

Diet book local bookstore best-seller

The hands-down, best-selling book in both of Midland's book stores this summer has a title longer than supercalifragilisticexpialidosis.

It's *The Complete Scarsdale Medical Diet* plus Dr. Tarnower's Lifetime Keep-Slim Program.

Nearly 1,000 copies of the \$2.95 paperback have been sold.

Marian Turner, co-owner of Books Unlimited, says that the book sold well initially, but that demand really rose after the author was shot.

Marion Lynn, manager of the book department of Huronia Office Services, says it is not unusual for a customer to come into the store in search of the book with a piece of prescription paper in hand with the title written on it.

Both women said the book seems to sell so well because it works. Turner cited the promise of the book to reduce weight in only two weeks as its big attraction to buyers. Short term pain for long term gain, to quote out of context the former minister of finance, John Crosbie.

Best-sellers at both

stores are *A Woman of Substance* by Barbara Taylor Bradford, *Shibumi* by Trevisan, *Maggie* by Lena Kennedy. Two other books that sell very well at both stores are *Passage West* by Dallas Miller and *The Formula* by Steve Shagan.

Hardcovers pricey
Hardcovers sell only in the fall when people are buying Christmas presents. The exception to the rule, Marion Lynn says, are hardcovers about the area.

Hardcovers are expensive, averaging \$15 in price, and the public knows the paperback will soon follow. Even so, popular paperbacks cost \$2.95. For a year Lynn has been offering a selection of books she has read and enjoyed on a money back if not satisfied arrangement, because, she explains, a reader expects good entertainment for \$2.95.

The Canadian books to watch for this fall in her opinion are Pierre Berton's *The Invasion of Canada 1812-13*, Charles Templeton's novel *The Third Temptation*, *The World of Farley Mowat*, and a coffee table book by Paul Duval, A. J. Casson.

She would be more optimistic about the

sales potential of the Berton book, if it weren't for the price: \$20. She fears McClelland and Stewart, the book's publisher, may have priced the book out of the market.

Bible sells
Les Turner, of Books Unlimited, says he detects a trend towards increased sales of the Bible. Young couples are asking for collections of Bible stories for children, as well as older people buying the standard King James version.

Each category of fiction, like science fiction, war, romance, has its own devoted readers, he says: "Readers of Silhouette and Harlequin books - they will kill for the new releases. Some readers are Louis L'Amour (western) fans. They will drive to the ends of the earth for a new L'Amour."

Horror and adult

fantasy fiction is enjoying increasing popularity at Books Unlimited too. How-to-fix books sell very well. Les Turner speculates that after a period when people hired someone to fix their cars and their homes, they've turned to doing the work themselves if they have some knowledge, aided by a how-to book.

The high cost of hiring the services of a mechanic or a tradesman are of course the reason for the swing to self-reliance.

Children's books sell well too, in the experience of Marion Lynn. She recommends books she would choose as a parent. Books that children would not get a lot of use out of, and that are expensive, are better borrowed from the library, in her opinion.

Children's books she recommends include *Pat the Bunny*, a best-

seller since 1932, for the 10-18 month-old; *Richard Scarry's Best*

Mother Goose Ever; and Gyo Fuzihawa's *Oh What a Busy Day*. The

price range is between \$6 and \$9.

But nothing is coming close to *The Scarsdale Diet*. "Everybody in Midland must be on that diet," Les Turner says. It's the best-selling diet book ever. "There's never been any other diet book like it."

Something Marian Turner said about unpromoted books out-selling the big book of the month on a publisher's list would seem to apply. "That's the book business. You never know what's going to go."

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