Diet book local bookstore best-seller

The hands-down, bestselling 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 and The Formula by Lifetime Keep-Slim Steve Shagan. Program.

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

Marian Turner, coof Books owner 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 a money back if not 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.

stores are A Woman of Substance by Barbara Taylor Bradford, Shibumi by Trevanian. Maggie by Lena Kennedy. Two other books that sell very well at both stores are Passage West by Dallas Miller

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 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 Best-sellers at both optimistic about the

sales potential of the Berton book, if it weren't for the price: 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 are Louis L'Amour (western) fans. They will drive to the ends of opinion. the earth for a new L'Amour." Horror and adult Pat the Bunny, a best-

Children's books she recommends include

fantasy fiction is enjoying increasing popularity at Books Unlimited too. How-tofix 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 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 chose as a parent. Books that children would not get a lot of use out of, and that releases. Some readers are expensive, are better borrowed from the library, in her

seller since 1932, for the 10-18 month-old;

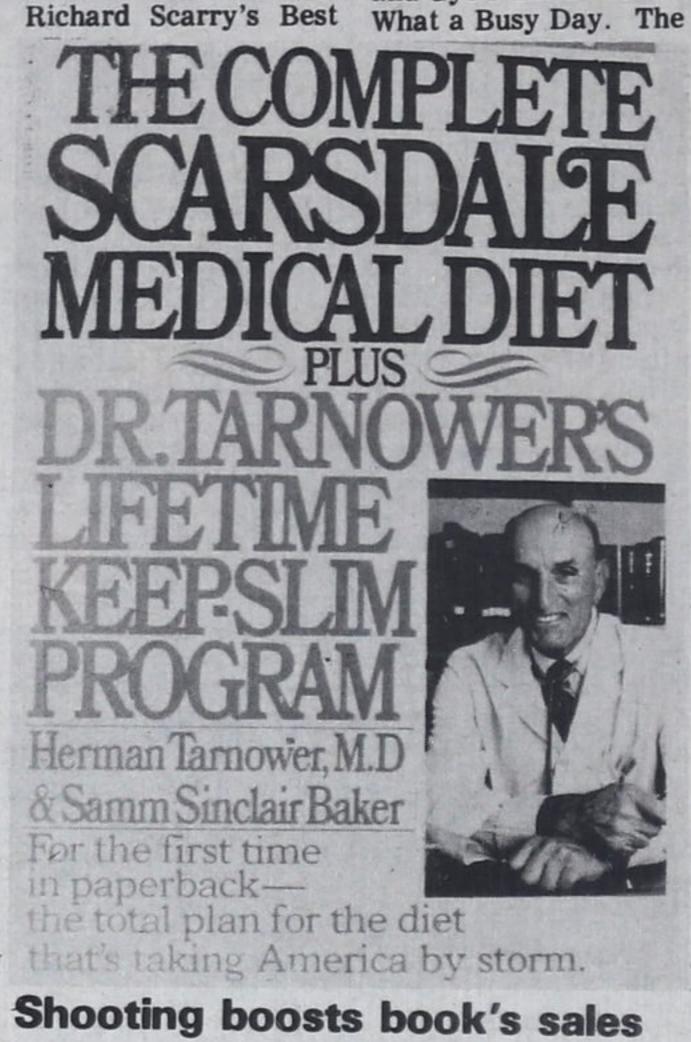
Mother Goose Ever; and Gyo Fuzihawa's Oh

\$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."

price range is between

Something Marian Turner said about unpromoted books outselling 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."

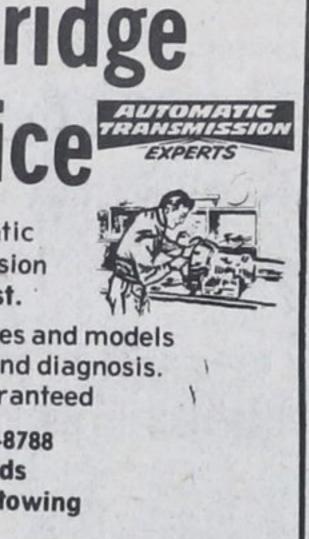
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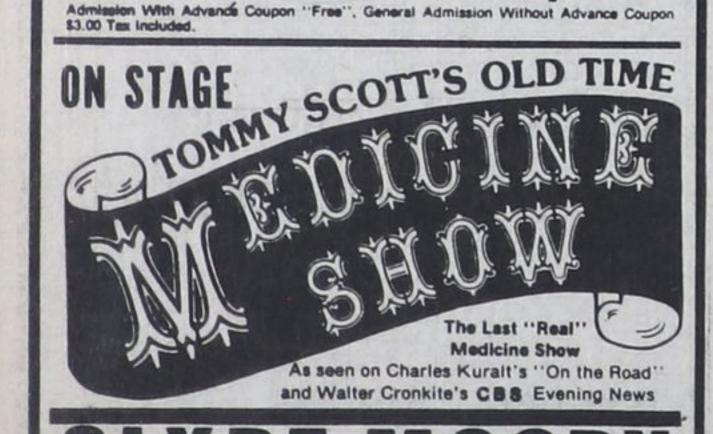
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