for SF bookworms.

Savoy is no longer a part of the business, having sold it off to three employees, Kevin Ryan, Kevin Hunsanger, and Pete Mulvilhill, over a ten-year period. It's a process admired by many in the small business community as a paragon of how to keep a historic shop running.

We caught up with Mulvilhill in a tiny upstairs corner of the store to chat a bit about "succession planning," the importance of a good bookstore, and what it means to advocate for the survival of independent merchants in San Francisco.



Where are you from, and how did you get here?

I am from Bethesda, Maryland—D.C. suburbs. I moved here right after college because I didn't want to live in D.C., but I wanted to be in a city with good culture and nature.

Tell us about some of the events that led to you working here.

I moved here right after college. I was hoping to be in journalism, but I was under-qualified. It was 1993, a rough patch for the economy, so I took temp jobs. Eventually, a temp agency placed me here in this very nook where we are now. When I started, 22 years ago, this used to be the bookkeeper's office.

The store had just had its 25th anniversary, and they'd had a bunch of events to celebrate it, and the bookkeeper was kind of running that. So he was behind in his bookkeeping, and I was just doing office-y things for a couple weeks. Then he liked me, thought I was doing well, and recommended me to the owner, Rich Savoy.

So then I worked in the receiving room for six months. Things developed and I got promoted, then eventually, me and two other guys bought the store from the original owner.



Tell us about the process of transferring the ownership of the business. It sounds like a good example of how legacy businesses can work in San Francisco.

Yeah, and actually we've given quite a few talks about this. It's called "succession planning," when a business owner is getting older and wants to sell the business or move on. Bookstores, in particular, are very investment-heavy.

It takes a lot of cash to open a bookstore and just get the inventory—for example, 100,000 books. Especially new books, if you think of them as \$10 or \$12 each at cost, you're talking about a million dollars worth of inventory. Most people who have a million dollars would get a better return on it doing almost anything else. A lot of stores don't successfully sell because it's very expensive, and obviously the fixtures and the brand name are worth something.

The owner knew that he couldn't just sell the store and get a couple million dollars for it, which is what it was worth. He also owns the building, and he wanted to make sure whoever bought the store from him would keep it going for a long, long time.



So he assembled a team of three booksellers who worked for him—myself and two other guys—and worked with us for a couple years while we negotiated the price, learned more from him, worked out legal agreements and those kinds of things. Then we had a 10-year buyout. Every year, we would give him a chunk of money, and buy more shares of the store.

He had more or less stopped working a year or two into that, so he got 10 years' worth of solid income and he got a tenant that pays him a good rent. So for him, it was a win-win. We also had benchmarks, so if we failed or screwed up somehow, he'd be able to reclaim the store.

And when did this occur?

Let's see, the 10-year buyout officially ended around 2008, so it started officially around 1998. But it started unofficially a year or two before then. He's still our landlord, so we send him a check once a month, but he's not otherwise involved in any way.



What sets Green Apple apart from other bookstores? Why is it so special?

Really, the reason we are still here and still thriving is because customers have chosen to make that so. Literally every time someone spends money on Amazon, versus Green Apple, they are voting on what they want their city or their future to look like. It's the same thing with hardware stores, or children's clothing or shoe stores. When you shop on Amazon, you are voting that you don't want shoe stores in your neighborhood, you don't want hardware stores in your neighborhood, you don't want bookstores in your neighborhood.

If you don't spend your money there, they're not going to be there. So far, we're still here because roughly 400 people a day come through and buy something. Ultimately, the only reason we're still here, even with all the smarts, or experience, or energy, or enthusiasm—whatever it is that we've done right—the only reason we're still here is because people have decided that we're worth it. Even though books might cost a little more here than they will on Amazon, people still think that it's worth it.



What do you think makes that difference to people?

I think it also has to do with the fact that people can browse, instead of searching the way they do on Amazon. They can discover things they wouldn't otherwise discover on Amazon. I also think there's beauty in the store, both in the physical books and in the shelves and the worn floors. There's a sense of community, especially in [our 9th Avenue store](#) [in the Inner Sunset] that's doing all these events with a great literary community.

I also feel that people are getting that 'shop local' message, that if they don't shop at these local, independent stores, they'll go away. And they don't want them to go away. They don't want a city where Amazon just delivers whatever they need and they never get to leave the house. There's this concept of a "third place." There's home, then there's work, but there's gotta be a third place in the world. For some people it's the bar, for some people it's the gym or a yoga studio, and for some people, it's the bookstore.

Finally, all the people who work here contribute. There's 28 people who work here, and they all write these little shelf-talkers and they all help decide which books we carry. There's a guy who knows everything about LPs, so he has a killer LP selection. There's another person who knows magazines, so we have 700 magazines. All these people add up through their efforts and energies to create the store, and it really reflects back on the community, because we only buy what we think we can sell. Really, it's kind of a mirror to the customers, in a certain way.



Employee "E.H." assesses the resale value of a parcel of used books.

What's in store for the future?

Well, we opened the 9th Avenue store almost two years ago, August 2014. I highly doubt we'll open another bookstore, but that store's doing great.

It's our 49th anniversary, so we're kind of scheming something up. Normally, you'd wait 'til the 50th, but it's San Francisco and there's the seven by seven = 49 thing, then the 1849 thing. So we think the 49th anniversary is notable in and of itself. We'll be doing a fun thing in early April, and we're planning more of an anniversary celebration in the fall. We are just now talking about what we're going to do. Then for the 50th, we'll do everything we can to just make it an epic party.

Finally, we have this little annex store that we had been using for calendars, but since calendars went away, we've been having this clearance sale over there. However, on April 1st, [3 Fish Studios](#) is going to open a pop-up shop in that space for five or six months, through the summer. We're really excited to do that and partner with another independent business. We've never done anything like that before, but we're just continuously trying to adapt and build bridges.

IN THE DUST OF THIS PLANET!

FOR ANYONE WHO HAS EVER BEEN FASCINATED, TERRIFIED, OR BOTH BY THE SUPERNATURAL, EUGENE THACKER HAS WRITTEN THIS NEAT BOOK ON 21ST CENTURY THOUGHT AND THE HORROR GENRE. FROM WITCH TRIALS TO FAUST TO BLACK METAL, THACKER DELVES DEEP INTO OUR SOCIETY'S OBSESSION WITH THE MACABRE, OUR SECRETIVE LOVE AFFAIR WITH THE MORBID! NOT FOR THE FAINT OF HEART! -JOHN



GREEN BOOKS





Sue Bob the Book Dog's Top Ten Reasons to Shop at Green Apple Books During the Holidays

10. Named 'Best Bookstore in the Bay Area' by The Bay Guardian
9. Discounts on lots and lots of new books (not to mention used books)
8. Free gift wrapping
7. Complimentary Christmas cookies during the last mad weekend

6. Good looking, all-knowing staff
5. No Bobby Vinton played in the store
4. Astounding selection of Christmas cards, Hanukkah cards, birthday cards...
3. Commemorative Green Apple ballpoint pen given out with every purchase of \$500 or more
2. Open until 10 Sunday thru Thursday and until Midnight on Fridays and Saturdays
1. Store heated and lighted at no extra charge

FLOWERS

by Robert Mapplethorpe

Now here's a nice safe subject upon which Mapplethorpe can work his unique artistry without offending too many people. This is a breathtakingly beautiful collection of flower photographs, all in intense, full-color reproductions. The photographs included range from images of the 1980s to many taken in the months before his death. The latter, in particular, are astounding in their intensity. A truly stunning book.

~~\$50.00~~ Discounted 20% to \$39.96

Bulfinch Press

WILLIAM WEGMAN

Paintings, Drawings, Photographs, Videotapes Edited by Martin Kunz

For 20 years Wegman has been a force in the art world. He is unique among artists in that he has had a strong influence on younger artists in the avant-garde, while attracting a large popular following. This is the first complete retrospective view of his work in four mediums: painting, drawing, photography, and video. A lively interview with the artist sets the stage for essays on each aspect of his work. Included is a large section of photographs of Wegman's weimaraner Man Ray from the 1982 collection *Man's Best Friend*.

~~\$39.95~~ Discounted 20% to \$31.96

Abrams

MY TIBET

by The Dalai Lama Photographs by Galen Rowell

The Dalai Lama says, "My religion is simple. My religion is kindness." This book movingly elaborates this message: here the Dalai Lama offers his views on how world peace, happiness, and environmental responsibility are inextricably linked. He explains the meaning of pilgrimage for Tibetan Buddhists and gives an engaging account of his early life in Lhasa, the capital of Tibet. In addition, he reveals many sides to his nature — compassion, profound faith, common sense, generosity, a playful sense of humor — in personal reflections matched here to 108 photographs of the land he hasn't seen since 1959. Together, the breath-taking photographs, which express Rowell's own commitment to the natural world, and the Dalai Lama's observations help preserve the enduring meaning of Tibet's culture, religion, and natural heritage.

~~\$35.00~~ Discounted 20% to \$27.96 Publishing Date: October

THE GREEN APPLE BOOK BAG

Accesorize yourself with a Green Apple brand canvas book bag, available in red and beige and going fast at a minuscule \$4.95.

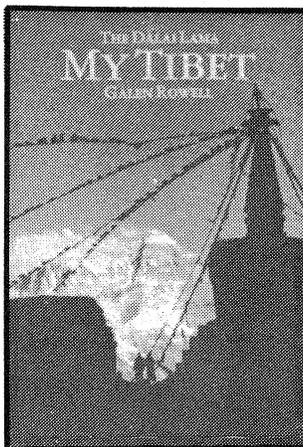
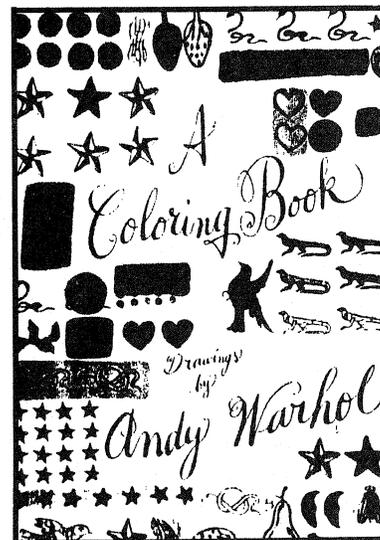
A COLORING BOOK

Drawings by Andy Warhol

Originally commissioned in 1961 by a company for whom Warhol did advertising illustrations, intended as a gift for clients and their children, this is unlike any coloring books ever seen — a veritable bestiary teeming with whimsical renderings of all manner of animals. There are 12 beautiful four-color original drawings (including reproductions of the artist's own delightful renditions) printed on oversized, heavy-stock pages.

~~\$24.95~~ Discounted 20% to \$19.96

Simon & Schuster Publishing Date: October



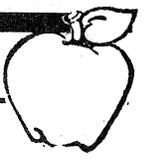
AMISH

The Art of the Quilt

You may have seen this exhibit at the DeYoung Museum. Here brilliantly photographed in full-color and presented for the first time in a book are 82 masterpieces of American quilting selected from one of the country's finest repositories of classic Amish quilts, the Esprit collection. All were conceived and stitched by women of Lancaster County, PA, between 1870 and 1950. All are profoundly "home-made" creations, geometric in pattern, works of practicality and simplicity that reflect the essence of Amish principles. ~~\$100.00~~ Discounted 20% to \$79.96 Knopf



CALENDARS CALENDARS CALENDARS



**OVER 500 DIFFERENT CALENDARS
TO CHOOSE FROM!!!**

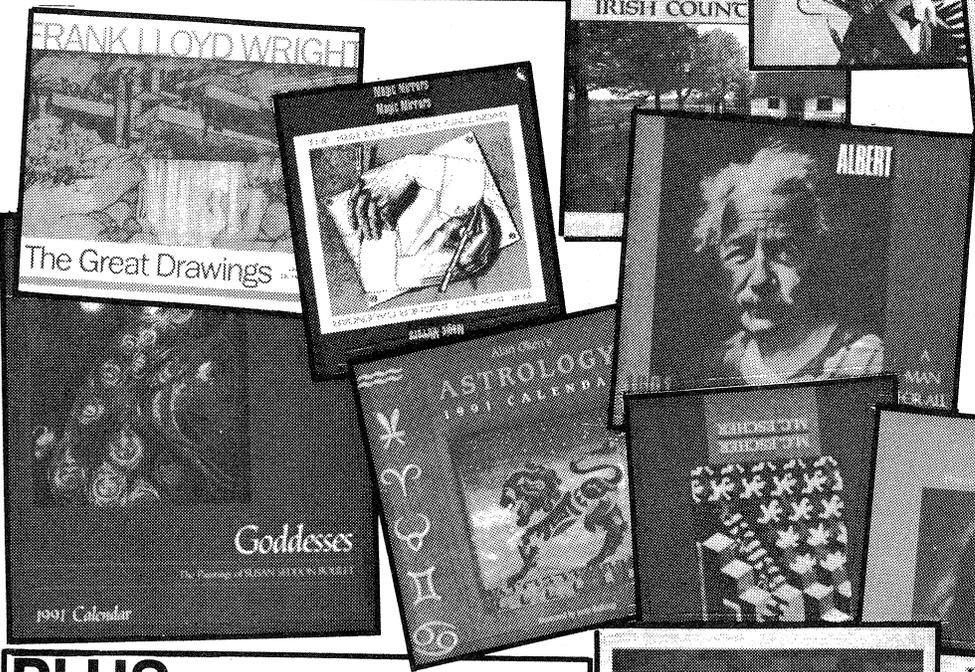
Shadows: Portraits of native Americans \$9.95
 Shaman \$10.95
 Magic Mirrors: M.C. Escher \$9.95
 Classic Jazz Photographs \$9.95
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 Abstract Expressionism: \$16.95



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 Flowers from East and West: \$10.95
 French Impressionism: \$10.95



PLUS...

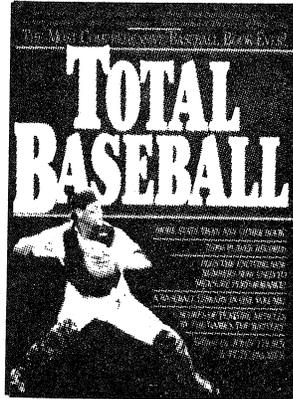
Calendars for people who love Books, Trains, Planes, Baseball, Frida Kahlo, Dali, Sailboats, Pop Art, Birds of the Rainforest, Buns, The Grateful Dead, Yosemite, Swimsuits, Trout Flies, San Francisco, Fruit Crate Art, Cats, Andy Warhol, Dolls, The Law, Skiing, Elvis, The Far Side, Football, Remarkable Women, Matisse, Victorian Houses....

TOTAL BASEBALL

by John Thorn and Pete Palmer

We're talking baseball. We're talking take every other fat old statistic filled book, every reminiscence of the glory days of the game, and every analysis by the best baseball writers in the country, add in statistics no one's ever even thought of before, and you've got *Total Baseball*. 2300 pages, and Sue Bob the Book Dog says, "A grand slam of a book that no fan should be without (though you should get someone else to carry it around for you)."

\$24.98 Originally \$49.95



**ERNEST HEMINGWAY
REDISCOVERED**

Photographs by Roberto Herrera Sotolongo Text by Norberto Fuentes
A scrap album concentrating on Hem's later years in Cuba. See Hem with Fidel Castro. Captain Hem motoring his boat and dragging in marlin. Hem hunting lions in Africa. And see Hem just basically lounging around playing the role of grand old man of American letters. The photographs are all by the man who was Hem's personal secretary for 20 years. They were hidden away until Sotolongo's death in 1970. "It is highly unlikely" says Norberto Fuentes "that any other visual material of this importance will ever surface again."
\$17.98 Originally \$39.95

GEORGIA O'KEEFFE IN THE WEST

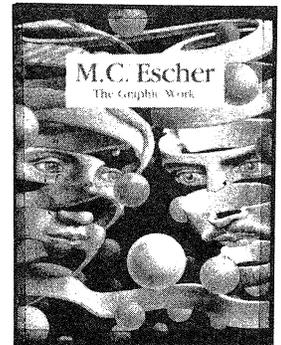
Edited by Doris Bry and Nicholas Callaway

Georgia O'Keeffe first visited Taos in 1929, on the recommendation of a friend who thought she would enjoy the vast open spaces and brilliant light of the southwest. O'Keeffe had briefly visited the area years earlier, but this summer was an artistic epiphany for her. According to her friend Mabel Dodge Luhan: "Wonderful was a word that was always on her lips.. 'No one told me it was like this.'" This huge book contains no text, just large 4- and 5-color offset reproductions, very fine quality indeed, of O'Keeffe's work from this period. This is the first comprehensive exploration of this aspect of her life and art.
\$49.98 Originally \$100.00 Knopf

M.C. ESCHER

The Graphic Work Introduced and Explained by the Artist

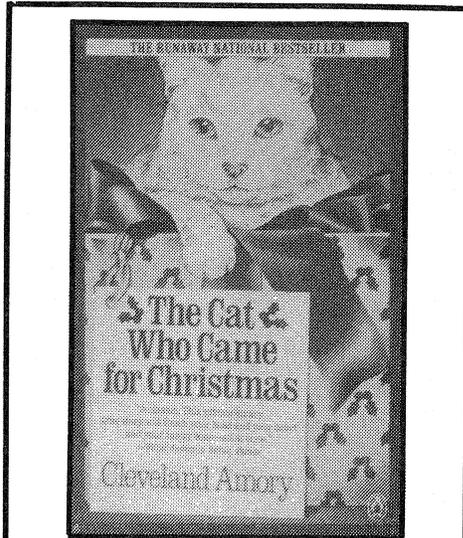
Reproductions of all the Escher drawings you know so well, some in color, all guaranteed to cause wonderment and befuddlement and amazement and astonishment and to challenge your basic notions of perspective.
\$7.98 Taschen



JAZZ GIANTS

A Visual Retrospective Compiled by K. Abe

Nat Hentoff calls this a "photo microcosm of living jazz history." All the greats are here in living black and white: Louis Armstrong, Count Basie, Miles Davis, Duke Ellington, Billie Holiday, Thelonious Monk, Charlie Parker, Lester Young, and literally hundreds more. The pictures provide access to the surging energy of the jazz environment. The giants of this music are seen in concert, on the nightclub stage, and in the process of creating what would become historic recordings. This is a rare and invaluable insight into the history and ambience of this uniquely American music.
\$34.98



THE CAT WHO CAME FOR CHRISTMAS

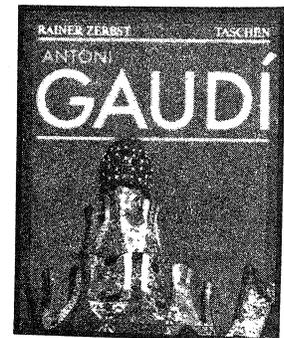
by Cleveland Amory

Green Apple has laid in a secret supply of this holiday bestseller and is practically giving it away for a mere \$2.98. This is the story of Amory and Polar Bear, the stray cat he rescued one Christmas. Paul Harvey, of all people, says, "You will smile all year ... Cleveland Amory has written a book of delights about a Manhattan odd couple — a bachelor writer who was set in his way and a stray cat with a domestic policy of his own."
Originally \$7.95 Now only \$2.98
Penguin

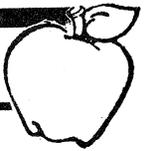
ANTONI GAUDI

by Rainer Zerbst

This perennial Green Apple bestseller is one of the best books available on the wacky man of architecture. Looking at his work today one realizes that not only was Gaudi ahead of his time, but that his time maybe still hasn't arrived! With lots of full-color photos of all of his major works, from the Casa Vicens to the Sagrada Familia, and accompanied by an illuminating text.
\$24.98 Taschen



BARGAIN BOOKS

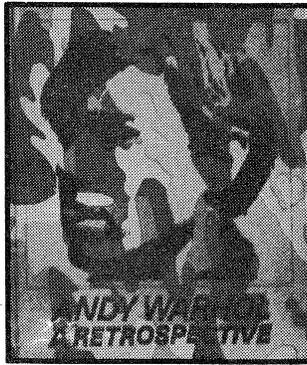


ANDY WARHOL: A RETROSPECTIVE

Edited by Kynaston McShine

The book that accompanied the first full-scale Warhol retrospective at The Museum of Modern Art in New York last year. This fat book, almost 500 pages, has as much full-color Warhol reproduction as a body could want: handpainted images of 1960-62 (including advertisements and comic strips); portraits of 1962-64 (Marilyn Monroe, Elvis Presley, Jackie Kennedy, et. al.); the disaster images of 1962-67 (car crashes, atomic bomb blasts); Campbell's Soup Cans, Flowers and Maos. Yowza! Originally published at \$60.00, now a slim \$39.98, but quantities are limited and once they're gone they won't be back, so don't miss out.

\$39.98 The Museum of Modern Art



EVA LUNA

by Isabel Allende

With a new novel featuring the heroine of *Eva Luna* due out soon, you will no doubt want to catch up on her story. *The San Francisco Chronicle* said of this book: "An exotic dance that beguiles and entices..The enchanted and enchanting account of a contemporary Scheherazade, a wide-eyed South American teller-of-tales who triumphs over harsh reality through the creative power of her own imagination...Imaginative, original, convincing, pointed and spiced with good humor and wit." We have several copies of this book in hardback, first editions all, so grab them before they become collector's items.

Originally \$18.95 Now Only \$4.98

DALVA

by Jim Harrison

Dalva has many lovers, but her first and great love is a half- Sioux whose illegitimate child she bears. This is the story of Dalva's search for her lost son who was given away for adoption. It is also the tempestuous and strange history of Dalva's family as told by her pioneer ancestor, a naturalist and explorer, who vividly re-creates in his diary the trials of the Indians with the invasion of the white man. Hardback. Originally \$18.95 Now Only \$4.98

KATHE KOLLWITZ

Works in Color Edited by Tom Fecht

The Christian Science Monitor has called her "almost certainly [the twentieth-century's] one truly great woman artist." Yet her exquisite color works have long been neglected. Most of the color prints and drawings, water colors, oil paintings, and pastels included here have never before been reproduced in their original colors. A surprising sensuality and lyricism emerge, perhaps most of all in the luminous early nudes. Tom Fecht's introduction offers a fascinating overview of Kollwitz's color works and their relationship to the rest of her art, and suggests how they came to be overlooked for so long. Originally \$49.95 Now only \$19.98 Schocken

TERENCE CONRAN'S NEW HOUSE BOOK

The Complete Guide to Home Design

Whether you want to build your dream house, remodel a nursery, or simply reorganize space, this is the book for you. Chock full o' photos and charts and checklists to give you inspiration and guidance.

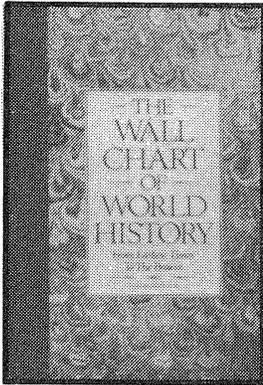
\$24.98 Portland House

THE WALL CHART OF WORLD HISTORY

From Earliest Times to the Present

Exactly what it claims to be, a wall chart of world history that, when fully extended, stretches out to 15 1/2 feet in length. Follow history from its beginnings with Adam and Eve (this, by the way, is a facsimile edition of a wall chart first sketched out in the 19th-century, so certain allowances must be made) through the rise and fall of the Babylonian Empire, the glory days of Greece and Rome, through wars and plagues and births and deaths right up to the 20th-century (a few amendments have been added to the 1890 edition). Colorfully illustrated and annotated, this wall chart is great fun and educational to boot.

\$19.98 Dorset



VAN GOGH

The Complete Paintings Edited by Ingo F. Walther and Rainer Metzger

This 2-volume slipcased edition of Van Gogh's complete paintings was printed in Germany, and is pretty nice. Camille Pissarro said of Van Gogh: "I knew this man would either go insane or leave us all far behind. I never thought he would do both." Volume one of this edition (with 376 color and 102 black and white reproductions) documents the making of an artist. The study follows Van Gogh from the first drawings made in a mining community where he was a lay preacher through his Paris years and his encounters with Impressionism, Pointillism, and Japonism. Volume II picks up at Vincent's optimistic departure for Arles in 1888 to his death at Auvers-sur-Oise in 1890. Together the two volumes comprise maybe the most detailed look at Van Gogh's artistic growth and mental decline available.

\$79.98 Taschen

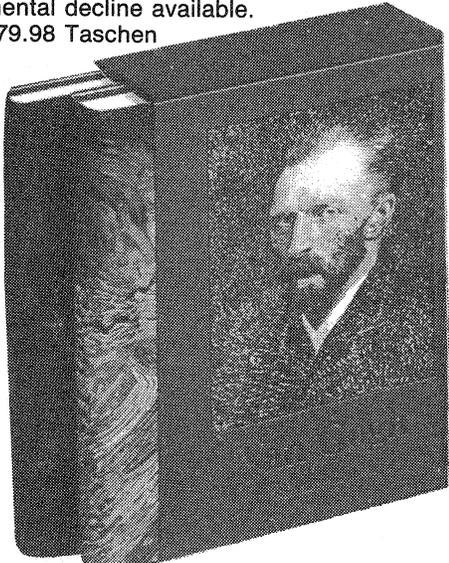


DIX OTTO

1891-1969 His Life and Works by Eva Karcher

A fascinating overview of the life and works of the bad boy of German Expressionism. Otto summed his art up best when he said: "It is my wish to come very close, strikingly close, to the times in which we live, without submitting to artistic dogma...I need the connection to the world of the senses, the courage to portray ugliness, life as it comes."

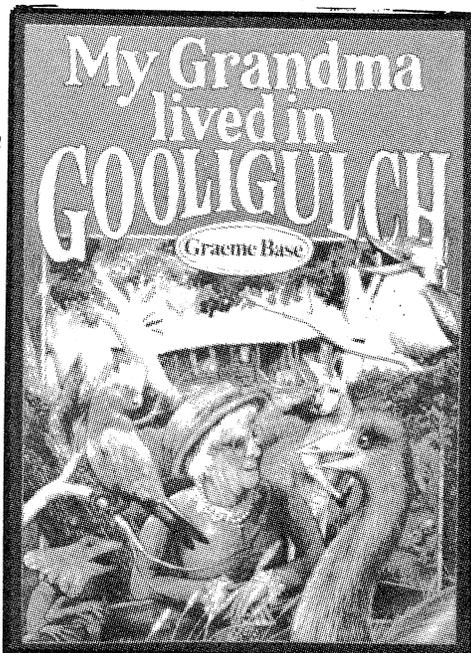
\$19.98 Taschen



MY GRANDMA LIVED IN GOOLIGULCH

by Graeme Base

From the creator of *Animalia* and *The Eleventh Hour*, this a fantastic journey "Down Under," where Grandma shares her house with bandicoots, goanas, and emus, rides kangaroos bareback, and flies off on vacation in the beak of a pelican—with a wombat for a companion!
\$12.95 Abrams



THE ELEVENTH HOUR

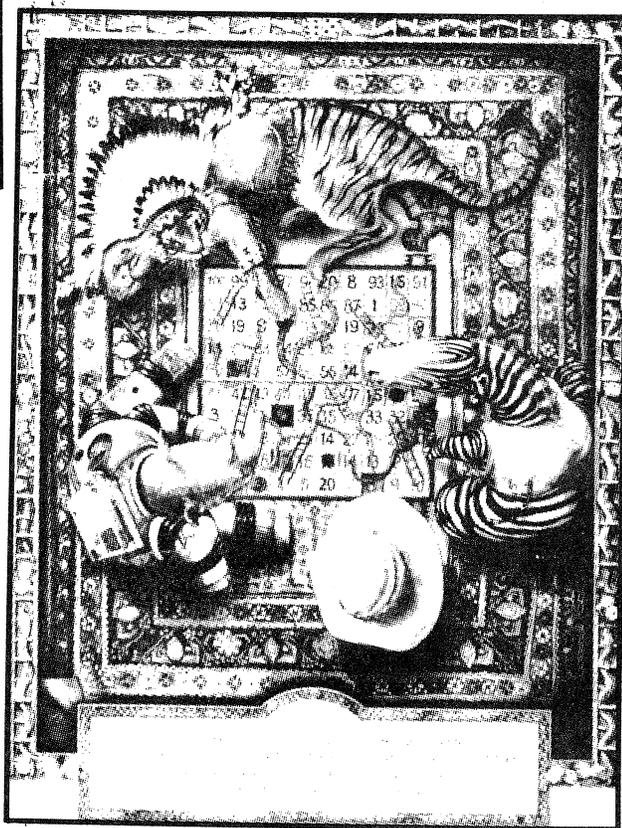
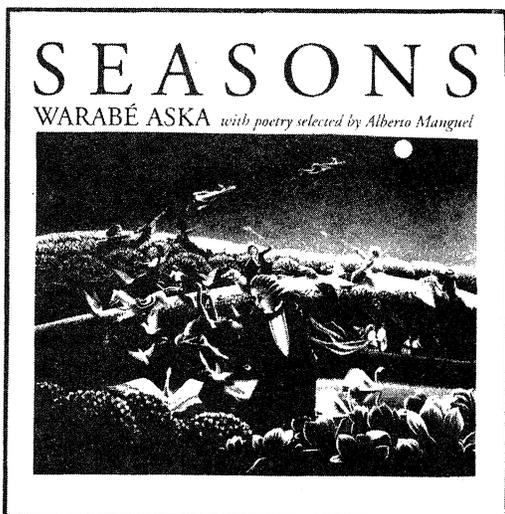
A Curious Mystery by Graeme Base

When Horace the elephant turns eleven, he celebrates in style by inviting his friends to a splendid party. Fine music, games, and the promise of a magnificent feast prepared by Horace himself (everyone knows elephants are the world's best cooks!) make this costume gala a most special event. But little does Horace know that when the party-goers gather for the banquet, a curious mystery will be revealed. None of the eleven animals is above suspicion when the clock strikes *The Eleventh Hour!* Graeme Base has filled the pages of this wondrous book with rhyming text and gloriously detailed illustrations, each one containing cryptic visual clues and hidden messages that will keep sleuths searching happily for hours for the answer to the mystery.
Abrams \$16.95

SEASONS

by Warabe Aska

A journey through the four seasons of the year is reflected in this collection of outstanding poetry and stunning art. Each season is represented by five paintings that are accompanied by poetry — from the United States, Finland, England, China, Ethiopia — by authors both famous and unknown, ancient and modern. Warabe Aska's vibrant images not only are wonderful to look at but also provide numerous opportunities for examination and discussion. The broad range of the text offers many perspectives from varied cultures, and each selection includes background material that introduces the poet and places the text in its historical or cultural context.
\$15.95 Doubleday Publishing Date: October



THE GLORIOUS IMPOSSIBLE

by Madeleine L'Engle

L'Engle portrays the life of Christ for young readers in prose inspired and complemented by Giotto's glorious frescoes from the Scrovegni Chapel in Padua. An unusual and beautiful book.
\$19.95 Discounted 20% to \$15.96
Simon & Schuster



FINE ART PUZZLES

Hours of fun for the whole family as you try to reassemble works of art by such favorites as Renoir and Monet, Georgia O'Keeffe and Winslow Homer. To make it even more fun, you can all pretend that the Van Gogh puzzle sitting in front of you is *really* the actual painting of *The Wheat Field* that has been chopped into little pieces by an art hater and that you've only got an hour before it is to be auctioned at Sotheby's, or you'll lose \$55 million.
Still only \$8.95

CHILDREN'S BOOKS

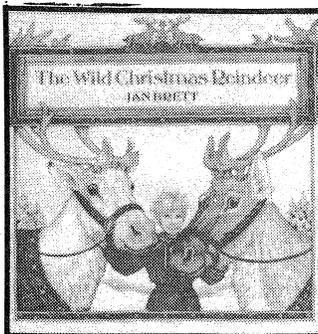


WILD CHRISTMAS REINDEER

by Jan Brett

Santa asks Teeka to ready the reindeer for flight on Christmas Eve. Teeka, both excited and worried, finds that strict discipline is not working with these wild, free reindeer. She is on the brink of despair when the animals rally and teach her the secret to harnessing their wild power. Beautifully detailed illustrations bring to life the wonderful elfin girl and eight lively reindeer, each with its own distinct personality. Alongside each double page spread of Teeka and the reindeer are wide borders of elves shown creating enchanting toys in Santa's workshop, as each turning page brings us a day closer to Christmas Eve.

\$14.95 Bantam

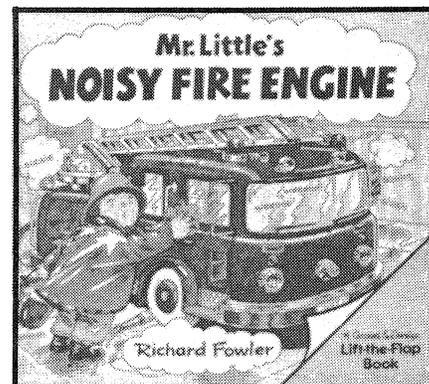


THE VERY QUIET CRICKET

by Eric Carle

In the tradition of *The Very Hungry Caterpillar* and *The Very Busy Spider*, Eric Carle has once again created a colorful, rhythmic storybook that very young children can enjoy again and again. Poor little cricket cannot make a sound, even though he tries to say hello to spider, butterfly, and all the other insects he meets. Finally, as the sun sets and a luna moth sails quietly by in the night, he meets a lovely female cricket who brings forth from the quiet cricket "the most beautiful sound that she had ever heard." And as the young reader turns the last page, he or she can actually hear the cricket's song, too. Open the book and listen!

\$17.95 Putnam/Philomel



MR. LITTLE'S NOISY FIRE ENGINE

by Richard Fowler

Crack, thump, hiss! What's making so much noise in Mr. Little's fire engine? You'll find out by lifting the flaps, and discover a funny animal crew who polish the brass, check the dials, test the sirens, and even put out a fire!

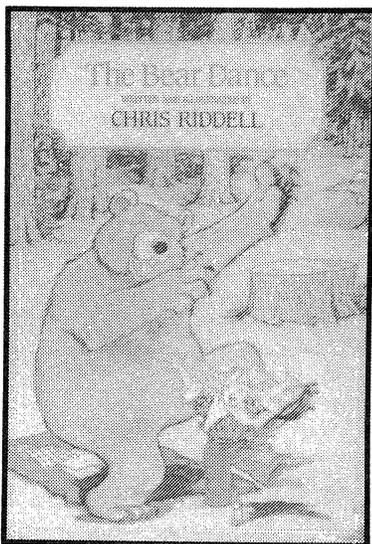
\$11.95 Putnam

BEAR DANCE

by Chris Riddell

More than anything else, Katya and her best friend—a big, bumbly bear called Brown, loved to dance in their forest where it was always summer. Their favorite dance was the stomping, shouting, growling, thumping, stamping, jumping-in-the-air Bear Dance. In exuberant text, with art to match, Chris Riddell creates a magical forest world. Children and bears everywhere can learn the Bear Dance, too!

\$13.95 Simon & Schuster



SNACK ATTACK

A Tasty Pop-Up Book by Lynette Ruschak and David A. Carter

A new pop-up book from the creators of *How Many Bugs in a Box?* and *More Bugs in Boxes*. Walking home from school one day, our heroine is pursued by a big green crocodile, a big-beaked bird, a fat red fish, and a fierce hungry lion. They all think she would make a most appetizing snack, but into the kitchen she runs and solves the problem in short order.

\$8.95 Simon & Schuster

THE DARK WAY

Stories from the Spirit World by Virginia Hamilton Illustrated by Lambert Davis

"There Look closely!...Down to her navel the Banshee is a woman. But below her waist, she is a scaly serpent..." The tale of "The Banshee" is one of 25 multi-cultural tales of fairies, witches, horned women, shapeshifters, and ghosts, including classics like "The Flying Dutchman," "Medusa," and "The Pretender." Luscious illustrations glow with rich colors, adding to the supernatural quality of each tale.

\$19.95 Harcourt Brace Jovanovich

WALDEN

by Henry David Thoreau

Selections from Thoreau's *Walden* convey the essence of this great nature classic for picture book readers in a unique and memorable way. Vibrant lino-cut illustrations accompany each passage as Thoreau's own words describe his experiences cutting wood for timber, building his house, bathing in the pond, and tending his bean fields. His gentle observations of nature create a sense of peaceful unity with the animals and environment around him.

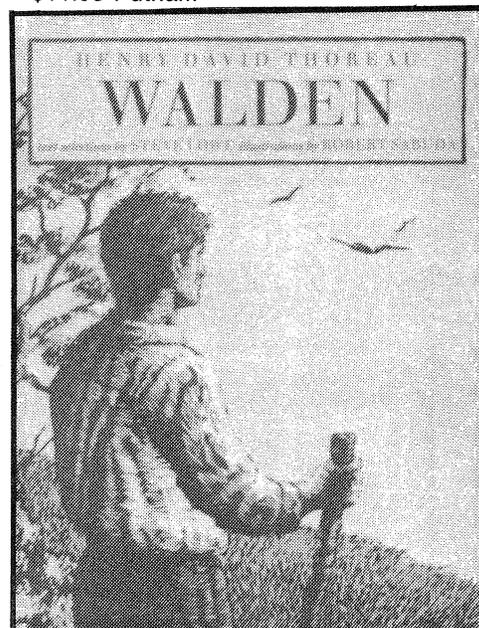
\$14.95 Discounted 20% to \$11.96 Putnam

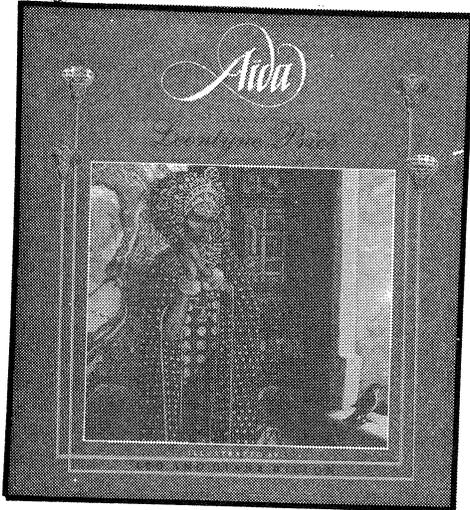
THE MYSTERIES OF HARRIS BURDICK

by Chris Van Allsburg

Thirty years ago a man named Harris Burdick presented 14 intriguing illustrations, complete with story titles and captions, to a children's book publisher to see if they were good enough to be published. They were, but Burdick vanished before anything could be done with them. In 1983, award-winning writer and illustrator Chris Van Allsburg discovered the drawings and recreated them in his own inimitable style. The resulting book stirs even the most reluctant imagination to solve the mysteries created by each picture.

\$14.95 Houghton Mifflin





AIDA
Told by Leontyne Price Illustrated by Leo and Diane Dillon

During a bitter war between Ethiopia and Egypt, Aida, the lovely daughter of the Ethiopian king, is captured and taken to Egypt to become a slave to an Egyptian princess. Aida falls in love with Radames, the leader of the Egyptian army. When Aida's father is also captured by the Egyptians, Aida must choose between Radames, enemy of her people, and her father. As the conflict heightens, Radames decides to forsake Egypt but is apprehended and sentenced to death. Though Aida dies with him love triumphs in the end. A final note explains the author's unique relationship to the story.

\$16.95 Harcourt Brace Jovanovich
Publishing Date: October

A DAY WITH WILBUR ROBINSON
by William Joyce

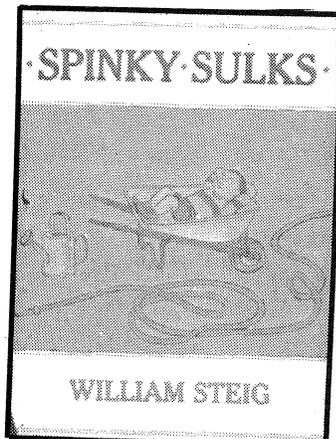
A young boy visiting his friend Wilbur Robinson is caught up in the excitement of life with the strangest family on the block- -or anywhere! In their daylong quest, the boys encounter the pet octopus, Uncle Gaston, lying in a cannon, Uncle Lazlo and his anti-gravity device, and Grandfather in his lab with Mr. Ellington and Mr. Armstrong of the Dancing Frog Band. William Joyce has a uniquely bizarre and imaginative sense of humor and sense of adventure.

\$13.95 Discounted 20% to \$11.17
Harper & Row

SPINKY SULKS
by William Steig

Spinky's is the latest tale by the author of *Sylvester & the Magic Pebble*, *Yellow and Pink*, *Gorky Rises*, and many more. According to Spinky, his family doesn't love him or understand him, and nothing they can say or do will cure his blinding case of the sulks. The *New York Times Book Review* says: "Steig knows exactly what children think is funny." Green Apple agrees.

\$4.95 Farrar Straus Giroux



THE HIGH RISE GLORIOUS SKITTLE SKAT SKY PIE ANGEL FOOD CAKE
by Nancy Willard Illustrated by Richard Jesse Watson

The brilliant illustrations of R.J. Watson perfectly highlight this fantastic story by Nancy Willard. After searching for her grandmother's magical recipe, our heroine secretly bakes a cake so successfully celestial that 3 angels descend from heaven for a taste. What will she do when the birthday cake is all gone before birthday morning?!

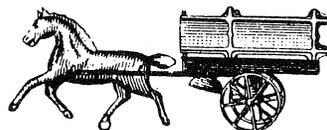
\$15.95 Harcourt Brace Jovanovich



THREE STRONG WOMEN
by Claus Stamm

Children are sure to love this old Japanese folk tale. Forever-Mountain believed he was the strongest and bravest wrestler in the empire, until the day the lovely Maru-me introduced him to her mother and grandmother, and the creaky old woman pinned him instantly! These three strong women endow Forever-Mountain with the secrets of true strength. *Three Strong Women* is an old favorite given contemporary appeal with humor and spirit.

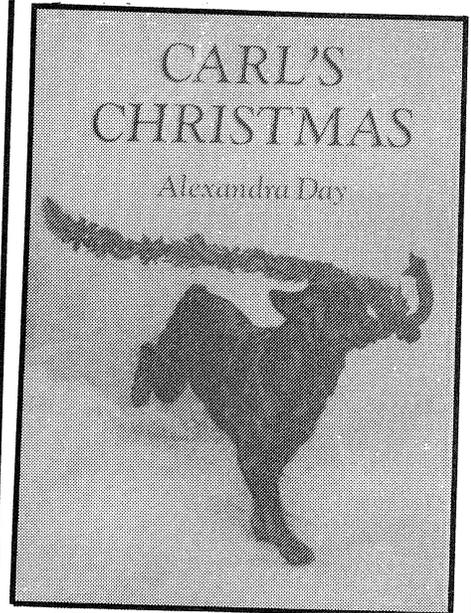
\$12.95 Viking



CARL'S CHRISTMAS
by Alexandria Day

A new Carl book! Readers of all ages will delight in the latest antics of the much-beloved Rottweiler and his baby charge. Christmas is a time of wonder and anticipation, especially for these two. Left alone on Christmas Eve, they first wrap a present for Mom and Dad. Then they go outside for a nighttime frolic until it is time to return home and wait for Santa Claus. Will he ever come? Of course he does, except it is so late that only Carl is awake to greet him. And that's when the real magic begins. Luminous oil paintings and an almost wordless text bring to life this charming Christmas fantasy.

\$10.95 Michael Di Capua Books
Publishing Date: October

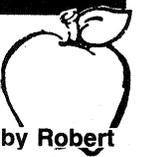


CARL GOES SHOPPING
by Alexandria Day

We first met this loveable Rottweiler in *Good Dog, Carl*, wherein he was asked to watch the baby while mom went out to run some errands. This time Mom asks him to watch the baby in a department store. The minute she's out of sight, Carl and the baby's adventure begins. Should they help the animals escape from the pet department? Taste test pies in the gourmet food section? Try on hats in the millinery department? But, oh no! There's Mom heading toward the baby's carriage. It's up to Carl to return the baby in time. Like the prequel, this virtually wordless picture book, with graceful, painterly illustrations, is sure to amuse readers of all ages.

\$9.95 Farrar Straus Giroux

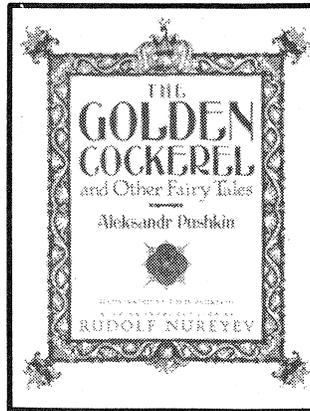
CHILDREN'S BOOKS



THE GOLDEN COCKEREL and Other Fairy Tales by Aleksandr Pushkin

Amidst the many collections of fairy tales published each year, few have the power to thoroughly entrance readers both young and old alike. *The Golden Cockerel* is filled with classic Russian stories of love, honor, and fantasy, told by the exceptional Russian poet Aleksandr Pushkin. Originally published in an exquisite limited edition in Paris in 1925, *The Golden Cockerel* was lost for decades until a rare-book dealer discovered a single copy. This precious find has been painstakingly reproduced in a sumptuous facsimile edition, translated into English but true in every other detail to the original. The result is a rare treasure, lavishly illustrated with classic color illuminations by master Russian storybook artist Boris Zvorykin, and with a fascinating introduction by Rudolf Nureyev.

\$24.95 Discounted 20% to \$19.96 Doubleday



CHRISTMAS TREES A Christmas Circular Letter by Robert Frost

He asked if I would sell my Christmas trees.

My woods—the young fir balsams like a place

Where houses all are churches and have spires.

In 1916, Robert Frost wrote a poem about a Vermont farmer pitted against the country, and nature against commerce. Not surprisingly, the farmer, the country, and nature triumph over their competition. What might come as some surprise is how well this poem works for children and how resonant each word sounds when coupled with Ted Rand's beautiful illustrations.

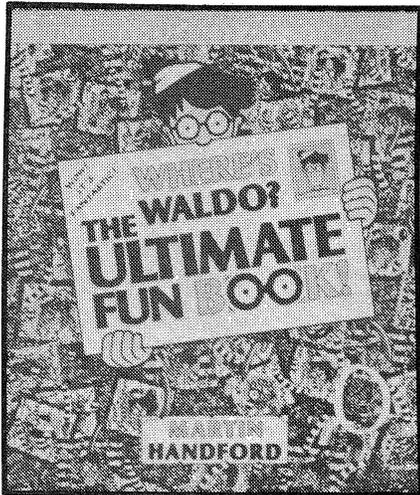
\$14.95 Holt

WHERE'S WALDO?

The Ultimate Fun Book by Martin Handford

Attention, all Waldo fans! The man in the striped sweater, round glasses, and bobble hat is back. Only this time, he's joined by his new girlfriend, Wilma, plus her dog, Woof. They're all in an oversized paperback that's loaded not only with fiendishly difficult scenes that defy you to find Waldo, but also with press-outs that enable you to set up your own circus scene, games to play, and stickers that you can use anywhere you want. Waldo has never been more difficult to find or more fun to have around.

\$7.95 Little, Brown and Co. Publishing Date: November

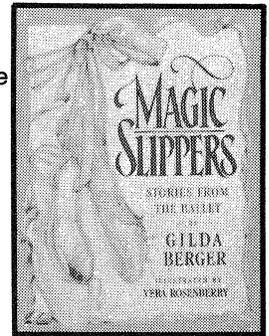


MAGIC SLIPPERS

Stories from the Ballet by Gila Berger Illustrated by Vera Rosenberry

Between the covers of this elegant volume, young people will find the most famous ballets, retold in story form. Here, true to the original tales, are the stories of *Romeo and Juliet*, *Cinderella*, *The Sleeping Beauty*, *The Nutcracker*, *Swan Lake*, and five others. Vera Rosenberry's paintings enhance the magic of these stories. There is also an introduction from the author that provides historical information about ballet in general as well as highlights of each of the ballets included — such as details about their first performances.

\$15.95 Doubleday Publishing Date: October

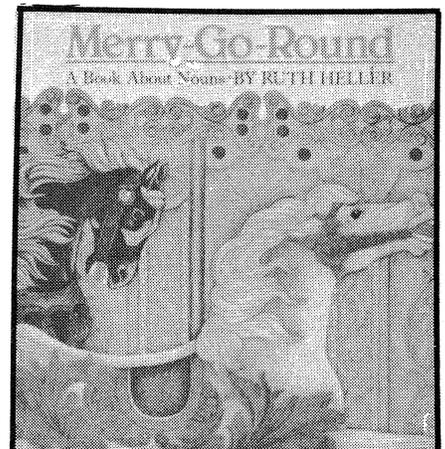


MERRY-GO-ROUND

by Ruth Heller

With dazzling pictures and clever rhyming text, Ruth Heller explores many intriguing kinds of nouns. This book is the latest in the series on language by this San Francisco author, and is as entertaining as it is educational.

\$13.95 Putnam



HILARY AND THE LIONS

by Debbi and Frank DeSaix

On her first trip to New York City, Hilary gets separated from her parents in the rush-hour crowd in front of the public library. She climbs up on the pedestal of one of the great stone lions to search the crowd, but has no luck and falls asleep between the massive stone paws hoping to be discovered soon. Strangely warm in the chilly night air, she awakens to the sound of purring...you guessed it, the lions are alive! The adventure that follows is beautifully illustrated with rich colored-pencil drawings of Manhattan as the lions return Hilary to her parents.

\$14.95 Farrar Straus Giroux

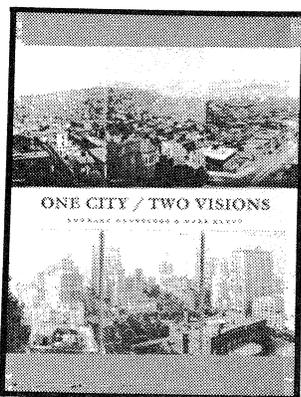


POWER SHIFT

Knowledge, Wealth & Violence in the 20th Century by Alvin Toffler

We live in a time of collapsing empires. Globally, the two superpowers are fast losing their dominance, as every morning's newspaper reports astounding new players on the international scene. In business, once dominant companies face disaster. Unions lose bargaining power. Banks reel under attack from aggressive new competitors. What lies behind these startling power shifts? Are they isolated events — or part of a larger pattern? Alvin Toffler's decades-spanning trilogy — begun with *Future Shock* in 1970, continued with *The Third Wave* in 1980, and now brought to its culmination with *Powershift* in 1990 — provides the insight we need to survive and prosper in the tumultuous years ahead.

~~\$22.95~~ Discounted 40% to **\$13.77** Bantam Publishing
Date: November



ONE CITY/TWO VISIONS

San Francisco Panoramas, 1878 and 1990 by Eadweard Muybridge and Mark Klett

In 1878, Eadweard Muybridge shot a 360-degree 13-part mammoth-plate panorama from the top of the Mark Hopkins mansion on Nob Hill. This key view, so full of rich Victorian detail, established San Francisco as the financial and civilized capital of the newly won West. In April 1990, Mark Klett rephotographed the same panorama from the 16th floor of the Mark Hopkins Hotel. The late twentieth-century view, two major earthquakes removed from the Muybridge original, reveals an architecture of an entirely different proportion and a city whose character, both daily and international, has changed dramatically. *One City/Two Visions* combines both extraordinary panoramas into a unique accordion-fold format — the Muybridge on one side, the Klett on the other. The one-foot-high panels extend 10.2 feet, spiraling back and forth against each other to provide a visual continuum of a city in constant change.

~~\$60.00~~ Discounted 20% to **\$47.96**

AVA

My Story by Ava Gardner

Says Ava of her own book: "I want to tell the truth about the three men I loved and married: Mickey Rooney, Artie Shaw, and Francis Sinatra. I want to write about the Hollywood I knew from the early forties when I arrived wide-eyed from the cotton and tobacco fields of North Carolina, about the films I made, many in exotic settings all over the world, and the behind-the-scenes incidents, often more dramatic than the movies themselves. In short, I want to remember the good and bad times, the late nights, the boozing, the dancing until dawn, and all the lovely people I met and loved in those years."

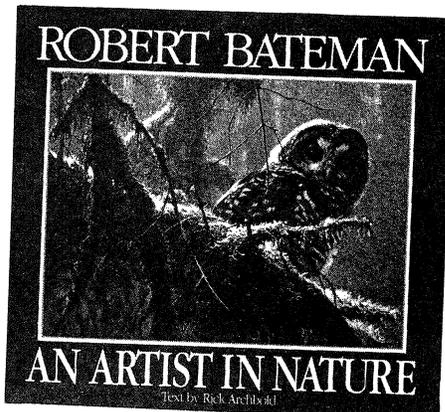
~~\$21.95~~ Discounted 40% to **\$13.17**
Bantam Publishing Date: November

A DAY IN THE LIFE OF ITALY

by Jennifer Erwit and Roy Rowan

You know how these *Day in the Life* books work. A hundred photographers spread out on a single day, in this case April 27, 1990, and set about capturing the diversity and passion of a particular place, in this case, Italy. From Padua to Palermo, from the Adriatic to the Mediterranean. This is the tenth book in the award-winning series.

~~\$45.00~~ Discounted 20% to **\$35.96** Collins Publishing Date: November

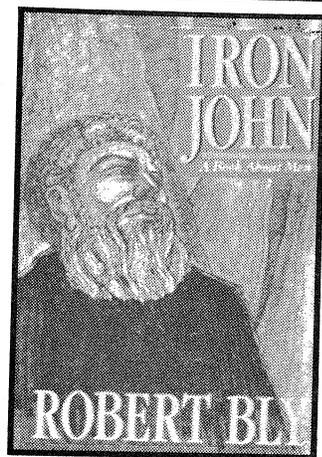
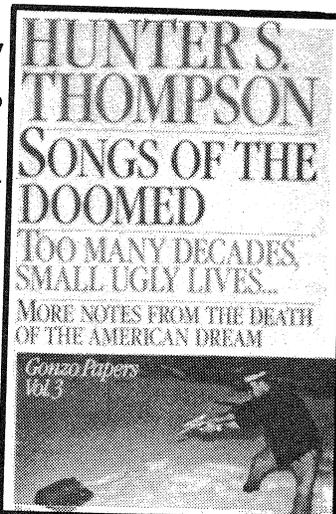


SONGS OF THE DOOMED

Too Many Decades, Small Ugly Lives by Hunter S. Thompson

Thompson recalls significant moments in his life, the lives of others, and in the life of our country as he recreates 30 years in the passing lane. Thompson stomps, rages, dances, and sings his way from New Year's Eve of 1960 to the opening of the 1990 spring season at the Palm Springs Polo Club. In between, he offers his own special apocalyptic reality as he writes about the sixties ("Prince of Jellyfish"), the seventies ("The Rum Diary"), the eighties ("The Night Manager"), and speculates about the nineties ("Polo is My Life").

~~\$19.95~~ Discounted 20% to **\$15.96**
Simon & Schuster Publishing Date: November



IRON JOHN

A Book About Men by Robert Bly

Bly, Navy vet from World War II, farmer, poet, father of five, says that talk of gender needs to look much deeper than it has up until now. Here, using the Grimm fairy tale *Iron John* as a vehicle, he explores the myths and cultural underpinnings of a distinctly vigorous male mode of feeling, a combination of fierceness and tenderness long since sacrificed to the demands of the industrial revolution.

~~\$18.95~~ Discounted 20% to **\$15.16**
Addison-Wesley Publishing Date: November

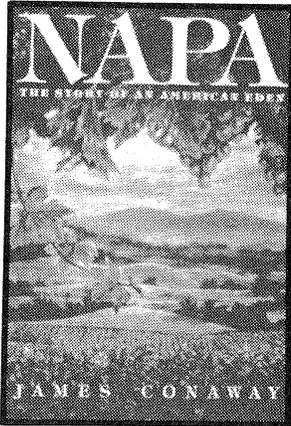
ROBERT BATEMAN

Artist in Nature by Robert Bateman and Rich Archbold

Bateman's first major collection since 1985. Here are more than 150 new wildlife paintings and drawings, reproduced in color. Featuring a brief text by Rick Archbold that discusses Bateman's abiding interest in conservation and the environment, this will be the perfect gift for Bateman aficionados and nature lovers everywhere.

~~\$60.00~~ Discounted 20% to **\$47.96**

DISCOUNTED BOOKS



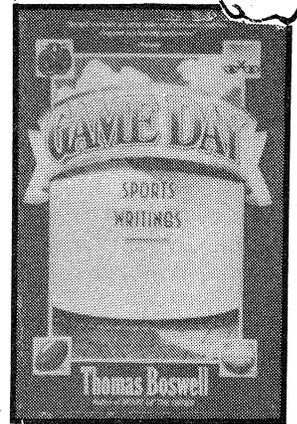
NAPA
The Story of an American Eden by James Conaway
Hard as it is to imagine now, just 25 years ago Napa was virtually dormant, its great estates shuttered and much of its land unplanted. Then came a new wave of settlers, determined to make great wines—and to demonstrate to a skeptical public that California could become one of the premier wine-making regions of the world.
~~\$24.95~~ **Discounted 40% to \$14.97**
Houghton Mifflin

MY SON'S STORY
by Nadine Gordimer
A schoolboy playing truant bumps into his revered father coming out of a cinema with a woman. An ordinary mishap, but this father is no ordinary man, and this family, threatened by the affair, is no ordinary family. In Nadine Gordimer's powerfully charged new novel the encounter opens onto a previously hidden landscape of deception, loneliness and pain. *The Village Voice* has said that Gordimer's work "is endowed with an emotional genius so palpable one experiences it like a finger pressing steadily upon the prose."
~~\$19.95~~ **Discounted 20% to \$15.96** Farrar Straus Giroux

BUFFALO GIRLS
by Larry McMurtry
A novel about Calamity Jane, a larger-than-life figure living in her friend Dora's whorehouse in Miles City, apparently content to remember the excitements of the past (and reinvent them in letters to her daughter) until the arrival of her old friend and rival, Buffalo Bill Cody, plunges her into her last, bittersweet adventure, as part of Cody's "Wild West Show" (along with a whole cast of Western heroes, including Sitting Bull, an ancient Indian scout, No Ears, two old mountain men, and Annie Oakley).
~~\$19.95~~ **Discounted 40% to \$11.97**
Simon & Schuster Publishing Date: October

HARLOT'S GHOST
by Norman Mailer
Hugh Tremont Montague—code name Harlot—is one of the grand old men of the CIA, a man obsessed and nearly—but not quite—the WASP patrician he seems to be. The narrator of Harlot's story is Harry Hubbard, whose famous father was another father of the CIA. But what Harry does not sense is the core of madness from which Harlot's remarkable energies emanate. The American soul in its many shapes and guises has always been Mailer's primary literary interest. Now, here in the full maturity of his powers, he confronts that subject face to face. In laying bare the heart of the CIA, Mailer lays bare as well the demons at the heart of the country.
~~\$24.95~~ **Discounted 40% to \$14.97** Random House
Publishing Date: January

HOUSES WITHOUT DOORS
by Peter Straub
A first collection of short fiction from the man who plays Gehrig to Stephen King's Ruth when you're talking horror. It combines the best of his early stories with new pieces and two novellas never before published.
~~\$19.95~~ **Discounted 40% to \$11.97** E.P. Dutton
Publishing Date: November

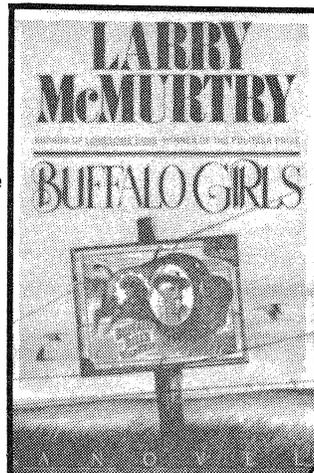


GAME DAY
Sports Writings by Thomas Boswell
After four widely acclaimed books that have focused on a specific sport—three on baseball and one on golf—Boswell is back with the first book that shows the diversity of the reporter *The San Diego Union* calls "the best all-around writer in America." Culled from a career spanning over 20 years of sportswriting, *Game Day* is a hand-picked collection of Boswell's best essays on the sporting world, from football to boxing to basketball and beyond.
~~\$19.95~~ **Discounted 20% to \$15.96**
Doubleday

THE WITCHING HOUR

by Ann Rice

A new blockbuster from the woman who put vampires back on the map. This one is a huge novel of witchcraft and the occult through four centuries. We have Rowan Mayfair, who has strange and special powers but is unaware that she is descended from a great dynasty of witches; and Michael Curry, whom she saves from drowning and, who, in his brief interval of death has acquired a sensory power that will both mystify and frighten him. As these two set out to unlock the mystery of her past and his unwelcome gift, the novel moves backward and forward in time, from today's San Francisco and New Orleans to 17th-century France, from the plantations of Port au Prince to an ornate antebellum townhouse in the Civil War South.
~~\$22.95~~ **Discounted 40% to \$13.76** Knopf
Publishing Date: November



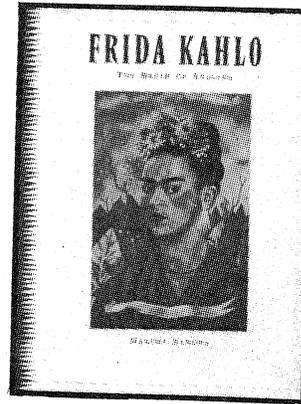
BY WAY OF DECEPTION
The Making and Unmaking of a Mossad Officer by Victor Ostrovsky and Claire Hoy
Here it is, the Book They Tried to Ban. It is the explosive chronicle of Ostrovsky's experiences in the Mossad, and of two decades of their frightening and often ruthless covert activities around the world. In chilling detail, Ostrovsky asserts that the Mossad refused to share critical knowledge of a planned suicide mission in Beirut, leading to the deaths of hundreds of U.S. Marines and French troops. He tells how they tracked Yasser Arafat by recruiting his driver and bodyguard; how they withheld information on the whereabouts of American hostages; and how their intervention into secret UN negotiations led to the sudden resignation of ambassador Andrew Young and the downfall of his career.
~~\$22.95~~ **Discounted 40% to \$13.77** St. Martin's Press

FRIDA KAHLO

The Brush of Anguish by Martha Zamora

Seventy-five of Frida Kahlo's paintings, reproduced here in lavish color, accompany numerous historical photographs and the author's descriptive text, chronicling the significant episodes in Kahlo's life, from childhood to her untimely death: the consequences and aftermath of a tragic bus accident in her adolescence; her tempestuous marriage to Diego Rivera; her travels to the United States and abroad. Kahlo's flamboyant and highly individual personal style, so eloquently reflected in her many self-portraits, has gained her an enthusiastic following worldwide. For Kahlo's many admirers, as well as for those new to her work, this authoritative and richly illustrated volume will be both an excellent reference and a compelling look at her passionate and often disturbing art.

~~\$29.95~~ Discounted 20% to **\$23.96** Chronicle Books
Publishing Date: October



THE NEW MODERNS by Charles Jencks

A big, colorful book by the notorious architectural historian on the reemergence of Modernism. As in previous revivals, says Jencks, it enjoys nothing so much as dying in order to be reborn and, having recently suffered a mortal blow from Post-Modernists, it now has new life. Like all Modernisms of the last 200 years, it is based on continual destruction-construction cycles, first clarified by Karl Marx. Modernism, according to this theory, is *the* style of the bourgeoisie in its guilt-ridden moments, a theory adumbrated by Adolf Loos, Marshall Berman and Tom Wolfe.
~~\$75.00~~ Discounted 20% to **\$59.96** Rizzoli

MARGARET MEE

In Search of Flowers of the Amazon Forests Edited by Tony Morrison

When Margaret Mee began her Amazon travels at age 47, the present highly controversial disturbance of the rainforest was just beginning. Thirty-two years and fifteen epic journeys later, she spoke with authority about the awesome changes she had seen. This book recounts Mee's amazing and adventurous travels, by canoe, on foot, and often alone. They make an unusually exciting introduction to the Amazon as the reader is taken through the forests, led by the hand of a warmly enthusiastic lady traveller. Here, published for the first time, Margaret Mee's diaries and sketchbooks outline the brilliant career of an outstanding and modest botanical artist, who portrayed the great forests as they have never been viewed before.

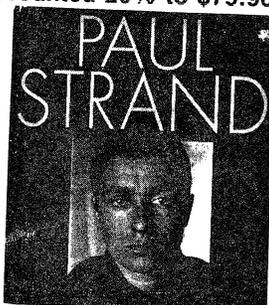
Nonesuch Expeditions ~~\$49.50~~ Discounted 20% to **\$39.96**

PAUL STRAND

An American Vision by Sarah Greenough

A stark and stunning book. Published on the occasion of a major retrospective exhibition organized by the National Gallery of Art, Washington, this remarkable volume reproduces photographs by Paul Strand gathered from public and private collections throughout the world. Exploring the full range of Strand's work from 1911 to his death in 1976, many of the images included here have never before been published. The introduction by Sarah Greenough examines Strand's growth as artist, photographer, and filmmaker, and the theoretical, social, and personal forces that combined to influence his art.

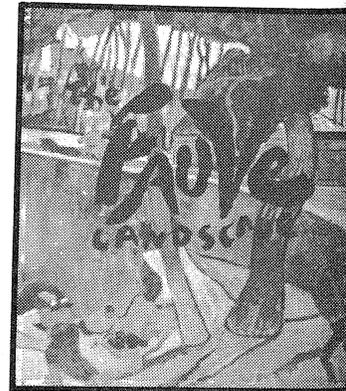
~~\$100.00~~ Discounted 20% to **\$79.96**
Aperture



THE FAUVE LANDSCAPE by Judi Freeman et. al.

For a few years in the early 1900s, a small coterie of adventurous painters—Matisse, Derain, Dufy, Braque, and others—came together in a loose-knit group that a sympathetic critic dubbed the Fauves ("wild beasts"). Linked more by friendship than by any aesthetic program—though they did share a preference for high-keyed color and simplified forms—the Fauves frequently explored the same sites together, sometimes painting side by side. Their search for subjects took them far afield, from the suburbs of Paris to the Mediterranean coast to more far-flung sites such as London, Antwerp, and Algeria.

~~\$65.00~~ Discounted 20% to **\$58.96** Abbeville Press

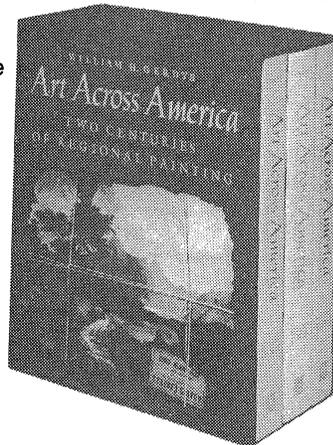


ART ACROSS AMERICA

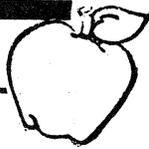
Two Centuries of Regional Painting by William H. Gerdtz

Huge. Monumental. An art extravaganza. Three slipcased volumes packed with the work of more than 800 artists represented by over 1,000 illustrations that chronicle the development of painting in cities and towns from their beginnings to 1920. The premise of the book is that, because scholars have traditionally focused on Boston, Philadelphia, and New York City, artists working outside of those centers have been left out of conventional histories. By rediscovering those artists—many previously known only to local specialists, if at all—*Art Across America* delivers two surprises. The first is the remarkable number of American men and women who managed to make a living (however meager) from painting, even in the smallest communities. The second is the tremendous quality of their work. Come in and check out this extraordinary book, if only to tell your friends that you held a \$450.00 book in your own hands.

~~\$450.00~~ Discounted 10% to **\$405.00** Abbeville Press



ART

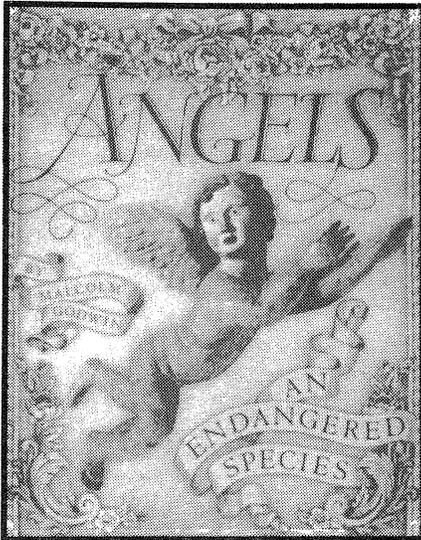


ANGELS

An Endangered Species by Malcolm Godwin

Angels explores the wealth of visual imagery and literary references devoted to these "winged messengers of the miraculous" — from the obscure Sumerian tablets, medieval tapestries, and Old Master paintings, to the Gnostic gospels, Jungian archetypes, and New Age heralds. The mystical hierarchies of heaven and hell, the ranking of seraphs, cherubim, archangels, and other angelic manifestations are explained, and "eyewitness" accounts examined, in the first comprehensive survey of one of the most powerful and ever-present symbols in our collective vision.

\$19.95 Simon & Schuster Publishing Date: November

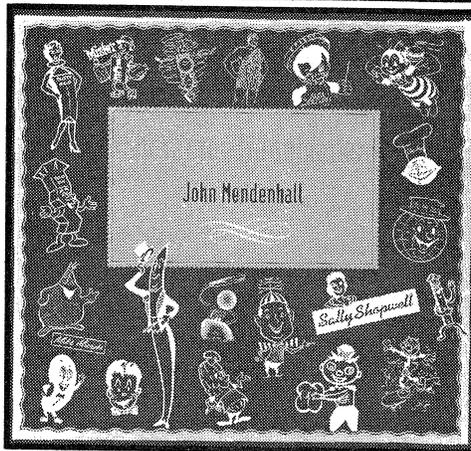


ARTS AND CRAFTS OF MEXICO

by Chloe Sayer

Combines in-depth text and beautiful images into a treasury of myriad indigenous art forms. Among the items covered are brilliant textiles from the country's various regions: a great diversity of ceramics, from rough pots to elegant Majolica ware; fabulous jewelry, ranging from whimsical silver earrings featuring alligators and donkeys, to ornately carved necklaces sparkling with colored beads and precious metals; endearing toys painted in vivid colors; woven goods such as baskets, mats, and bags; intricately crafted metalwork; and special decorations made for celebrations and fiestas. A special section features advice on collecting crafts, and includes a glossary, bibliography, and "Peoples of Mexico" chart.

\$19.95 Chronicle Books Publishing Date: October



CHARACTER TRADEMARKS

by John Mendenhall

The popularity of The California Raisins and other recent examples attest to the appeal of character trademarks in popular culture. From Reddy Kilowatt to Colonel Sanders, there is humor and nostalgia in the humble, often "kitschy" images which have become classics of commercial folk art that every consumer can relate to. This engaging volume contains approximately one thousand trademarks from the past ninety years, as well as a "Hall of Fame" section profiling some of the classic characters with the history of their development.

\$14.95 Chronicle Books Publishing Date: September

NATIVE AMERICA

Arts, Traditions, and Celebrations by Christine Mather

The author and photographer of this book traveled to 12 states and Canada to capture the best of the blankets and pottery of the Southwest Pueblos, the silver jewelry and woven blankets of the Navajos, the leather and beadwork of the Plains Indians, and the totems and masks of the Northwest Coast tribes.

\$40.00 Crown Publishing Date: November

A LIFE OF PICASSO

Volume I: 1881-1906 by John Richardson

From 1950 to 1962, John Richardson lived near Picasso in France and was a close friend of the artist. Richardson kept a diary of their frequent meetings, and after Picasso's death he was given unprecedented access to the artist's studio and papers. Richardson has unearthed new material on the artist's early training in religious art; reexamined old legends to provide fresh insights into the artistic failures of Picasso's father as an impetus to his son's triumphs; and included sharply etched portraits of Appollinaire, Max Jacob and Gertrude Stein, who made up The Picasso Gang in Paris. At the end of Volume I, the artist is poised to become the messiah of modern art.

\$39.95 Random House Publishing Date: November

WHEN I LOOK AT PICTURES

by Lawrence Ferlinghetti

The first book of its kind in Lawrence Ferlinghetti's long career. In it, the poet matches his poems about art to the paintings that inspired him. Includes reproductions of works by Monet, Picasso, Pissarro, and the great Many Others.

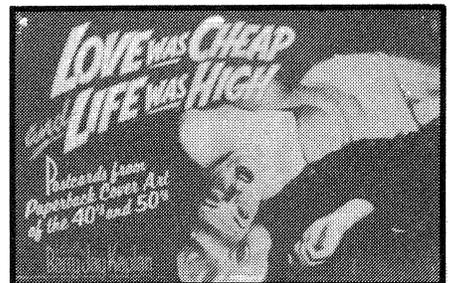
\$12.95 Gibbs Smith Publishing Date: October

SNOWDOMES

by Nancy McMichael

Well, if you wait long enough, everything becomes a collectible. And now you've waited long enough to see a whole book on the subject of snowdomes, those little liquid-and-fake snow filled objects that have become sought-after collectibles.

\$19.95 Abbeville Press

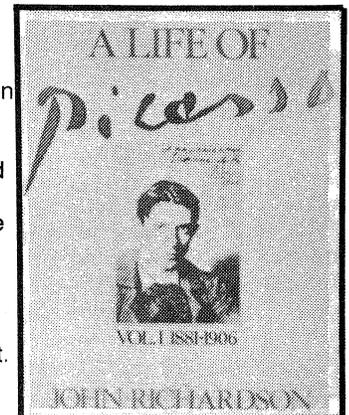


LOVE WAS CHEAP AND LIFE WAS HIGH

Postcards from Paperback Cover Art of the 40s and 50s by Barry Jay Kaplan

Barry Jay Kaplan's *Love Was Cheap and Life Was High* capitalizes on the newly found fancy for cultural artifacts. An extraordinary collection of paperback cover art from the 1940s and 1950s, this book is sure to appeal to nostalgia buffs, collectors, and artists. Each page contains full-color reproductions from classics such as *Gentlemen Prefer Blondes*, *The Big Sleep*, *Butterfield 8*, and Thomas Wolfe's *Only the Dead Know Brooklyn*, as well as from campy works like *Musk*, *Hashish and Blood* and *H Is for Heroin*.

\$8.95 Collier Books Publishing Date: October

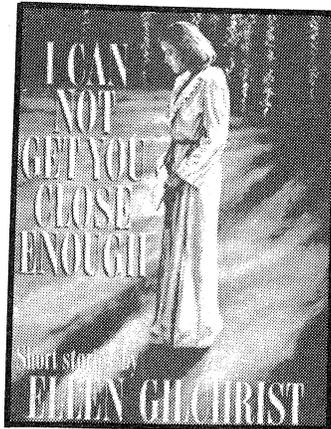
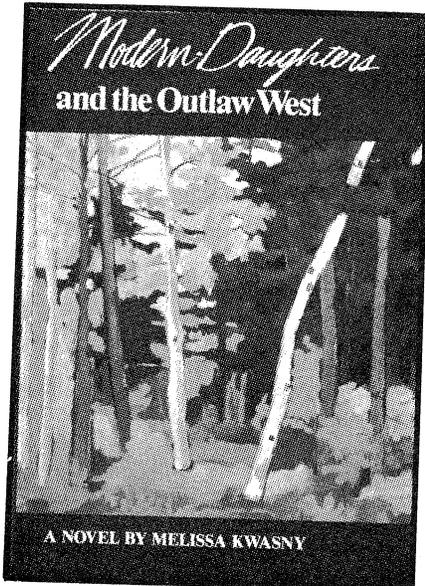


MODERN DAUGHTERS AND THE OUTLAW WEST

by **Melissa Kwasny**

Kwasny's first novel has received songs of praise such as this from Susan Griffin: "What a wonderful book this is. Witty, warmly insightful, droll and above all presenting a moving picture of a whole community. All in language which is never sentimental, yet is full of music, beauty, marvel." It is the story of a raucous mining town, where the living and dead inhabit each others' dreams and lives, where the balances of communities and the land are fragile. When a group of strong-willed lesbians—feminists, artists, barkeepers, single mothers—find themselves attacked by hunters, fundamentalist crusaders and highway construction men on bulldozers, they call on time-tested traditions of women's spirituality and culture for help.

\$9.95 Spinsters Book Co.



I CAN NOT GET YOU CLOSE ENOUGH

by **Ellen Gilchrist**

In these three interconnecting stories, Gilchrist explores the love that binds generations to each other, the love between parent and child, the power of which is as capable of destruction as it is of creation. With her uncanny insights into human nature and its foibles, with her brilliant use of language — simultaneously comic and searing — Gilchrist has created another saga that will delight her legions of past admirers and garner her new ones.

\$17.95 Little Brown Publishing Date: October

AGE OF IRON

by **J.M. Coetzee** In Cape Town, South Africa, an old woman is dying of cancer. A classics professor, Mrs. Curren has all her life been opposed to the lies and brutality of the apartheid system, but she has lived insulated from its true horrors. Now, she is suddenly forced to come to terms with the iron-hearted rage that the system has wrought.

\$18.95 Random House Publishing Date: October

THREE BY ANNIE DILLARD

The Writing Life; An American Childhood; Pilgrim at Tinker Creek *Pilgrim at Tinker Creek* took American letters by storm when it was published in 1974, winning the Pulitzer Prize, the accolades of the critics, and over the years hundreds of thousands of devoted readers. It was followed by more books by Annie Dillard, two of which, *An American Childhood* and *The Writing Life*, became national bestsellers and helped cement Dillard's reputation as a national treasure. Now all three are available in one handy volume perfect for a long bus trip.

\$15.95 Harper Perennial Publishing Date: November

TENDER BUTTONS

by **Gertrude Stein**

American writing hasn't been the same since 1914 when this slender volume appeared to a public which didn't quite know what to make of it. Its three sections—"Objects," "Food," and "Rooms"—were composed by meditating on selected items and letting the drift and pull of association produce a text as solid as it was self-generating. Stein's explanation: "I knew that nouns must go...if anything that is everything was to go on meaning something." This Sun & Moon edition marks the first time *Tender Buttons* has appeared as a separate volume since its initial publication; it in fact is copied from the original plates.

\$9.95 Sun & Moon Classics

THE COMPLETE STORIES OF FLANNERY O'CONNOR

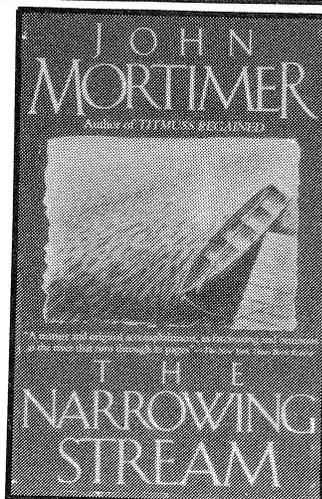
No one could capture the nasty side of humanity quite like Flannery O'Connor. "...the stories burn brighter than ever, and strike deeper."—*Newsweek*
\$9.95 Farrar Straus Giroux

THE NARROWING STREAM

by **John Mortimer**

At 38, Julia Swinton is a faithful wife and devoted mother of three living in a quiet, middle-class community on the Thames river. Her life is without mystery, without surprise, and she harbors a half-acknowledged desire for escape from the thousand obligations and tensions of family life. Then one summer day her life is changed forever by a series of incidents. *The Narrowing Stream* is an intricately woven, beautifully told tale of a marriage whose shifts and changes, desires and fears are only vaguely understood or felt — and scarcely ever spoken.

\$7.95 Penguin Publishing Date: November



RUMPOLE A LA CARTE

by **John Mortimer**

In these reconstructions of his latest triumphs in the Courts of Law, Rumpole divulges the inner workings of the British justice system. In the title story, Rumpole happens upon a colleague dining with a lady he shouldn't be seen with; all attention is upon the couple, however, when a live mouse appears on the lady's plate, and Rumpole sets out to discover who is trying to ruin the reputation of one of London's chichiest dining spots. In "Rumpole and the Summer of Discontent," a strike threatens to bring British justice to a standstill, a situation made even more intolerable when Hilde (She Who Must Be Obeyed) decides to call a labor action of her own. In fact, even when Rumpole's intentions are the best, things seem to go awry; a vacation cruise with Hilda is interrupted by suspected murder, and a well-meaning attempt to earn some extra money by representing the prosecution finds Rumpole unfortunately convinced that the defendant is innocent.

\$18.95 Viking Publishing Date: December

FICTION

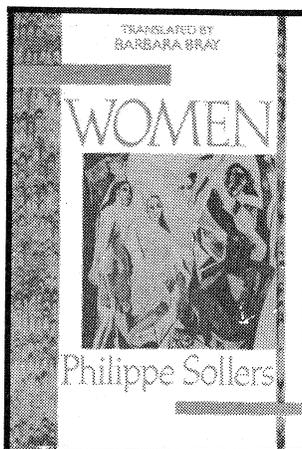


WOMEN

by Philippe Sollers

Reminiscent of the work of David Lodge and Philip Roth, Philippe Sollers' novel *Women* is a tour de force from one of France's leading contemporary novelists. In language sharp and spicy, sardonic, throbbing with intellectual vigor and unabashed emotion, shot through with lyricism and sparkling with whimsical wordplay, Philippe Sollers explores mysteries of existence and trends in modern society. The narrator, Will, an American journalist turned avant-garde novelist, is part of the leftist French intelligentsia. He sees women as dangerous and narcissistic, but is fascinated by their sexuality — which he equates with death. And *they* are fascinated by *him*, an affable philanderer who carries his hidden misogyny through erotic encounters from Paris to New York, from Barcelona to Venice to Jerusalem, and makes it the steady drumbeat of his novel.

\$24.95 Columbia University Press Publishing Date: December



SPLATTERPUNKS

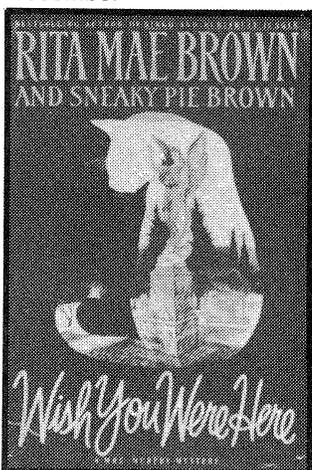
The Definitive Anthology Edited by Paul Sammon Includes "The Midnight Meat Train," a true masterpiece by splatterpunk guru Clive Barker; "Gentlemen," by splattermasters John Skipp and Craig Specter; "Night they Missed the Horror Show," a Bram Stoker Award-winning story by Joe R. Lansdale. Also stories by George R.R. Martine, Chelsea Quinn Yarbro, Mick Garvis, and so on.
\$14.95 St. Martin's Press Publishing Date: November

SYMPOSIUM

by Muriel Spark

High comedy as only Muriel Spark can write it — witty, precise, and illuminated by moral inquiry. From the young woman who strangely attracts violent death, to delightfully mad Uncle Magnus, to the hilarious Sisters of Good Hope, the cast of characters is as dazzling as any that Spark has ever assembled. And as they move through the ingenious plot at dizzying speed, we are once again in the hands of a master stylist.

\$18.95 Houghton Mifflin Publishing Date: December



WISH YOU WERE HERE

by Rita Mae Brown and Sneaky Pie Brown

Mary Minor Haristeen, Harry to her friends, is the youngest postmistress in the history of Crozet, Virginia. Postcards are regular items in the mailbags and when Martin Craycroft, the town's rich contractor, receives one with a stone angel from a tombstone on the front and the inscription "Wish You Were Here" on the back, Harry thinks little of it. Until Martin's body is found in his cement mixer. In response to this odd way humans have of using murder to solve problems, Harry's willful tiger cat Mrs. Murphy, with the aid of her Welsh corgi Tucker, follows a path of death and small-town scandal to uncover the killer before another murder can occur. Yet more postcards arrive, more deaths do happen, and soon the residents of this cozy Southern hamlet are afraid, for one of their kind is a murderer.

\$18.95 Bantam Publishing Date: December

THE MAMBO KINGS PLAY SONGS OF LOVE

by Oscar Hijuelos

Winner of the most recent Pulitzer Prize, a funny, smart, lyrical book.
\$9.95 Harper & Row

THE DELICATE PREY

and Other Stories by Paul Bowles

"...one of the most profound, beautifully wrought, and haunting collections in our literature."—Tobias Wolff
\$9.95 Ecco Press



JIM THOMPSON

By now everyone knows about Jim Thompson. Maybe you saw *After Dark, My Sweet*, or maybe someone loaned you a copy of *The Killer Inside Me*. Anyway, he's hot, and many of his hotter titles have been acquired by Random House and are being reissued under the slick Vintage Crime imprint. *Pop 1280* gets a special recommendation because it has been unavailable for quite a while, and it's a little grittier than most. Also, *The Killer Inside Me*, probably his nastiest best book (Stanley Kubrick called it "The most convincing first-person account of a criminally warped mind I have ever encountered"), won't be available until around March. Check them out. As the *New York Times* says: "Jim Thompson is the best suspense novelist going, bar none" (even if he is dead).
After Dark, My Sweet \$7.95 *The Getaway* \$8.95
The Grifters \$8.95 *Hell of a Woman* \$8.95
Pop. 1280 \$8.95

GROOTKA

by Jon A. Jackson

At last, a new Mulheisen novel from the man who brought you the gritty *The Diehard* and the very popular *Blind Pig*, about which James Crumley said, "...Without a doubt one of the finest detective novels ever written — smart, funny, and completely convincing." This one is about Grootka, retired legend in Detroit's Police Department and Mulheisen's mentor. Unofficially on abandoned car detail one frigid night, Grootka discovers in the trunk of an old De Soto a corpse he identifies as that of a well-known pimp and hustler, Books Meldrim. And at that moment, a thirty-year-old unsolved case of rape and murder becomes his sole obsession. While looking into the savage murder of a Palmer Park widow, Mulheisen is drawn into Grootka's own devious investigations, in spite of himself and not for the first time. As their lives intertwine in unexpected and dangerous ways, the two policemen move together toward an unexpected and violent conclusion on "Devil's Night," a night when Detroit is like no other place on earth.

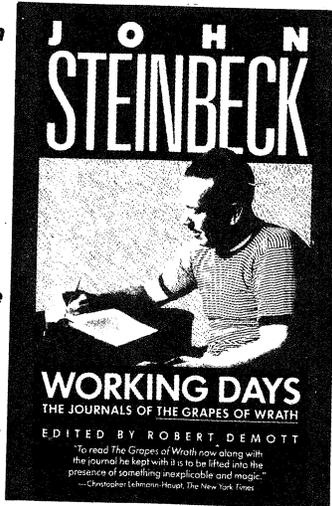
\$19.95 Countryman Press Publishing Date: October

WORKING DAYS

The Journals of *The Grapes of Wrath*
Edited by Robert DeMott

Not everyone knows that Steinbeck wrote his Great American Novel shackled up in a little house down in Los Gatos, contending with noisy carpenters, a steady flow of visitors, and serious self-doubt. This is an extraordinary look at the artistic process, detailing day by day the grind and the guts it takes to produce a work like *The Grapes of Wrath*. Especially invaluable for the would-be artist or writer. *The New York Times* said, "To read *The Grapes of Wrath* now along with the journal he kept with it is to be lifted into the presence of something inexplicable and magic."

\$8.95 Penguin Publishing Date: November



GRANTA CHRISTMAS

Edited by Bill Buford

Is it possible to write a modern Christmas story? This, during the month of December, is what *Granta* asked more than 30 writers and photographers. How, *Granta* asked, do you represent Christmas at the end of the 20th-century? What story is the story to tell? *Granta* discovered that it was not one story but many: the many Scrooges to choose from in the 1990s; a Christmas memoir; sentimental recollections of the family; the anti-Christ invective; and the realities — brutal invocations of traffic, endless indigestion, wet shoes, vicious relatives, and sadism exercised through pretty wrapping paper. *Granta Christmas* is essential fireside reading, with stories from Paul Theroux, Louise Erdrich, Peter Carey, Richard Ford, William Boyd, Patricia Highsmith, Geoffrey Wolfe, among other writers.

\$8.95 Penguin Publishing Date: December

SHOCK TREATMENT

by Karen Finley

Karen Finley's performances have been hailed as works of genius and proclaimed obscene, sometimes in the same breath. Rage, compassion, and a wicked sense of humor animate Finley's work, which excoriates misogyny, abusive families, injustice, greed, and state coercion of bodies and minds. Here, collected for the first time, are the high voltage monologues and scatological rants she has performed internationally, including "The Constant State of Desire," "I'm an Ass Man," and "We Keep Our Victims Ready."

With illustrations by the author.
\$6.95 City Lights Publishing Date: October

YELLOW SILK

Erotic Arts and Letters Edited by Lily Pond and Richard Russo

Yellow Silk: Journal of the Erotic Arts was founded in 1981 in the belief that the erotic has always been part of American culture and should be a viable part of American art and literature. Drawn from this award-winning publication, the wide variety of short stories, poems, and artwork in this book manages to be both subtle and explicit, with writing ranging from earthy and funny to tender and thoughtful.

Yellow Silk is guided by the editorial policy "all persuasions, no brutality." The result is a quality collection with work by such writers as Paul Williams, W.S. Merwin, William Kotzwinkle, Marge Piercy, Gary Soto, Susan St. Aubin de Teran, Susan Griffin, and Alice Kahn.

\$19.95 Crown Publishing Date: October

THAT MIGHTY SCULPTOR, TIME

by Marguerite Yourcenar

In *The Dark Brain of Piranesi*, the first volume of her essays translated into English, Marguerite Yourcenar showed herself as elegant and masterful a critic as she was a novelist. This new collection of essays, published posthumously, demonstrates once again her erudition and the range of her interests — both historical and contemporaneous, Oriental as well as Occidental. In *That Mighty Sculptor, Time*, Yourcenar takes up such diverse subjects as the poet Oppian, Tantrism, the feasts of the Christian year, Durer, the Japanese studies of Ivan Morris, the erotic mysticism of the *Gita-Govinda*, and the eternal spirit of Andalusia. She also includes a memorably beautiful prose poem on Michelangelo.

\$18.95 Farrar Straus Giroux Publishing Date: December

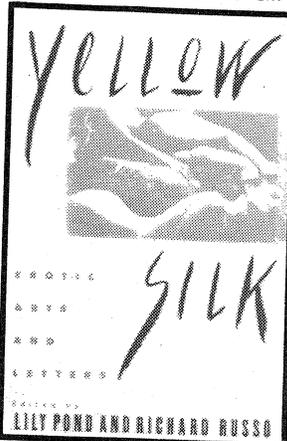


GREEN EYES

by Marguerite Duras

Essays on film by one of France's most important novelists and filmmakers. *Green Eyes* is filled with Duras's many observations and opinions on her own work and that of other directors, including Woody Allen, Charlie Chaplin, Ingmar Bergman, Jean-Luc Godard, Alain Renoir, and Jacques Tati. An amusing and interesting interview she conducted with Elia Kazan is also included here. *Green Eyes* also includes many of Duras's ideas about the relation between her writing and her work in film, as well as her views on television, on the nature of literary production, on the political responsibility of the writer, and on the relation of independent cinema to mainstream moviemaking.

\$27.95 Columbia University Press Publishing Date: November



CHRISTOPHER UNBORN

by Carlos Fuentes

Mexico, 1992: Black acid rain falls on "Makesicko City," the most polluted, most populated city in the world, while street gangs terrorize the capital and the corrupt government sells off pieces of the debt-ridden country and traffics in drugs. Amid this apocalyptic landscape, a great prize is being offered to the first child born on the 500th-anniversary of Columbus's discovery of America. That child is the narrator, Christopher, whose conception and birth bracket the novel. By turns savage, shrewd, despairing, and passionate, *Christopher Unborn* is a triumphant play of language, political satire, and mythmaking by one of the world's preeminent writers.

\$12.95 Vintage Publishing Date: October



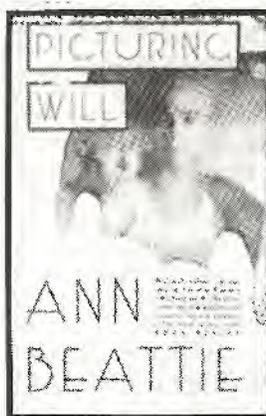


PICTURING WILL

by Ann Beattie

Coming in paperback, this novel unravels the complexities of a postmodern family. There's Will, a curious five-year-old who listens to the heartbeat of a plant through his toy stethoscope; Jody, his mother, a photographer poised on the threshold of celebrity; Mel, Jody's perfect—perhaps too perfect—lover; and Wayne, the father who left Will without warning and now sees his infrequent visits as a crimp in his bedhopping. T.C. Boyle says: "Positively shines...The language is inspired, rhapsodic, and true. Beattie has created a surprisingly lyrical and deeply affecting work. [She] writes out of a wisdom and maturity that are timeless."

\$9.95 Vintage Publishing date: January

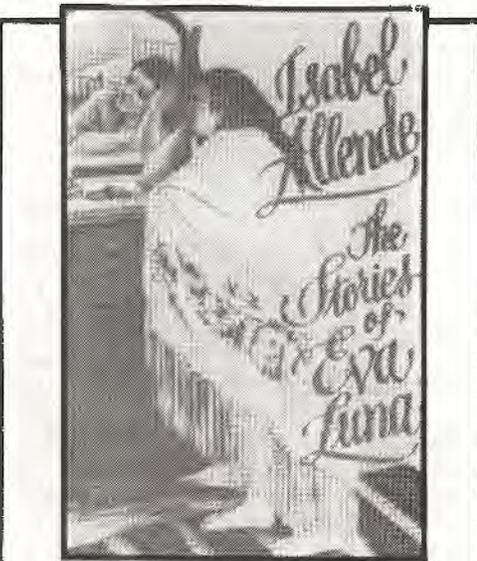


HARD RAIN

by Ariel Dorfman

Salman Rushdie says: "One of the most important voices of Latin America." John Berger says: "Dorfman leads us, like Dante, into the pit of his country's experience ... it was bound to happen one day: a writer, a victim, a revolutionary, capable of seeing God in the vertigo of experience ... It was bound to happen — but not necessarily accompanied by Dorfman's accessibility and greatness."

\$10.95 Readers International Publishing Date: October



THE STORIES OF EVA LUNA

by Isabel Allende

Asked by her lover Rolf Carl, the young European refugee who figured so prominently in the last book, to tell him a story, Eva Luna complies, giving us almost two dozen vibrant, enchanting demonstrations of her artistry: Here are *campesinos* and rich people, guerrillas and fortunetellers, great beauties and tyrants, the foreign made indelibly familiar by the imagination, the passion and eloquence of one of the world's leading writers.

\$49.95 Discounted 40% to \$11.37
Macmillan Publishing Date: January

THE GINGER TREE

by Oswald Wynd

In 1903, a 20-year-old Scots girl sails to China to marry a British attache. Lively, curious, unspoiled, Mary will soon horrify the British community by having an affair with a young Japanese count. Separated from her daughter, ostracized by the Europeans, Mary begins an odyssey that becomes a struggle to survive in a culture that barely tolerates Westerners or women. How she not only survives but triumphs is the story of *The Ginger Tree*, a compelling novel that evokes the exotic cultures of Japan and China and covers 40 tumultuous years in the Far East — including two world wars and the cataclysmic Tokyo earthquake of 1923.

\$8.95 Harper Perennial Publishing Date: November

A WILD SHEEP CHASE

by Haruki Murakami

In a Japan of the imagination, a 30-year-old advertising executive is sent on a harrowing journey from the urban landscape of Tokyo to the mountainous snow country of Hokkaido, in pursuit of a mythical sheep reported to embody an irresistible will to absolute power. Along the way, he is confronted with his own dark side — and that of his country. *The New Yorker* says: "Lingers in the mind with the special glow that attends an improbable success. It is difficult not to regard *A Wild Sheep Chase* as an event."

\$8.95 Plume Publishing Date: November



KEEP THE CHANGE

by Thomas McGuane

The New York Times Book Review says of McGuane's most recent novel: "Dogs, horses, Indians, the road...McGuane has never pretended to write from any other point of view than that of our manliest American men. [But now he] has expanded his emotional territory and deepened his literary concerns. I don't know of another writer who can walk Thomas McGuane's literary high wire."

\$9.95 Vintage Publishing Date: November

WILD MIND

Living the Writer's Life by Natalie Goldberg

From the author of every writer's favorite source of inspiration, *Writing Down the Bones*, comes a new book full of compassionate, practical, and often humorous advice on how to find time to write, how to discover your personal style, how to make sentences come alive, and how to overcome procrastination and writer's block. And here also is a larger vision of the writer's task: balancing daily responsibilities with a commitment to writing; knowing when to take risks as a writer and as a human being; coming to terms with success and failure and loss; and learning self acceptance—both in life and in art.

\$8.95 Bantam

LUCY

by Jamaica Kincaid

The story of Lucy, a teenage girl who comes to America to work as an *au pair* for a couple and their four children. As Lucy learns that all is not as blissful as it first seemed, she is also unraveling the mysteries of her own sexuality. *The Washington Post Book World* says: "With Jamaica Kincaid we have acquired a poet of girlhood and place ... exhilarating to read and impossible to forget."

\$16.95 Farrar Straus Giroux Publishing Date: October





seal of approval

The following books have all been awarded the much-coveted "Young Smartass seal of Approval"

FOUR LECTURES

by Stephen Rodefer

Loopy, hilarious, high-energy writing with a serious attitude. Stephen Rodefer's work is not well-known yet, but it's only a matter of time before he'll be regarded as a national treasure. Robert Creeley says: "Very solid. Great and useful satiric ploy with bedrock concerns. Grab *Four Lectures*, it's possibly the last real sense you'll be offered." Ron Silliman adds: "Part carnival, part war, the clamor of the world is loud in the works...What other writer can give us this much of the real?"
\$7.50 The Figures Press

NEW FACES OF 1952
by Maxine Chernoff

A master of the prose poem and an extraordinary storyteller, Maxine Chernoff has been known to occupy susceptible minds for weeks on end. Also, look for her selected poems real soon now. Andrei Codrescu says: "These are the kind of stories one ought to tell one's children over and over...You have my undivided attention for whatever's next." Kenward Elmslie says: "I haven't laughed so hard at a book of poetry since Kenneth Koch's *Thank You*".
\$6.00 Ithaca House

UP LATE

American Poetry since 1970, 2nd Edition, edited by Andrei Codrescu

Contains work from each of the poets listed above, plus Clark Coolidge, David Anth, Judy Grahn, and a good number of locals that deserve to be better known. "Up Late is the best anthology of relatively unknown poets I've come across in years. Codrescu has done a masterful job. If you read this big sucker from cover to cover, you'll find at minimum five poets whose work you'll want to collect. No kidding."—David Fox
\$14.95 Four Walls Eight Windows

ROCKS AND DEALS

by Geoffrey Young

Geoffrey Young's long poem *Rocks and Deals* is a scattershot look at the North American psyche, where thoughts are examined as they ricochet off other thoughts. Young picks up everything in his cultural path, juxtaposing a philosophical statement, a slogan on a tee-shirt, something overheard in a bar, and a lover's question with dazzling technique and a riotous sense of humor. High energy fun.
\$4.00 The Figures

SOMEBODY TALKS A LOT

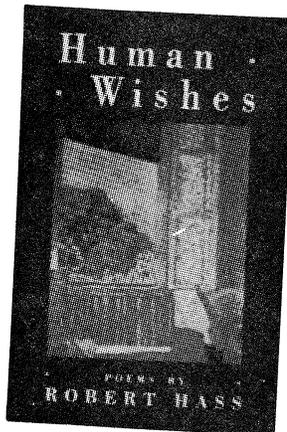
by Paul Hoover

Paul Hoover's clever, witty, more than slightly self-conscious poems are a triumph of language. He makes the ordinary experiences of urban and suburban life seem strange and wonderful. "Paul Hoover is a poet of urban dreams and expectations. This is an exciting and important collection."—John Ashbery. "Reading Paul Hoover's poems is like discovering your first wing nuts: spinning, useful, beautifully conceived metal angels, giving you that funny *why-didn't-I-think-of-that?* feeling."—Ron Padgett
\$3.50 Yellow Press

HUMAN WISHES

Poems by Robert Hass

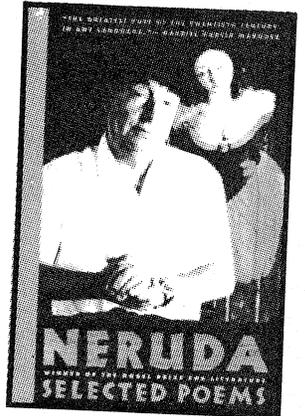
The author of *Field Guide* and *Praise* has produced his best book yet. The voice and the man have matured. The *Boston Globe* says: "*Human Wishes* takes Hass's poetry to a level of tenderness that few of his contemporaries have reached ... It would not surprise me if he turned out to be one of our major poets, for he has all the requisites: intelligence, depth, musicality, sweep, intimacy, humor, observation, learning, and above all, compassion."
\$9.95 Ecco Press



SELECTED ODES OF PABLO NERUDA

by Pablo Neruda

Neruda wrote three books of odes during his lifetime. This selection of odes from all three volumes, printed with the Spanish originals on facing pages, is far the most extensive yet to appear in English. Translator Margaret Sayers Peden vividly conveys the poet's vision of the realities of day-to-day life in her translations, while her brief introduction describes the genesis of the poems.
\$12.95 University of California
Publishing Date: October



PABLO NERUDA: SELECTED POEMS
Edited by Nathaniel Tarn

Neruda called for "a poetry as impure as old clothes, as a body with its food stains and its shame, with wrinkles, observations, dreams, wakefulness, prophecies, declarations of love and hate, stupidities, shocks, idylls, political beliefs, negations, doubts, affirmations and taxes." From his beginnings in the rainy south of Chile, Neruda lived in a state of entranced absorption in everything around him, human and natural. Through his many lives as diplomat, senator, and underground communist, he always fulfilled his "poet's obligation." This volume of *Selected Poems*, chosen originally by Neruda himself, presents the extraordinary poems he scattered so abundantly throughout his life. The translations are by Anthony Kerrigan, Alastair Reid, Nathaniel Tarn, and W.S. Merwin.
\$12.95 Houghton Mifflin Publishing
Date: September

SELECTED POEMS

by James Schuyler

No one has ever charted the modulations of the everyday with the piquancy of James Schuyler. His *Selected Poems*, now available in a handsome paperbound edition, includes selections from all of his previous books, many long out of print.
\$12.95 Farrar, Straus & Giroux

POETRY



AMERICAN POETRY

Wildness and Domesticity by Robert Bly

Those who know Bly only in his present-day incarnation as New Age maven of men's studies may be surprised to learn that, as editor of the lively journal *The Sixties*, he was the fiercest polemicist on the poetry scene.

American Poetry: Wildness and Domesticity brings together his articles from that sorely missed magazine, as well as more recent essays. Bly is the pioneer exponent of Spanish and South American surrealism, and was also largely responsible for getting Trakl and Tranströmer better known in this country. His agenda is the re-incorporation of the psyche and what might be called "earth spirituality" into poetry; these essays examine the work of those whose poetry exemplifies those values, and he critiques, sometimes savagely, the poets who don't in his view measure up to them. Rounding out the collection is a long interview in which Bly discusses, among other things, the aridity of the workshop system in American universities and the timidity of the current generation in criticizing their elders. A timely, provocative volume.

\$22.50 Harper & Row

SELECTED POEMS 1966-1987

by Seamus Heaney

A greatest hits collection from one of the majorest poets of the second half of the 20th-century. The selection of poems has been made from the volumes of his poems and translations published during the first 21 years of his career. It includes the complete, slightly revised version of his long poem "Station Island," as well as a number of prose poems previously unpublished in this country. His much admired sonnet sequences, "Glanmore Sonnets" and "Clearances," are also reprinted here in their entirety.

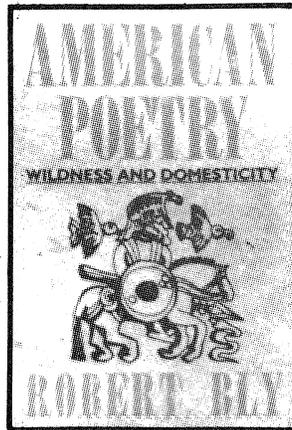
\$20.00 (And a bargain at that!) Farrar Straus Giroux

PERSONAE

The Collected Shorter Poems of Ezra Pound

It took some 65 years, but Ezra Pound's peerless collection of shorter work is finally available in a paperbound format. This is the Pound of the early volumes that predate that Cantos—from the era when he blew new life into Provencal tradition and pioneered, virtually by himself, the modern modes of Chinese translation. His great sequences are here in a newly revised edition—"Cathay," "Mauberley," his Propertius—as well as poems which have remained previously uncollected throughout the various earlier editions. The real discovery among these latter are the original first three Cantos, which were discarded by Pound in the formative stages of what was to become his lifetime project.

\$14.95 New Directions



SOUNDS AS THOUGHT

Poems 1982-1984 by Clark Coolidge

For close to 20 years Clark Coolidge has been American poetry's most adventurous and groundbreaking pioneer, charting the terrain where the meaning of language starts to become energized by its other qualities—sound, structure, tonal beauty. The result is a poetry that crackles with a kind of linguistic electrical charge. This new collection sees him taking his processes into more lyrical areas than perhaps he's done in the past: "Two or Three Things" in particular seems a brightly-colored meditation on the sensuousness of thought.

\$11.95 Sun & Moon Press

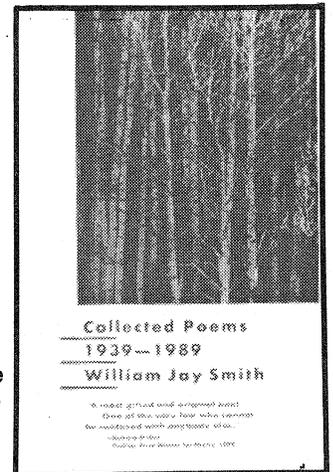
COLLECTED POEMS 1939-1989

by William Jay Smith

This distinguished collection celebrates the achievement of one of America's greatest living poets. William Jay Smith — critic, translator, former Poetry Consultant at the Library of Congress — displays his uncanny facility and grace with words, from superb light verse to deeply serious, searching work. His works reveals an exceptional emotional range. He acts as our guide through literary terrain that spans five decades, from the idyllic, prewar world of "Quail in Autumn," through the war poems of the 1940s, to the "Looking-Glass World" of the postwar period. By leading us through this landscape, he shows us who we are, how far we've come.

\$21.95 Charles Scribner's Sons Publishing Date:

November



THE KING OF TIME

Poems, Fictions, Visions of the Future by Velimir Khlebnikov

This volume is a selection of work from the extraordinary Russian futurist Velimir Khlebnikov, who along with Mayakovsky and Tatlin was part of that movement's incandescent heritage, before the revolution turned in on itself. One of the most hypersystematic souls who ever lived, Khlebnikov wrote plans for utopias of the future, and strove all his life to discover the "mathematical foundation of history" (represented here by excerpts from the "Tables of Destiny"). Another highlight is the supersaga "Zangezi", and "Architecture of Narratives" composed in twenty "planes" which must be read to be believed. Paul Schmidt, whose previous translations include the complete poetry of Rimbaud, has made this selection (with Charlotte Douglas) from a projected 3-volume edition of Khlebnikov's collected work.

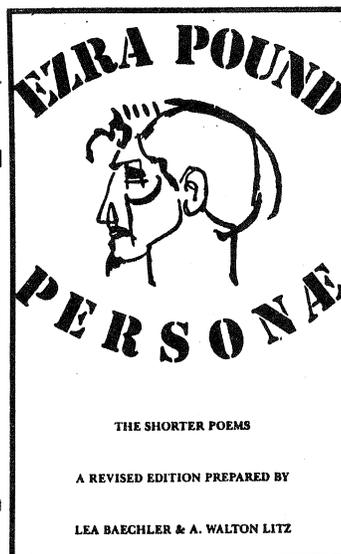
\$12.95 Harvard University Press

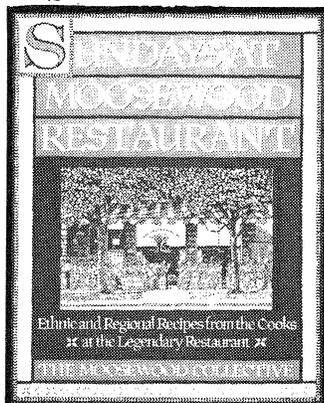
JACK KEROUAC

The Complete Recorded Works

Available on cassette or compact disc and including a 40-page booklet containing rare photographs, previously unpublished tributes and commentary from Allen Ginsberg, Jerry Garcia, William Burroughs, etc. And of course there's Kerouac himself reading from his own work, variously accompanied by Al Cohn and Zoot Sims.

\$39.98 World Beat/Rhino





SUNDAYS AT MOOSEWOOD RESTAURANT Ethnic and Regional Recipes from the Cooks at the Legendary Restaurant

Each Sunday, the Moosewood offers diners a new ethnic or regional cuisine adapted from traditional recipes. In this cookbook, each of the 18 Moosewood Collective members who prepare and serve its meals has contributed a chapter on his or her regional or ethnic specialty. Every chapter includes a cultural history, characteristic ingredients and cooking styles, and a tantalizing array of easy-to-prepare recipes for every course — even beverages — with easily available, economical ingredients. From Northern Africa to China and Japan; from Scandinavia to the Caribbean; from the South of France to the Southern United States — it's all here, plus a cross-cultural menu planner, and a fascinating and informative guide to ingredients, techniques, and equipment.

\$16.95 Simon & Schuster Publishing Date: October

THE SHORT-CUT COOK by Jacques Pepin

250 recipes for easy, elegant dishes that don't require major time or attention: lots of earthy one-pot dishes that can be served home-style, brought directly to the table from the stove; entire meals that take only minutes to prepare and only minutes to clean up; multipurpose dishes and menus for maximum flexibility; hints on using convenient packaged and frozen foods without guilt or shame, and ways to transform them into dishes that belie their humble origins. There are even recipes for homemade staples and salad dressings in bulk, great desserts made from store-bought basics, fabulous pizzas from frozen bread dough, and truly creative ideas for leftovers in the best French style.

\$19.95 William Morrow Publishing Date: November

THE FRUGAL GOURMET COOKS YOUR IMMIGRANT HERITAGE Recipes You Should Have Gotten from your Grandmother by Jeff Smith

Features menus and recipes from thirty-five different ethnic groups that immigrated to America. Their inability to bring many personal belongings with them made their memories of foods from the Old Country even more important to them. With the nation's growing interest in its ethnic backgrounds, readers will be intrigued to find recipes that both changed and contributed to the American dream. Among the more than 400 recipes included in the book are Jewish Noodle Kugel, Welsh Leek Pie, Puerto Rican Monfongo, Romanian Stuffed Cabbage, Moroccan Couscous, Swedish Pork Roast with Apricots and Prunes, and Hungarian Pancakes.

\$19.95 William Morrow Publishing Date: November

CELEBRATING ITALY by Carol Field

Italians are passionate about their food and their festivals, and Carol Field — with an enormous sense of wonder, excitement, and culinary expertise — explores them in this cookbook/culinary tour. Her recreation of thirty-five regional celebrations, dating back to medieval (even pagan) times, full of noise and crowds and gargantuan quantities of food, takes the reader to an Italy no one has ever written about before. The festivals range across the entire country, from Austrian Merano in the north to Sardinia and Sicily in the south, finding food in ritual settings and bringing to life events that mix culture, culinary history, and a sense of the sights, smells, and tastes of the country.

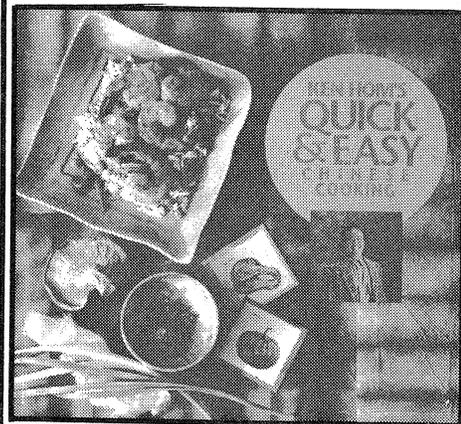
\$24.95 William Morrow Publishing Date: December



THE TASTE OF CHINA by Ken Hom

Ken Hom is back, this time with 90 recipes that evoke the vibrant richness of Chinese culture and cuisine. His selection of authentic recipes spans the full range of regional styles, from simple, hearty fare to exquisitely complex feasts. And the vivid color photographs of kitchens, gardens, and markets provide rare glimpses into the diversity of daily life in China.

\$29.95 Simon & Schuster Publishing Date: November



KEN HOM'S QUICK AND EASY CHINESE COOKING by Ken Hom

Designed for today's household running on a hectic schedule, as well as for the cook who wants a gratifying dinner without much fuss, this book satisfies with home-cooked meals organized ahead of time, or tasty treats whipped up in minutes. Hom comes to the rescue with Ten-Minute Salmon with Green Onion Sauce, or Papaya and Grapefruit Salad. Readers can serve up Quick Orange-Lemon Chicken in twenty minutes, or Elizabeth Chong's Noodle Salad in just seventeen minutes. Using shelves stocked with items from the book's suggested Basic Chinese Pantry, even the most reluctant cook can conjure up a fabulous meal.

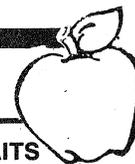
\$14.95 Chronicle Books Publishing Date: October

MARTHA STEWART'S CHRISTMAS Entertaining, Decorating, and Giving by Martha Stewart

Chock full of recipe for traditional items such as plum pudding, gingerbread cookies and fruitcake; gift ideas such as friendship baskets; tips on wreath-making, giftwrapping, making your own ornaments, and decorating the tree; and of course a guide to throwing the slam-bangiest, traditional Christmas dinner you could want, from setting the table to serving the fruit tartlets and keeping the eggnog coming.

\$21.95 Discounted 20% to \$17.56
Potter

MISCELLANY



BIG ALMA

San Francisco's Alma Spreckels: A Biography by Bernice Scharlach

Alma de Bretteville Spreckels, the lady who towers over Union Square atop the monument to Victory, was a figure as colorful as the city she symbolizes. Born in 1881, she grew up at a time when San Francisco was still a bawdy, rollicking town where horses lay unburied in the streets and where grand pianos were in great demand. Alma reflected both the crudeness and the aspirations of the city. From humble beginnings, with no more than a grammar-school education, she used her beauty and her tremendous determination to become San Francisco's queen of culture.

\$24.95 Scottwall Associates

A NATURAL HISTORY OF THE SENSES

by Diane Ackerman

A vibrant celebration of our ability to smell, taste, hear, touch, and see. Ackerman weaves together scientific fact with lore, history, and voluptuous description. The resulting work is an enchanting account of how human beings experience and savor the world. "Diane Ackerman brings a poet's eye, a sharp intellect, and meticulous research to her *Natural History*. Letting a writer of the finest sensibility take us on a guided tour of our senses is exhilarating and emancipating—the best kind of journey."

\$19.95 Random House

THE RAINFORESTS

A Celebration Compiled by the Living Earth Foundation

While there is growing clamor over the destruction of the rainforests, few people have any real idea of what they are and why they are so important. This beautiful book takes us right inside. It is both a visual celebration of the world's rainforests and an impeccable scientific summary of how they operate.

~~\$35.00~~ Discounted 20% to \$27.96

Chronicle Books

A TASTE OF SAN FRANCISCO

Presented by The San Francisco Symphony

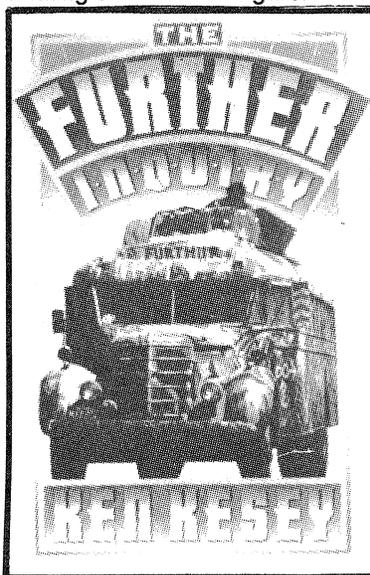
Eighty-two of the Bay Area's best-known chefs have prepared eighty-nine complete menus designed specifically for the home cook. From culinary stars such as Ken Hom, Bradley Ogden, Wolfgang Puck, Jeremiah Tower, and Alice Waters, and from internationally known restaurants such as Fleur de Lys, Chez Panisse, Camp-ton Place, Stars, and The Blue Fox comes a diversity of recipes for all manner of food, from delectable grilled fish and poultry to delicately sauced homemade pastas, from crisp, tangy salads to elegant desserts. Many of the dishes are quick and easy to make, with preparation and cooking times of under 30 minutes; others are more elaborate and time-consuming—perfect for special occasions.

\$24.95 Doubleday Publishing Date: October

THE FURTHER INQUIRY

by Ken Kesey

Tom Wolfe's bestselling *Electric Kool-Aid Acid Test* chronicled the journey, and lifted Kesey into the stratosphere of notoriety as a psychedelic counter-culture hero. *The Further Inquiry* is Kesey's re-examination of the adventure, 25 years later, in the form of the "trial" of Neal Cassady's spirit — a serious meditation on the sixties and on Cassady, a unique, elusive, and fascinating all-American figure. With



more than 150 previously unpublished color photographs by Ron "Hassler" Bevirt, and verbatim transcripts of key episodes (including classic Cassady monologues), this is must reading for all those who recognize the bus and the bus trip ("Are you on the bus or off the bus?") as one of the central metaphors and reference points of its era.

~~\$24.95~~ Discounted 20% to \$19.96 Viking Publishing Date: October

NATIVE AMERICAN PORTRAITS

by Nancy Hathaway

Over one hundred photographs from the renowned Kurt Koepler collection of Native American portraits taken between the end of the Civil War and the end of World War I. *Native American Portraits* presents a factual, anecdotal, and visual history of the evolving artistry and technology of a century of photographers, as well as of the tribes whose vanishing trappings and traditions they sought to capture with their craft. The subjects include such important warriors as Sitting Bull, Chief Joseph of the Nez Perce, Red Cloud, Geronimo, and Chief Gall (who led the Indians to victory against Custer).

\$16.95 Chronicle Books Publishing

Date: November



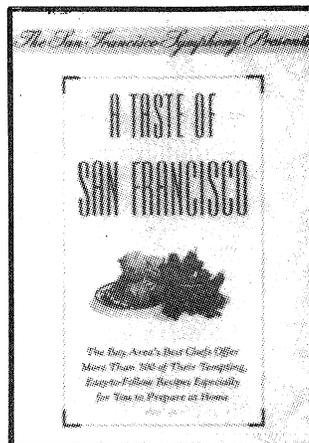
THE CURIOUS COOK

More Kitchen Science and Lore by Harold McGee

In this lighthearted yet eminently informative book, McGee applies a scrupulous scientific method to his activities with pots and pans, investigating many traditional practices and the biochemical properties of common foods. His simple kitchen experiments, described in fascinating detail, set to rest many time-honored (and time-consuming) myths. Searing a piece of meat does nothing, McGee informs us, to seal in its juices. The seemingly universal prohibition against cutting lettuce is one we can now ignore, armed with rigorous scientific evidence that cut leaves turn brown no more quickly than do torn ones.

\$19.95 North Point Press Publishing

Date: October

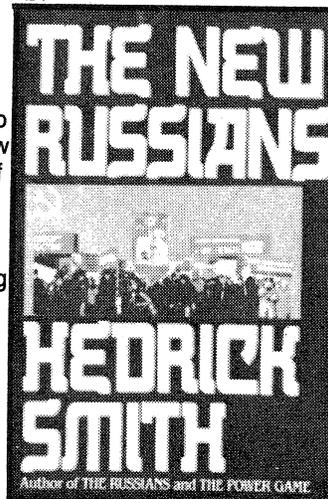


THE NEW RUSSIANS

by Hedrick Smith

Fourteen years ago, Hedrick Smith's *The Russians* established him as America's premier popular authority on contemporary Russia. In 1988-1990, Smith returned to the country he knows so well and set out to discover how Gorbachev's sweeping reforms are reshaping the lives of ordinary people—and what those changes mean for us. Based on hundreds of interviews, and seven trips covering 40,000 miles, *The New Russians* examines Gorbachev's rise and lets us meet the new Russians—daring entrepreneurs, outspoken mothers, journalists, factory managers, and farmers suspicious of free-market risks. Smith shows us the impact of continued economic stagnation and explosive nationalist tensions, and he offers an incisive analysis of what changes in the Soviet Union suggest about the future.

\$24.95 Discounted 40% to \$14.97 Random House Publishing Date: November

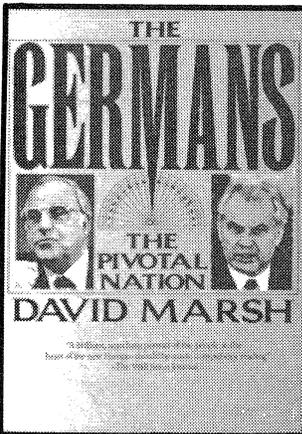


GOLDEN LILIES

by Kwei-li

Golden Lilies is a brilliant jewel of a book — a memoir in letters written by Kwei-li, a Chinese noblewoman, which provides an extraordinarily intimate portrait of Chinese life at the turn of the century. These moving letters offer us look inside a world in which, for all its formality, women thought and dreamed about the things we still think about to day — love, happiness, their families, their places in the world, and how that world changes around them.

\$17.95 Viking Publishing Date: November



THE GERMANS

The Pivotal Nation by David Marsh

Marsh tackles the difficult questions surrounding a united Germany; how the Germans feel about it, how their neighbors will respond, whether the resurgence of national pride is a cause for worry, and how well the long-separated East and West Germans will function together in one society. *The Wall Street Journal* says: "A supremely topical book...*The Germans* should be made compulsory reading."

\$22.95 Discounted 20% to \$18.36 St. Martin's Press

BUDAPEST 1900

A Historical Portrait of a City and Its Culture by John Lukacs

Lukacs, distinguished historian and native of Budapest, here offers a rich and eloquent depiction of one of Europe's great cities at its height. He provides a cultural and historical portrait of Budapest — its sights, sounds, and inhabitants; the artistic community; its class dynamics and politics; the essential role played by its Jewish population — and a historical perspective that describes the ascendance of the city and its decline into the maelstrom of the twentieth-century.

\$12.95 Grove Wiedenfeld Publishing Date: October

ALMOST A REVOLUTION

The Story of a Chinese Student's Journey from Boyhood to Leadership in Tiananmen Square by Shen Tong with Marianne Yen

Jonathan D. Spence says: "*Almost a Revolution* is a story of youthful excitement, bravery, and idealism. It also shows the confusion, arrogance, and contradictions that were never far from the movement's heart. Shen Tong makes no exaggerated claims about his own courage or foresight, nor does he spare his fellow students when he thinks they merit his censure. Thanks to Shen's openness and thoroughness in trying to assess the multiple layers of those hectic weeks before the massacre, the debate has been opened at a highly intelligent and articulate level."

\$19.95 Houghton Mifflin

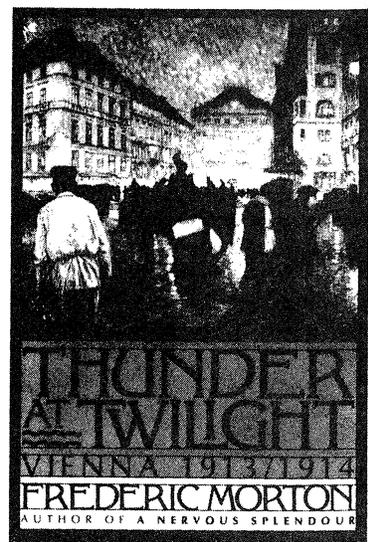


DE GAULLE

The Rebel 1890-1944 by Jean Lacouture

Jean Lacouture's monumental life of Charles de Gaulle has been hailed in France as one of the supreme works of contemporary biography: a meticulous and moving record of de Gaulle's life, and a sympathetic but even-handed evaluation of a great leader and statesman. The present volume, the first of two, takes us from de Gaulle's birth in Lille in 1890, through the formative years of the First World War — where the seeds of greatness were sown — and his swift and controversial rise to prominence in the French army, to his greatest triumph: the liberation of Paris in August 1944.

\$29.95 Norton Publishing Date: November



THUNDER AT TWILIGHT

Vienna 1913-1914 by Frederic Morton

Now available in paperback, this praised and popular tome takes the reader to Vienna to examine the events and ideas that led to World War I. Vienna, on the eve of the war, was a vortex of contradictory ideas, feelings, ideologies and mythologies. No one has captured this contradiction better than Frederic Morton: Vienna in 1913-1914 was a city in a twilight mood, with an emperor in his eighties and nationalism gaining strength. Then there are the people — politicians such as Hitler, thinkers such as Freud, artists such as Oscar Kokoschka — all of whom dropped the seed of future revolutions into the whirl.

\$9.95 Macmillan Publishing Date: January

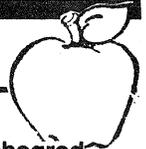
ITALIAN DAYS

by Barbara Grizzuti Harrison

Describes a journey down the Italian peninsula that immerses us in the inexhaustible plenty of that culture. Harrison offers a fascinating mixture of history, politics, folklore, food, architecture, art, and literature, studded with local anecdotes and personal reflections.

\$12.95 Ticknor & Fields

NON-FICTION



TRUTH IN RELIGION

An Essay on the Philosophy of Religion by Mortimer J. Adler

This is Adler's search for a resolution to the age-old conflict between logic and faith. Adler aims to discover where the truth lies among the plurality of the unity of truth: that the diverse parts of a single truth must be compatible regardless of the diverse ways in which they were received. This applies with the same force to religions of the Far East as well as those of the West. Adler maintains that a conflict emerges in Far Eastern cultures when they adopt technology based on one view of truth, yet defend their philosophical and religious beliefs using a contradictory one.

\$18.95 MacMillan Publishing Date: October

THE BROKEN CORD

by Michael Dorris

Winner of the 1989 National Book Critics Circle Award and the 1989 Christopher Award, *The Broken Cord* tells how, in 1971, when Michael Dorris became one of the first unmarried men to legally adopt a young child, very little was revealed about the child's past, except that his biological mother had died of alcohol poisoning. *The Broken Cord* is the story of the next two decades, a time of alarming discovery about Fetal Alcohol Syndrome, both for the growing Dorris family and the international medical community. *The Los Angeles Times* says: "It's not good enough to say *The Broken Cord* is good; it's a prayer from the heart."

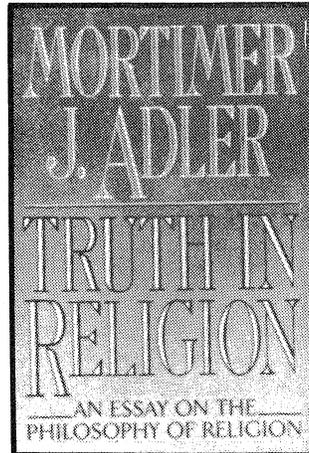
\$9.95 Harper Perennial Publishing Date: October

POSTMODERNISM, OR, THE CULTURAL LOGIC OF LATE CAPITALISM

by Fredric Jameson

Jonathon Arac says: "Fredric Jameson, internationally recognized as a literary theorist and as America's most notable Marxist intellectual, has established a leading place in discussions of postmodernism. Jameson brings to the subject an immense range of reference both to artworks and to theoretical discussions; a strong hypothesis linking cultural changes to changes in the place of culture within the whole structure of life produced by a new phase of economic history (multinational capitalism); and a severely scholarly wish to analyze and understand, rather than praise or blame, the object of his study." (Say that again?!)

\$34.95 Duke University Press Publishing Date: January

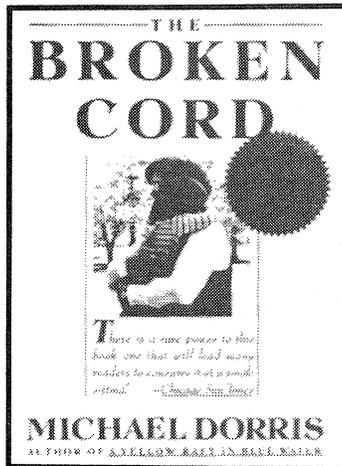


LUDWIG WITTGENSTEIN

The Duty of Genius by Ray Monk

Monk is the first biographer to quote extensively from many of Wittgenstein's revealing, yet previously unpublished, personal letters and writings. Born into one of the wealthiest families of turn-of-the-century Vienna, Wittgenstein gave away his entire fortune after inheriting it from his father to pursue his philosophical investigations in solitude and poverty. Possessed of one of the most original and acute philosophical minds of the age, he claimed that one should not do philosophy, and yet wrote the epoch-making works *Tractatus Logico-Philosophicus* and *Philosophical Investigations*. His life's work is inextricably bound up with his conflicted secret life and yet wholly transcends it.

\$24.95 The Free Press Publishing Date: October



PRECISION AND SOUL

Essays and Addresses by Robert Musil

Essential to understanding the accomplishment of this major figure in twentieth-century European literature. Written in Vienna and Berlin between 1911 and 1937, Musil's essays offer a perspective on modern society and intellectual life that still speaks directly to the predicament of the late twentieth-century. These essays are concerned with a crisis of modern culture as it manifests itself in science and mathematics, capitalism and nationalism, the changing roles of women and writers, and more.

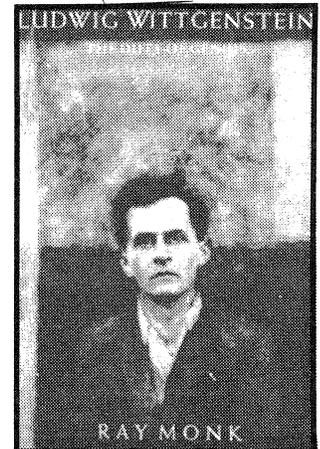
\$29.95 University of Chicago Press Publishing Date: November

SAINTS AND POSTMODERNISM

Revisoning Moral Philosophy by Edith Wyschogrod

According to Edith Wyschogrod, the saintly dissolution of self-interest is the touchstone of moral existence and creates a place in postmodernity for morality and ethics. Challenging analytic philosophy's formulations of the problem of altruism, she argues that moral theory has reached a dead end in the postmodern age, and that a naratological, specifically hagiographic ethic offers the most compelling alternative. She applies contemporary French thought (especially that of Levinas, Blanchot, Derrida, Lyotard, Deleuze, and Kristeva) and German philosophy (particularly that of Heidegger, Gadamer, and Sloterdijk) to the lives of saints such as the doubly gendered Saint Marina and to the hagiographic fiction of Henry James, Yukio Mishima, Jean Genet, and others.

\$15.95 University of Chicago Press Publishing Date: December

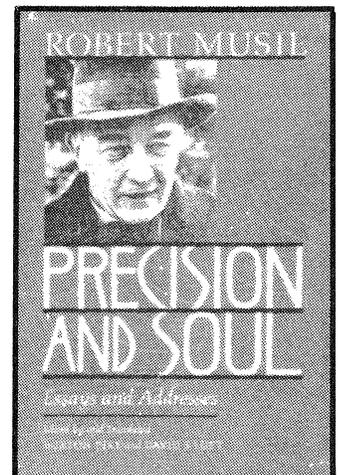


ESSAYS ANCIENT AND MODERN

by Bernard Knox

These essays cover subjects ranging from Hesiod, Homer, and Thucydides to Auden, Forster, and the Spanish Civil War. With a masterful eye for the telling detail, Knox continually reminds us that we share the present with antiquity's living past. "The range of these essays is catholic, the mind behind them a delight ... Bernard Knox is unique; a grateful nation ought to bronze him for posterity." — Peter Green, *Washington Post*. "The work of a man whom one would like to have as a friend. It deserves to have a great success." — Jasper Griffen, *New York Review of Books*.

\$12.95 Johns Hopkins Publishing Date: September



THE AMERICAN SONGBAG

by Carl Sandburg

Carl Sandburg's homespun collection of American folk songs is a unique anthology of words and music — complete harmonizations or piano accompaniments — to 290 songs, ballads, and ditties that people have sung in the making of this nation. The book is organized into chapters that combine to form a musical history of the American experience: "Mexican Border Songs," "Blues, Mellows, and Ballets," "The Great Open Spaces," "Picnic and Hayrack Follies," "Hobo Songs," "The Big Brutal City," "Prison and Jail Songs," "Minstrel Songs," "Bandit Biographies," "Tarnished-Love Tales," "Pioneer Memories," "Darn Fool Ditties."

\$16.95 Harcourt Brace Jovanovich Publishing Date: October

THE JOHN LENNON FAMILY ALBUM

by Yoko Ono

The intimate, informal photographs of John Lennon and his family in this remarkable collection present the unseen side of the most famous member of the Beatles. Here are Lennon, Yoko Ono, and their son Sean sharing good times at home, enjoying family and close friends. This new album of photographs from the two-year period preceding Lennon's assassination commemorates what would have been his fiftieth birthday and marks the tenth anniversary of his untimely death. Accompanying the more than one hundred color photographs are an introductory essay and personal captions written by Yoko Ono. A must for the legions of devoted Lennon fans, this unique volume offers a candid, intimate glimpse of the Lennon family's private world.

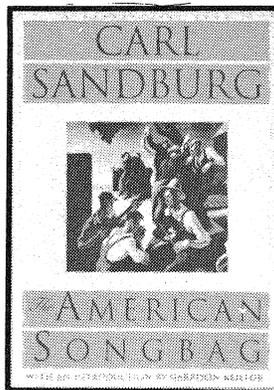
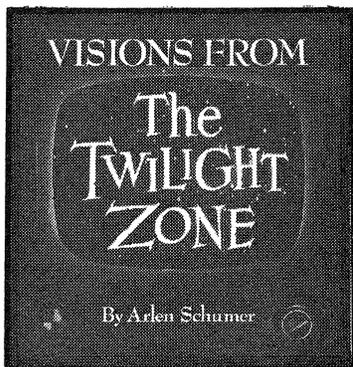
\$14.95 Chronicle Books Publishing Date: October

VISIONS FROM THE TWILIGHT ZONE

by Arlen Schumer

Pairs the show's stark images with poetic prose from various episodes to capture the essence of "The Twilight Zone" experience. Using original photography shot from video masters of actual episodes, designed and produced to duplicate the experience of watching a black and white television screen, the author has recreated the eerie atmosphere that rendered "The Twilight Zone" a beloved pop classic. Included here, too, is the entire episode of the now-famous "The Eye of the Beholder," as well as essays by the late Rod Serling, his wife, Carol Serling, "Twilight Zone" producer Buck Houghton, and *Village Voice* film critic A.J. Hoberman.

\$19.95 Chronicle Books Publishing Date: October



THE GODFATHER COMPANION

by Peter Biskind

With the third of the Godfather films on the way, this book bills itself as "everything you ever wanted to know about all three Godfather movies." This book will provide endless hours of entertainment for die-hard fans and trivia buffs with more quotes, facts, and behind-the-scenes stories than they ever imagined.

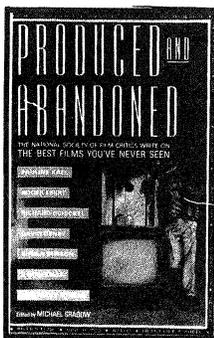
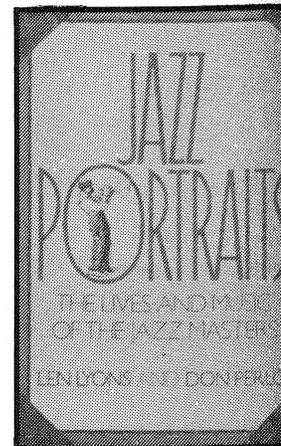
\$8.95 Harper Perennial Publishing Date: November

JAZZ PORTRAITS

The Lives and Music of the Jazz Masters by Len Lyons and Don Perlo

Arranged alphabetically, *Jazz Portraits* contains over two hundred biographies of history's most influential jazz masters. From the lyrical passion of Charlie "Bird" Parker to the intense, evocative, revolutionary sound of Miles Davis, to the vibrant, joyful scat-singing of Ella Fitzgerald, *Jazz Portraits* details the art and lives of the greats. Each entry discusses the artist's musical development and contributions to the art form, plus his or her major recordings.

\$14.95 William Morrow Publishing Date: November



PRODUCED AND ABANDONED

The Best Films You've Never Seen Edited by Michael Sragow

In this exciting, out-on-a-limb collection, Pauline Kael, Roger Ebert, Richard Schickel, and many others expose previously neglected films (such as *Shoot the Moon*, *Choose Me*, and *The Company of Wolves*) now available in home videos. The reviews pinpoint exactly what makes the selected films special: twists in the storylines, subtle shadings in the characters, and a degree of artistry that can't be communicated in the usual big-studio broad-stroke advertising campaigns. These critics don't rest on the cutting edge — they sharpen it.

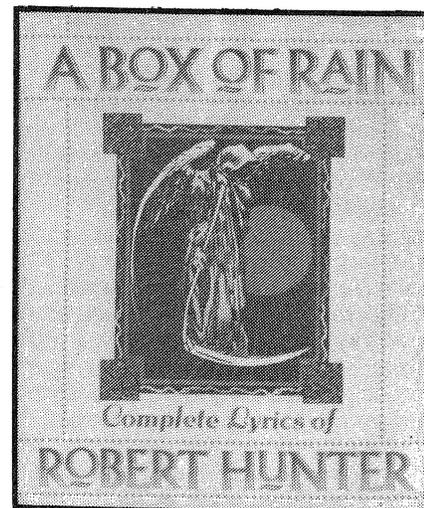
\$9.95 Mercury House Publishing Date: November

A BOX OF RAIN

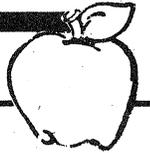
Lyrics of Robert Hunter by Robert Hunter

This anthology collects all Hunter's lyrics — his Grateful Dead songs, as well as those written for Jerry Garcia, Bob Dylan, and others, plus those he has performed on his numerous solo albums. Hunter's introduction and annotations explain the sources of some songs, and describe the evolution of others over years of performance. He presents the complete versions of epic song-poems like "Terrapin Station," "Amagamalin Street," and "Eagle Mall," only fragments of which has been performed or recorded.

\$22.95 Discounted 20% to \$18.36 Viking Publishing Date: November

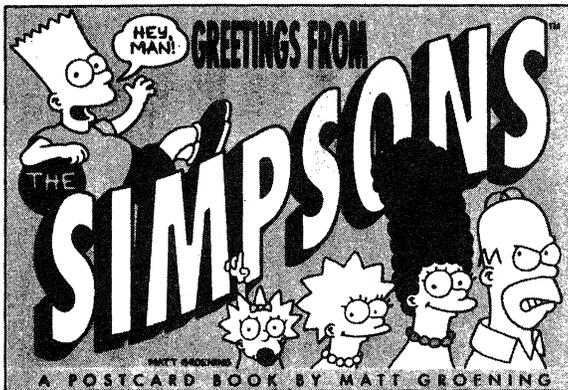


STUFF



GREETING FROM THE SIMPSONS and MATT GROENING'S THE SIMPSONS XMAS BOOK by Matt Groening

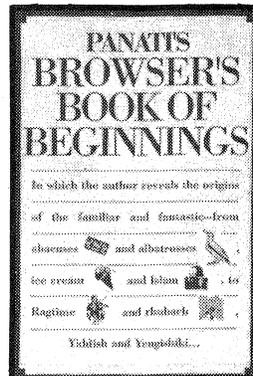
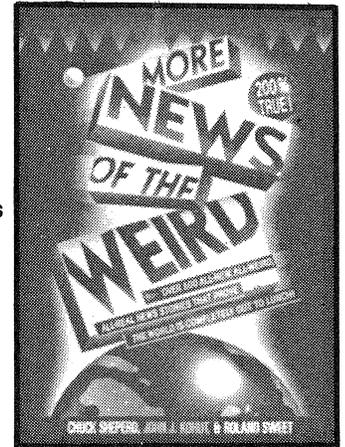
Here are two more ways to contribute to America's biggest growth industry without lightening your Bart Simpson "Big Spender" wallets (Yes, these really do exist) unduly. *Greetings From The Simpsons* is a tear-and-mail gallery of 32 full-color postcards featuring not-to-be-believed likenesses of Bart, Lisa, Maggie, Marge and Homer Simpson. *The Simpsons' Xmas Book*, the first book to spring off from the series, is adapted from the television Christmas special, a show destined to join *Frosty the Snowman*, *Rudolph the Red-Nosed Reindeer*, *The Grinch Who Stole Christmas* and *A Charlie Brown Christmas* in the seasonal animated special hall of fame. \$8.95 & \$12.95 Harper Perennial Publishing Date: October



MORE NEWS OF THE WEIRD by Chuck Sheperd, John J. Kohut, and Roland Sweet

Shepherd, Kohut, and Sweet — those newshounds with a nose for the abnormal — are back with more hilarious headlines of the times. Continuing in the bestselling vein of *News of the Weird*, our intrepid reporters have selected more than 500 unusual articles from America's top daily newspapers and compiled them into 50 drolly titled chapters where readers can learn the naked truth about "More Nude Behavior," discover the culinary capers that led to "Felonious Food," and find shocking new meaning in the term "chutzpah."

\$7.95 Plume Publishing Date: November



PANATI'S BROWSER'S BOOK OF BEGINNINGS by Charles Panati

This is a reissue of Panati's first book that started the whole series. What is the origin of checkers? Who invented the first computer? Where did people get last names? Who put the bop in bop-de-bop? It's all here. This book is *the one book you need!*

\$8.95 Houghton Mifflin Publishing Date: November

ENOUGH'S ENOUGH (And Other Rules of Life) by Calvin Trillin

Calvin Trillin's newest collection of pieces provides a sparkling commentary on our national life, public and private, over the past three years, as seen through the eyes of one of our funniest writers. No question is too small or too large to escape the amused scrutiny and adroit pen of Mr. Trillin — the question of whether the Trillin's neighborhood is where people from the suburbs bring their car alarms on Saturday nights for testing or the question of whether the best route to presidential popularity is staging "a very large invasion of a very small country."

\$19.95 Ticknor & Fields Publishing Date: October

MISS MANNERS Guide for the Turn-of-the-Millennium by Judith Martin

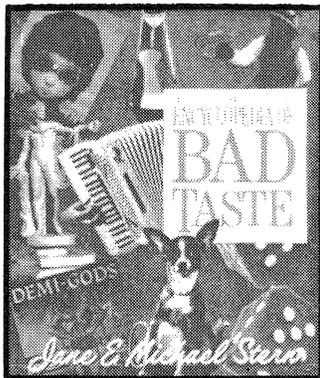
The book that tackles the question: how have changes in technology affected proper etiquette? How to properly conduct oneself with call-waiting, answering machines, faxes and automated tellers; dealing with multi-hyphenated names, birth, divorce, and other announcements, first weddings, second weddings, personalized weddings, elopements, and so on.

\$15.95 Simon & Schuster Publishing Date: November

THE ENCYCLOPEDIA OF BAD TASTE by Jan and Michael Stern

Called "the latter-day de Tocquevilles" by *The New York Times* and "a cross between Charles Kuralt and Calvin Trillin" by *The Wall Street Journal*, the Sterns aim for an even loftier goal of name-dropping achievement. "We intend for this work to be our *magnum opus*, establishing us as the Will and Ariel Durant of bad taste." To this end, Jane and Michael throw heaps of exemplary low culture against the wall of kitsch to see what sticks. They explore such diverse phenomena as white lipstick, tuna casserole, lava lamps, Charo, ant farms and Liberace in this Michelin of mediocrity.

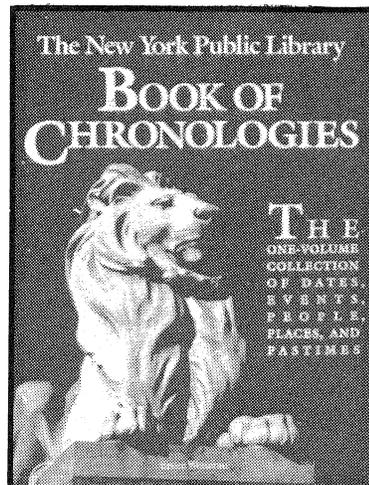
\$29.99 Harper Collins Publishing Date: November

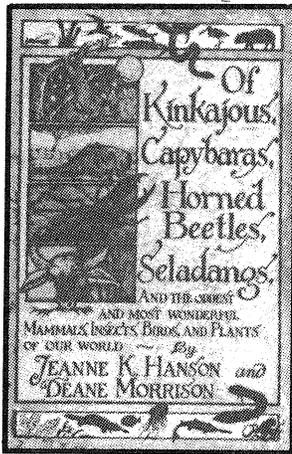


NEW YORK PUBLIC LIBRARY BOOK OF CHRONOLOGIES by Bruce Wetterau

This volume, the most all-inclusive time-frame reference currently available, goes far beyond standard date lists of dynasties, popes, and presidents to include a wide array of subjects — tables of evolution, religious movements, fashions, foods, monuments, advances in science, assassinations, natural and man-made disasters, Pulitzer-Prize winners, jazz greats, memorable films, and many more.

\$24.95 Stonesong Press/Prentice Hall Publishing Date: October





OF KINKAJOUS, CAPYBARAS, HORNED BEETLES, SELADANGS

And More of the Oddest and Most Wonderful Mammals, Insects, Birds, and Plants of Our World by Jeanne Hanson and Deane Morrison

Meet the giant weta, the strangler fig, the pangolin, the pitcher plant, the flashlight fish, the kinkajou, the hoatzin — a veritable bestiary of the strangest life forms on our planet. Here are the mammals, birds, and plants that make for ideal popular science reading. Learn about moths that eat tears, an insect that weighs more than a mouse, a flower that terrifies deer, birds that walk on water and birds that drink blood, and rodents that bark. Settle once and for all those arguments about whether eels can really electrocute people, crocodiles really have tears, and whether counting cricket chirps can really help tell the time.

\$18.95 Harper Collins Publishing Date: October

THE DEVOURING FUNGUS

Tales of the Computer Age by Karla Jennings

Jennings' humorous history of the computer age shows that no part of our world today escapes the computer's influence. *The Devouring Fungus* is replete with anecdotes and firsthand tales of computer gods, computer cons, computer viruses, computers in the office, computers in the bedroom, and computers in the hapless hands of neophytes who fold floppy disks to fit in shirt pockets and think UNIX means "harem guards."

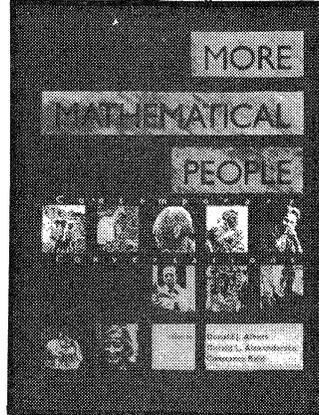
\$10.95 Norton Publishing Date: November

MORE MATHEMATICAL PEOPLE

Contemporary Conversations Edited by Donald J. Albers, Gerald L. Alexanderson, and Constance Reid

The science of mathematics is usually considered abstruse, yet it lies at the heart of our civilization, both philosophically — as it deals with the truth — and practically — as it helps us to build bridges, run computers, and understand nature. The second volume of the successful *Mathematical People* removes the mystery surrounding mathematics by profiling some of the most prestigious mathematicians of our time. While discussing everything from their interest in the science to their personal history, each interview reveals the mathematicians' diverse personalities, including their flaws and idiosyncrasies, and shows their devotion to and involvement in their work.

\$27.95 Harcourt Brace Jovanovich Publishing Date: October



JOURNEY FROM THE DAWN

Life With the World's First Family by Dr. Donald Johanson & Kevin O'Farrell

Before Peking Man, before Cro-Magnon Man, primitive hominids lived in Africa. *Journey From the Dawn* is the only anthropologically authentic work to reconstruct the daily lives of our earliest ancestors. It not only boasts stunning, full-color paintings on every page by top museum-exhibit designer Kevin O'Farrell but also includes an involving narrative of the characters' scientific overview of their world.

\$22.50 Villard Publishing Date: October

NATURE'S CHAOS

Text by James Gleick Photographs by Eliot Porter

The essence of the Earth's beauty lies in disorder, in the disorder of grasses strewn in a meadow, the blotching of green lichen on a tree trunk. Scientists today are discovering uncanny structures, more subtle and intricate than any gardener or sculptor might arrange. They are beginning to recognize the irregular order that emerges from pure disorder — the formation, metamorphosis, and distortion of patterns that repeat themselves on small and large scales. Through the words of James Gleick and the color photographs of Eliot Porter, *Nature's Chaos* teaches us to see the patterns, relations, and interactions present in nature's disorder and wildness.

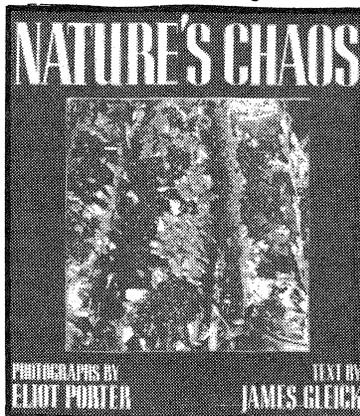
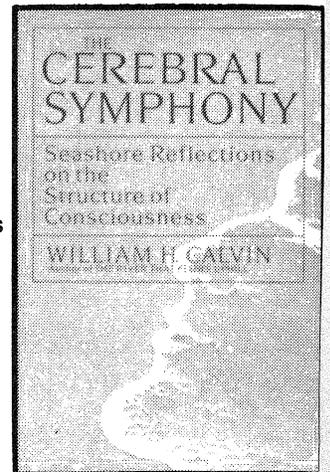
\$29.95 Viking Publishing Date: November

THE CEREBRAL SYMPHONY

Seashore Reflections on the Structure of Consciousness by William H. Calvin

While exploring the coastal region in and around the famed Woods Hole Marine Biological Laboratories in Cape Cod, *The Cerebral Symphony* takes us inside the mind of a working scientist as he pieces together a bold new hypothesis about how the brain works. Calvin moves us toward a new biology of consciousness, decision-making, and action. With the keen eye of a Stephen Jay Gould and the lyrical style of a Lewis Thomas, Calvin examines how our brains decide what to do next. His hypothesis is that the neurons in our brains operate from minute to minute much like what Calvin calls "a Darwin machine," an accelerated version of biological evolution.

\$10.95 Bantam Publishing Date: December



SEASONS OF LIFE

Our Dramatic Journey from Birth to Death by John Kotre and Elizabeth Hall

A PBS TV and radio tie-in book that tells the story of human development from infancy to late adulthood and traces the biological, social, and psychological "clocks" by which we mark the passage of our lives.

\$22.94 Little brown Publishing Date: October

MORE STUFF



MANHATTAN '45

by Jan Morris

In *Manhattan '45*, one of the great contemporary prose stylists leads us down the gangplank with the returning GIs, and allows us to discover for ourselves the island of Manhattan as it was forty-five years ago. Jan Morris takes us for a ride on the now vanished trollies, the El, and the Hudson River ferryboats, along the way introducing characters as disparate as Robert Moses, Sherman Billingsley of the Stork Club, Jackson Pollock, Mayor La Guardia, and Joe Gould, a Greenwich Village dweller who claimed to speak the language of seagulls. We also encounter Harlem and the Lower East Side; inspect the menu at the legendary Le Pavillon; board the Twentieth Century Limited on Track 34 in Grand Central Station; and swoon to Sinatra at the Paramount.

\$9.95 Oxford Publishing Date: November

PLEASURES OF A TANGLED LIFE

by Jan Morris

In 1974, when Jan Morris published her immensely popular autobiography *Conundrum*—which described her change from male to female—critics wondered what kind of sensibility would result from this extraordinary shift. *Pleasures of a Tangled Life* provides the answer. On one level, this book may be read as a fanciful celebration of Morris's daily experiences and an invitation to share her private delights (androgyny, she writes, is to be highly recommended). But there is more: a singular memoir unveiling her complex personality, her passions and obsessions, as well as her myriad doubts. In her powerful and original style, replete with the joy of discovery, sparkling wit, and an eye for the telling detail, Jan Morris traverses her world and ours and brings them closer together.

\$12.95 Vintage Publishing Date: November

ZEN TO GO

by Jan Winokur

Look no further than *Zen to Go* for the indispensable quotebook of the New Age. Less is more, as this convenient compilation of bite-sized Buddhism clearly demonstrates. From the Buddha himself to Yogi Berra, here are nuggets of spiritual nourishment from Zen masters and unwitting Zen practitioners alike. For example: "The foolish reject what they see, not what they think; the wise reject what they think, not what they see." — (Huang Po). "The only Zen you find on the tops of mountains is the Zen you bring up there." — (Robert Pirsig). "Everyone is in the best seat." — John Cage. "Experience, which destroys innocence, also leads one back to it." — (James Baldwin).

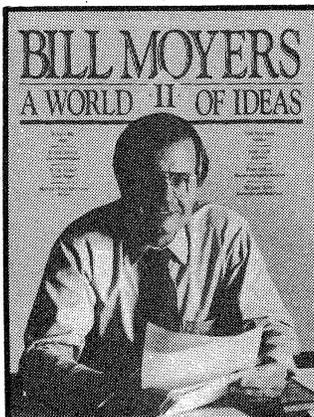
\$7.95 Plume Publishing Date: December

THE NEW SAN FRANCISCO AT YOUR FEET

by Margot Patterson Doss

This is the third revision and update of the king of walker's guide to Frisco (as the locals call it), with plenty of surprises for visitors and natives alike. This guidebook vividly evokes, through rich anecdotes, the local lore, historical flavor, and architectural splendor of this magical city. Incorporating all the charm of earlier editions along with new walks and old favorites entirely rewritten to keep pace with changes in San Francisco's scenery, Doss captures the city's rare mixture of old-world ambiance and dynamic modern metropolis as never before. She describes nearly 100 walks in all, including trips through areas of the waterfront, Chinatown, Russian Hill, Nob Hill, Ghirardelli Square, Golden Gate Park, and many others.

\$12.95 Grove Weidenfeld Publishing Date: January



A WORLD OF IDEAS II

by Bill Moyers

A new PBS season brings us a new Bill Moyers special, more thought-provoking conversations with the likes of writers Maxine Hong Kingston and Toni Morrison; Dr. Jonas Salk, developer of the polio vaccine and a leader in the field of AIDS research; Robert Bly, one of America's leading poets; Peter Sellars, avant-garde theater director; and Nobel Peace Prize-winner Archbishop Desmond Tutu.

\$22.95 Doubleday Publishing Date: November

THE SOUND OF WINGS

The Life of Amelia Earhart by Mary S. Lovell

Previous biographies have concentrated on trying to explain Earhart's disappearance in 1937. This definitive biography takes a different approach and delivers a brilliantly researched report on Earhart's *life* — from her tomboy childhood and early fascination with flying and her peculiar business/matrimonial relationship with flamboyant publisher G.P. Putnam, to her consuming — and ultimately tragic — quest for aviation fame.

\$12.95 St. Martin's Press Publishing Date: December

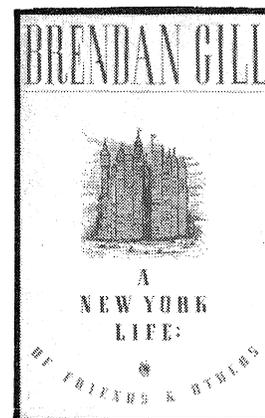
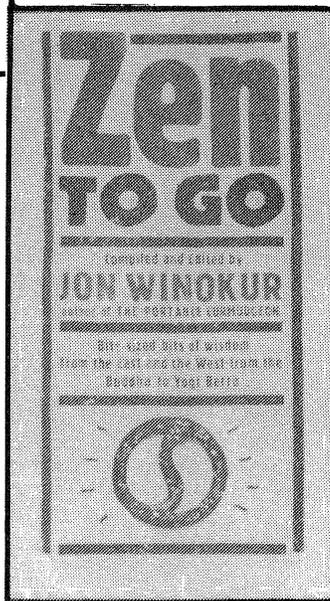


A NEW YORK LIFE

Of Friends and Others by Brendan Gill

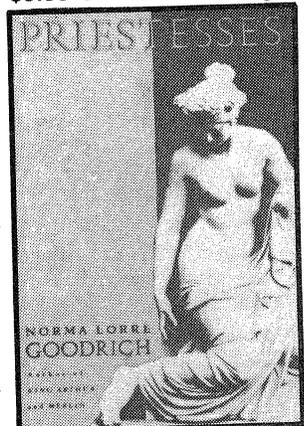
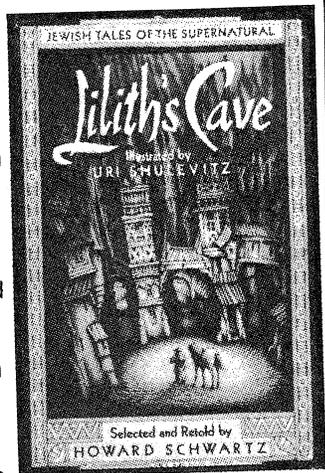
Drawing from more than a half-century of work and play in New York City, Brendan Gill brings to life 45 of the most interesting people he has met. We watch as architect Billy Delano elevates club chairs on a scaffold in front of the new Knickerbocker Club so the portly middle-aged members will not be deprived of their customary view of Fifth Avenue's strolling beauties. We learn "how simple life can be for the rich" by observing Ben Sonnenberg in London blithely purchasing *objets d'art* with a mere "charge it to my account at Claridge's and send it along to Number Nineteen, Gramercy Park."

\$19.95 Simon & Schuster Publishing Date: October



LILITH'S CAVE
Jewish Folktales of the Supernatural by Howard Schwartz

Once upon a time in the city of Tunis, a flirtatious young girl was drawn into Liliith's dangerous web by glancing repeatedly at herself in the mirror. It seems that a demon daughter of the legendary Liliith had made her home in the mirror and would soon completely possess the unsuspecting girl. Such tales of terror and the supernatural occupy an honored position in the Jewish folklore tradition. Howard Schwartz has superbly translated and retold fifty of the best of these folktales, now collected into one volume for the first time and hauntingly illustrated by Uri Shulevitz. Gathered from countless sources ranging from the ancient Middle East to twelfth-century Germany and later Eastern European oral tradition, these captivating stories include Jewish variants of the Pandora and Persephone myths and of such famous folktales as "The Fisherman and His Wife," "The Sorcerer's Apprentice," and "Bluebeard," as well as several tales from the Middle Ages that have never before been published.



PRIESTESSES
by Norma Lorre Goodrich

Norma Lorre Goodrich, who previously played historical detective with the lives of Merlin and King Arthur, turns her attention to priestesses, those powerful women from Asia Minor to Ireland who played a formative yet underacknowledged role in the shaping of western civilization. Her investigation draws on the works of Joseph Campbell, Robert Graves, Sigmund Freud, Sir James Frazer, and other scholars as well as her own extensive research.

\$10.95 Harper Perennial Publishing Date: November

KING, WARRIOR, MAGICIAN, LOVER
Rediscovering the Archetypes of the Mature Masculine by Robert Moore & Douglas Gillette

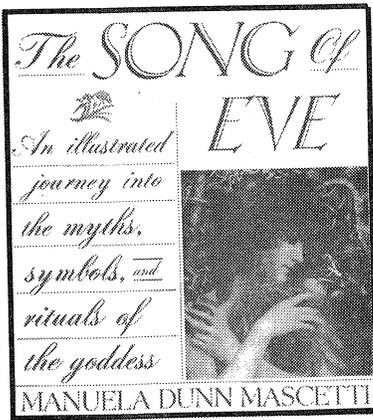
Arguing against the idea that a mature masculinity is necessarily abusive or domineering, Jungian analysts Robert Moore and Douglas Gillette define the four mature male archetypes (the King, the Warrior, the Magician and the Lover), as well as the four immature patterns (Divine Child, Oedipal Child, Trickster and Hero).

\$16.95 Harper San Francisco Publishing Date: November

THE SONG OF EVE
An Illustrated Journey into the Myths, Symbols, and Rituals of the Goddess by Manuela Dunn Mascetti

Introducing the six main goddess archetypes, each with its own chapter, this thoroughly researched and authoritative text will inspire women to contemplate the different goddess forces at work within themselves. By exploring the tales, symbols, and rituals of goddesses as diverse as the Greek Aphrodite, the Biblical Salome, the Egyptian Isis, and the Indian Kali, the basic psychological and emotional patterns of women are made clear and understandable. Whether a woman views the goddess as a mother, virgin, creator/destroyer, seductress, priestess, or muse, she will recognize these personalities within herself and gain valuable insight into her life.

\$16.95 Simon & Schuster Publishing Date: October



LADY OF THE BEASTS
Ancient Images of the Goddess and Her Sacred Animals by Buffie Johnson

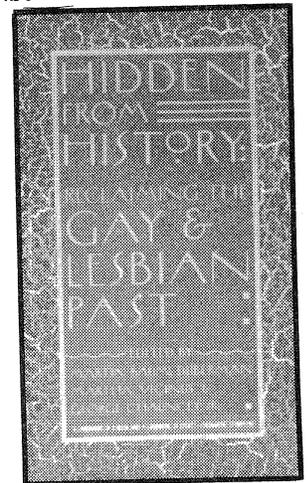
Artist Buffie Johnson presents in words and pictures an exploration of the roots and meanings of the Goddess and her animal archetypes as expressed by the ancient societies that worshipped her. This lavishly illustrated volume has been called "a gem of feminist research and visualization" by Barbara G. Walker.

\$24.95 Harper San Francisco Publishing Date: November

HIDDEN FROM HISTORY
Reclaiming the Gay and Lesbian Past by Martin Baum Duberman, Martha Vicinus, and George Chauncey, Jr.

Without peer, *Hidden from History* gathers together the works of the most exciting scholars in the dynamic field of homosexual studies. Twenty-nine lucidly written essays reveal the role of homosexuals in societies from late imperial China to Renaissance Italy, Nazi Germany, and revolutionary Cuba. Never before has a single volume presented such a complete and concise overview of gay and lesbian history. *Hidden from History* will be the standard that scholars and students turn to for years to come.

\$12.95 Plume Publishing Date: November



THE CONSTRUCTION OF HOMOSEXUALITY
by David F. Greenberg

"At various times, homosexuality has been considered the noblest of loves, a horrible sin, a psychological condition or grounds for torture and execution. David F. Greenberg's careful, encyclopedic and important new book argues that homosexuality is only deviant because society has constructed, or defined, it as deviant. The book takes us over vast terrains of example and detail in the history of homosexuality." — Nicholas B. Dirks, *New York Times Book Review*.

\$17.95 University of Chicago Press Publishing Date: October



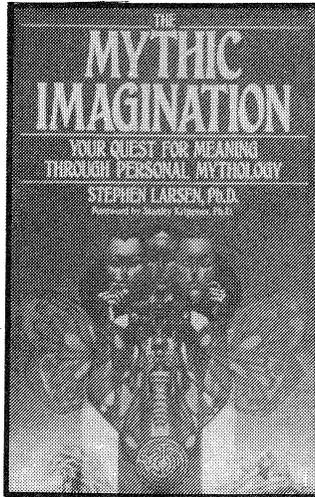


MYTHIC IMAGINATION

Your Quest For Meaning Through Personal Mythology by Stephen Larson, Ph.D.

Myths are a sort of public dream and dreams a kind of private myth, said Joseph Campbell. In *The Mythic Imagination*, Dr. Stephen Larsen draws from his work with Campbell, his own clinical practice, and modern psychology to show how traditional myths inform our modern consciousness, the role of mythology in our lives and demonstrates new psychological and self-help techniques for personal transformation, healing, and creativity.

\$12.95 Bantam Publishing Date: October



JACQUES LACAN & CO.

A History of Psychoanalysis in France, 1925-1985 by Elisabeth Roudinesco

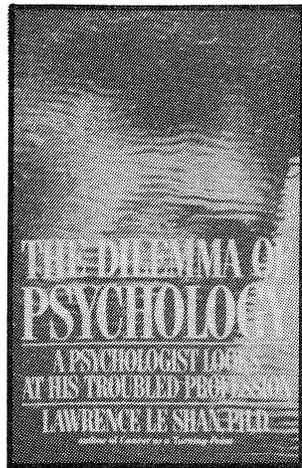
A bestseller in its French edition, this work has been hailed as both an authoritative history of French psychoanalysis and the best book on the life and work of France's most renowned psychoanalyst, Jacques Lacan. Roudinesco not only described the history of psychoanalytic theories and the therapeutic practices, but also situates French psychoanalysis within its cultural and political context from the 1920s to the present. She stresses the divergent ways in which Freud was read within the medical and the literary communities in France. She discusses the relations of French psychoanalysis to the Nazi occupation, the Communist Party, and the Catholic Church, and she recounts in detail the conflicts that led to Lacan's break with the institutional framework of Freudian orthodoxy. She describes the explosion of Lacanianism into the mainstream of French intellectual life in the 1960s and 1970s and its encounters with such cultural forces as the women's movement and the political upheaval of May 1968.

\$49.95 University of Chicago Publishing Date: September

THE DILEMMA OF PSYCHOLOGY A Psychologist Looks at his Troubled Profession by Lawrence LeShan, Ph.D.

Sometime in the century that has passed since its birth, psychology strayed from its lofty goal of understanding human behavior — so argues Lawrence LeShan in this erudite yet accessible report on the profession he has practiced for thirty-five years. As he traces the evolution of psychology from its beginning as an offshoot of philosophy into a discipline ruled by scientific methodology, he offers both an overview of its achievement and a knowledgeable critique of the failures that have led to its present much-disputed status as a field poised between art and science.

~~\$17.95~~ Discounted 20% to \$14.36 E.P. Dutton



CONTROL YOUR DREAMS

by Jayne Crackenbach and Jane Bosveld

While most of us forget our dreams before we awaken, some people not only remember their dreams but actually control them. These lucid dreamers can direct their mental activity in sleep — whether they choose to date a movie star, philosophize with Plato, or learn to overcome their fears. *Control Your Dreams* clearly and succinctly explains the most recent findings in dream research and presents techniques and exercises for dream mastery. While the authors make clear that not everyone can be a lucid dreamer, for those who can they offer true stories of dreamers' adventures to show the unlimited possibilities that can be achieved practicing self-mind control.

\$8.95 Harper Perennial Publishing Date: October

AWAKENINGS

by Oliver Sacks

Awakenings is now available in a revised edition to coincide with the release of the Penny Marshall film adapted from it. Written by Oliver Sacks, author of *The Man Who Mistook His Wife For A Hat*, *Awakenings* recounts the remarkable stories of patients "awakened" from sleeping sickness in a most dramatic way by the "miracle drug" L-dopa. This edition features a new prologue, appendices, footnotes and notes on the film itself.

\$9.95 Harper Perennial Publishing Date: October

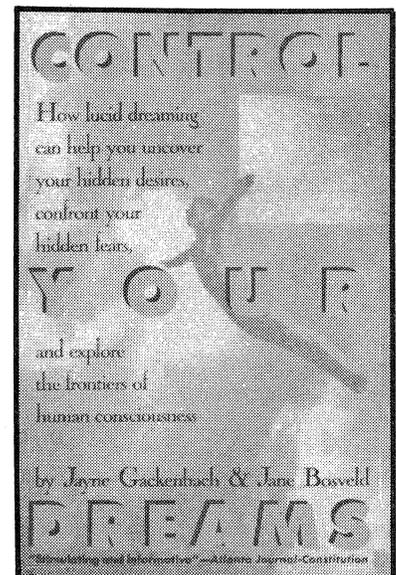


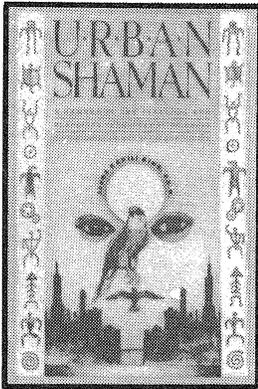
CODEPENDENTS' GUIDE TO THE TWELVE STEPS

by Melodie Beattie

Beattie identified codependency behavior as an issue for millions of people, helping them recognize that they could dramatically improve their situations simply by changing their own behavior instead of persistently focusing on the negative conduct of their loved ones. For these "new-to-recovery" people as well as for everyone looking for an anonymous support group to help them with love addiction, drugs, eating disorders and more — Melodie Beattie explains how the immensely successful Twelve-Step program established by Alcoholics Anonymous can be specifically applied to codependent issues and cross-addiction.

\$9.95 Prentice Hall Publishing Date: November





URBAN SHAMAN

by **Sergei Kahili King, Ph.D.**

Hawaiian shamanism is uniquely suited for application in urban life — its focus is on change through love and cooperation, as opposed to solitary quests and conquest by power. Filled with personal anecdotes, case histories, and examples drawn from his widely successful seminars, King shows beginning and advanced students alike how to acquire and apply the skills of the shaman in every area of life — from interpreting and changing dreams, divining the future, and healing yourself and the environment to shape-shifting, performing simple rituals, and making vision quests to other realities.

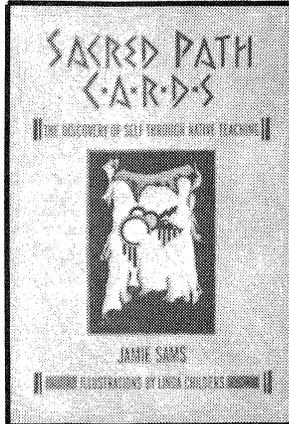
\$8.95 Simon & Schuster Publishing Date: November

SACRED PATH CARDS

The Discovery of Self Through Native Teachings by **Jamies Sams** Illustrations by **Linda Childers**

From the coauthor of *Medicine Cards*, these new cards are beautifully illustrated and come with a comprehensive guidebook based on Native American sacred teachings. This unique system distills the essential wisdom of the sacred teachings of many tribal traditions and shows users the way to transform their lives.

\$26.95 Harper San Francisco Publishing Date: October

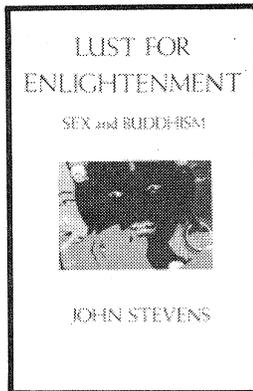


LUST FOR ENLIGHTENMENT

Buddhism and Sex by **John Stevens**

This book reveals how Buddhists, beginning with Shakyamuni Buddha himself, relate to the "inner fire" that drives humankind. Included are chapters on the Buddha's love life before his enlightenment and his later relationships with women; the tantric approach to sex among Buddhists of ancient India, China, and Japan; Zen in the art of love; and a positive discussion of women and Buddhism.

\$9.95 Shambhala Publishing Date: October



GNOSIS: BOOK ONE

Exoteric Cycle by **Boris Mouravieff**

After seven years of work, the first volume of Mouravieff's *Gnosis* is finally available in English. Those of you interested in Fourth Way and Gurdjieffian studies may find this of great value. Mouravieff, a contemporary of Ouspensky and Gurdjieff, discovered and practiced what he believed to be a complete system of esoteric Christianity. Only fragments of this teaching had been previously released in Ouspensky's *In Search of the Miraculous*. Now its first volume is available in its entirety. There are three volumes in the set. Numbers two and three are currently being translated and will be published in the next few years.

\$24.95 Agora Books Publishing Date: November

THE ENCHANTED TAROT

by **Amy Zerner and Monte Farber**

The Enchanted Tarot consists of a set of 78 tarot cards designed by the award-winning artist Amy Zerner, and a 192-page book by Monte Farber introducing the reader to the arcana of the tarot. Each card is a photographic reproduction of an actual tapestry; each is a miniature work of inspirational art worthy of meditation. The text by Monte Farber describes the spiritual journey through *The Enchanted Tarot*; defines each of the cards at three levels of perception (The Dream, The Awakening, The Enchantment); considers the powers of the tarot; and leads the reader through several sample readings.

\$24.95 Thomas Dunne Publishing Date: October

Temple Press

Temple Press is a vehicle of the Temple of Psychic Youth, an organization founded by ex-members of the seminal Industrial music group Throbbing Gristle. Their interests include mysticism, magick, mind control, cults, trance states, deviant sexual behavior, liberation of the human spirit, etc. etc. One might say that they delve deeply into the darker realms of the psyche so that certain things may rise to the surface. Currently they are in the process of publishing a series of rare books relating to the O.T.O., Aleister Crowley, Austin Spare, etc...These are high quality, limited editions that we recommend highly to those with interests in this field.

ESOTERRORIST

by **Genesis P. Orridge**

Esoterrorist is the rantings and ravings of the founder of the Temple of Psychic Youth, Genesis P. Orridge. In a series of essays, he covers such topics as the magic of Austin Osman Spare, Brion Gysin (William Burroughs's collaborator and friend), social and political control, etc. A good example of the views of a perennial outsider!

\$14.95

STRATEM & OTHER STORIES by Aleister Crowley

This is a collection of four short stories from Aleister Crowley. Known more for his writings on magic, Crowley also wrote poetry and fiction. This is a superb example of his literary style and includes the previously unpublished story "Which Things are an Allegory." Printed on acid-free paper, this fine edition is suited to both the general reader and the Crowley collector.

\$25.00

THE CORRECT SADIST

by **Terence Sellers**

This exquisite and bizarre novel embodies the thoughts, actions and rituals of the dominatrix Mistress Angel Stern as she grapples with the rites of sadomasochism. Deeply thought provoking, *The Correct Sadist* is a major contribution to the literary analysis of human behavior.

\$25.00

THE SATANIC WITCH

by **Anton Szandor LaVey**

Back in print at long last, Satanic witch rips the lid off the forbidden knowledge of seduction and manipulation. It empowers its readers with a series of workable formulae, which in an instant surpass the entire catalogue of self-help tomes and New Age homilies. Brutally frank.

\$9.95 Feral House

METAPHYSICS & THE OCCULT

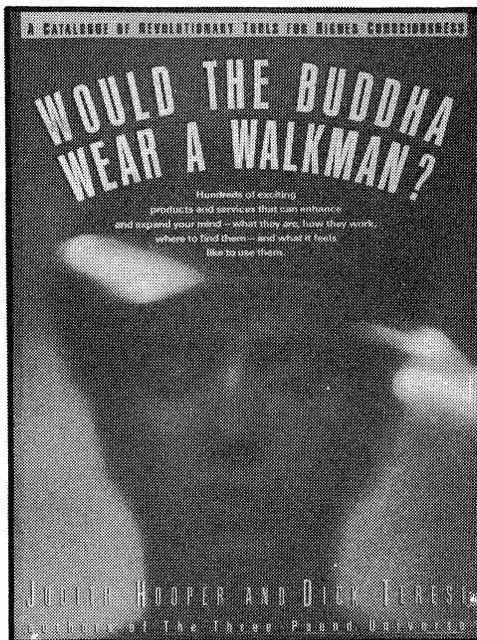


WOULD THE BUDDHA WEAR A WALKMAN?

A Catalogue of Revolutionary Tools for Higher Consciousness by Dick Teresi and Judith Hooper

From the authors of *The Three Pound Universe*, which *The New York Times* called "a brisk, readable, relentlessly fascinating tour of neuroscience," comes this comprehensive consumer guide to all the fascinating high-tech innovations that have helped build the "personal growth" movement into a \$3.5 billion a year industry; Relaxmans to induce a personal alpha state; goggles that enhance dreams; software that creates computer alter egos; and so on. This guide (over 400 entries in an accessible catalogue format with photos, diagrams, and sidebars) describes products and services on the market, and how they work; it outlines where to find them, how much they cost, and — most important — what it feels like to use them.

\$16.95 Simon & Schuster



THE SECRET LIFE OF A SATANIST

The Authorized Biography of Anton LaVey by Blanche Barton

Here is the definitive bio of the notorious founder of the Church of Satan. The mysterious LaVey arouses even more curiosity today than during his heyday in the 1960s when his picture appeared on the covers of *Look* and *Time* magazines. Besides LaVey's occult dabblings, his life is notable for affairs with both Marilyn Monroe and Jayne Mansfield, as well as his various pre-Satanist occupations, including being a carny roustabout, an occult investigator for the S.F.P.D., and a musician in a burlesque house! LaVey has supplied exclusive photos from his extensive private collection, including prints of some of his paintings and photos showing him with Monroe and Mansfield. LaVey's weirdly fascinating life is covered in detail.

\$19.95 Feral House

ROSCIRUCIAN EMBLEMS OF DANIEL CRAMER

by Fiona Tait

This work consists of 40 emblematic plates, which revolve around the symbolism of the heart. It is a Rosicrucian item of great interest and will be greatly valued by all students of emblematic philosophy and the Hermetic Tradition.

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ROBERT FLUDD

Hermetic Philosopher and Surveyor of Two Worlds by Joscelyn Godwin

Robert Fludd was one of the last of the true Renaissance men. Expounding the ideas of cosmic harmony, the multiple levels of existence and the correlations between them, Fludd summarizes esoteric teaching common to all ages and peoples. All of Fludd's important plates are collected here for the first time, annotated and explained, together with an introduction to his life and thought.

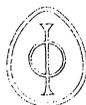
\$11.95

COMMENTARY ON THE MUTUS LIBER

by Adam Mclean

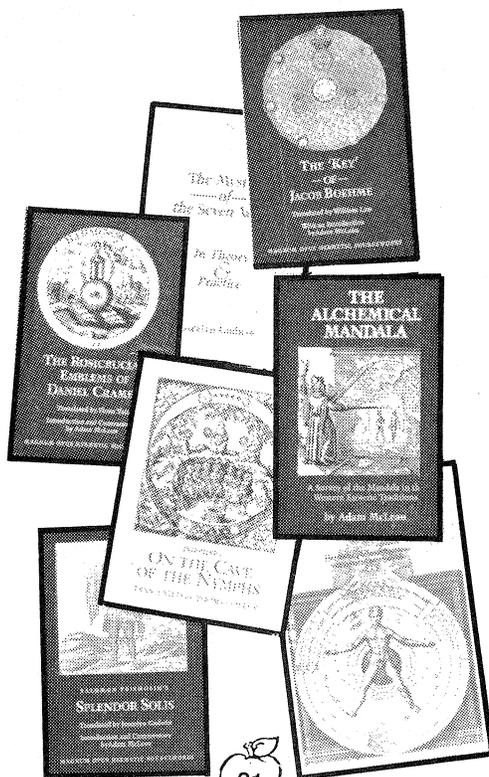
The 15 plates of the Mutus Liber—the "Mute Book"—are well known, and this book without words is recognized as a classic of the 17th-century alchemical tradition. Adam Mclean, an authority on Hermeticism and the Western mystery traditions, gives an extensive commentary which reveals a synthesis of spiritual, soul and physical alchemy

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PHANES PRESS

Green Apple is pleased to be carrying a full line of books from Phanes Press. Phanes was founded with the intention of making available, in quality editions, significant books which relate to the spiritual and philosophical traditions of the Western world. Seven new releases are scheduled for the Fall.



SPLENDOR SOLIS

by Soloman Trismosin

Splendor Solis is possibly the most well-known text of late 16th-century alchemy. This new translation by Joscelyn Godwin is coherent, easily readable, and does justice at last to the work of Trismosin.

\$15.00

PORPHYRY ON THE CAVE OF THE NYMPHS

by Thomas Taylor with an Introduction by Kathleen Raine

This is probably one of the finest pieces of philosophic and allegorical interpretations surviving from the ancient world. In this remarkable commentary Porphyry the neo-Platonist interprets "the Cave" as an image of the cosmos.

\$7.00

THE MYSTERY OF THE SEVEN VOWELS

In Theory and Practice by Joscelyn Godwin

The author discusses systems relating the Vowels to planets, tones and colors; he writes of ancient and modern Vowel-Songs, the names of the gods, and the use of Vowels in gnosticism and ancient magic.

\$10.95

THE KEY OF JACOB BOEHME

Translated by William Law

This is a condensed version of the principle points of Jacob Boehme's mystical philosophy. Boehme explored Paracelsian alchemical ideas, Hermetic imagery, and worked within the spirit of the Rosicrucian current.

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BULK RATE
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Filing Date: August 22, 2016
Case No.: 2016-010963LBR
Business Name: Green Apple Books
Business Address: 506 Clement Street
Zoning: NCD (Inner Clement Street Neighborhood Commercial)/
40-X Height and Bulk District
Block/Lot: 1427/014
Applicant: Pete Mulvihill, Co-Owner, CEO
506 Clement Street
San Francisco, CA 94118
Nominated By: Supervisor Eric Mar, District 1
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Green Apple Books is a 49-year-old independent bookstore and literary destination in the Richmond District. Located on Clement Street between 6th and 7th Avenues in a two-story commercial building, the business offers a large selection of new and used books, magazines, and music, and is considered a regional leader among bookstores. An anchor of the commercial corridor that has formed along Clement Street in the Richmond, Green Apple Books is also known for its note-worthy business practices. Its workers are unionized and it provides an example of successful succession planning, as three of its long-time employees have taken ownership of the business in recent years.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1967

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Green Apple Books qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Green Apple Books has operated for 49 years.
- ii. Green Apple Books has contributed to the Richmond community's history and identity by serving as a long-standing neighborhood bookstore and literary destination for San Franciscans and visitors.
- iii. Green Apple Books is committed to maintaining the physical features or traditions that define its tradition of bookselling.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with the tradition of bookselling.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

No. Based on the information on file at the Planning Department, neither the business nor the building is associated with significant events, persons, or architecture.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. *Hoodline*, 3/27/2016, "A Conversation With Pete Mulvihill of Green Apple Books"; *The New York Times*, 10/28/2015, *San Francisco Chronicle*, 3/6/2016, "Green Apple Books"; "36 Hours in San Francisco," by Bonnie Tsui; *Sunset Magazine*, 05/2015, "Travel Insider Tips: Green Apple Books"; *SF Gate*, 4/15/2014, "Le Video survives thanks to partnership with Green Apple Books," by Joe Garofoli; *Publishers Weekly*, 3/28/2014, "Green Apple Named PW Bookstore of the Year," by Judith Rosen; 09/2014, "Sustaining San Francisco's Living History: Strategies for Conserving Cultural Heritage Assets," by San Francisco Heritage; *The Wall Street Journal*, 1/9/2013, "Bookstore Finds Novel Ways to Succeed as an Independent," by Shira Ovide.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 506 Clement Street (primary location)
- 1231 9th Avenue (second location, opened 2014)

Recommended by Applicant

- Wooden bookcases, nooks and alcoves, shelf-talkers, mask collection, original gas light fixtures, and handmade signs in the interior of 506 Clement Street
- Vibrant selection of new and used books

Additional Recommended by Staff

- "Green Apple Books" neon sign (installed in 1983) located on primary façade of 506 Clement Street



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 788

HEARING DATE SEPTEMBER 21, 2016

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
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Fax:
415.558.6409

Planning
Information:
415.558.6377

Filing Date: August 22, 2016
Case No.: 2016-010963LBR
Business Name: Green Apple Books
Business Address: 506 Clement Street
Zoning: NCD (Inner Clement Street Neighborhood Commercial)/
40-X Height and Bulk District
Block/Lot: 1427/014
Applicant: Pete Mulvihill, Co-Owner, CEO
506 Clement Street
San Francisco, CA 94118
Nominated By: Supervisor Eric Mar, District 1
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR GREEN APPLE BOOKS, CURRENTLY LOCATED AT 506 CLEMENT STREET (BLOCK/LOT 1427/014).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the Richmond neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on September 21, 2016, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Green Apple Books qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated in the same location for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Green Apple Books.

Location (if applicable)

- 506 Clement Street

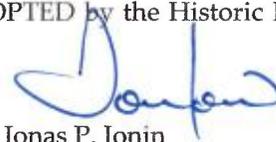
Physical Features or Traditions that Define the Business

- Wooden bookcases, nooks and alcoves, shelf-talkers, mask collection, original gas light fixtures, and handmade signs in the interior of 506 Clement Street
- Vibrant selection of new and used books
- "Green Apple Books" neon sign (installed in 1983) located on primary façade of 506 Clement Street

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2016-010963LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on September 21, 2016.



Jonas P. Ionin

Commission Secretary

AYES: Hyland, Johnck, Johns, Pearlman, Matsuda, Wolfram

NOES: None

ABSENT: Hasz

ADOPTED: September 21, 2016