

Publishers Weekly

March 26, 1979 / Vol. 215 No. 13



For more about Ruth A., bookseller Ruth Windfeldt and the other crystal ball see PW's Visitors' Guide to Los Angeles for ABA 1979 conventioners, page 57

PW INTERVIEWS: Michael Palin	6
MEDIA	7
CALENDAR	13
THE WEEK: Berkley and Jove, in new arrangement, to share sales operation . . .	20
PEOPLE	32
LETTER FROM LONDON: Britain May Be Faltering, but Publishers Are Enjoying the Best of Health Worldwide, by W. Gordon Graham	37
THE VIEW FROM THE WEST	40
TEXTBOOKS IN THIRD WORLD EDUCATION: The World Bank's Changing Role, by Susan Wagner	41
RIGHTS & PERMISSIONS	44
TRADE NEWS: From Rand McNally, a book that tours authors' homes . . .	49
<hr/>	
BOOKSELLING & MARKETING: A PW Visitors' Guide to Los Angeles for ABA 1979	57
<hr/>	
PW FORECASTS	66
66 Fiction	
71 Nonfiction	
78 Paperbacks	
81 Children's Books	
WEEKLY EXCHANGE	84
PAPERBACK BEST SELLERS	88
HARDCOVER BEST SELLERS	90

Publisher: Paul J. Carnese
Editor-in-Chief: Nat Brandt
Executive Editor: Barbara A. Bannon
Managing Editor: Judith Apffelbaum

Associate Editors: Robert Dahlin, Sally A. Lodge,
 Mary Madalynne Reuter, Sybil S. Steinberg,
 Review Editor: Alfred
Assistant Editors: Danna M. Boggio, Stella Dong,
 Ron Glusac
Circulations Manager: Marion Odomirok
Production: Ann Green
Production Assistant: Edith Stepney
Research Librarian: Miriam E. Phelps
Serial Assistant: Carol Moore
Administrative Assistant: Isabell L. Taylor
Contributing Editors: John P. Dessauer, Paul D.
 Miller, Chandler B. Grannis, Jean F. Mercier, Paul S.
 Chapman, Harriet F. Pilpel, Beverley Slopen (Toronto),
 John H. Smith, Ion Trewin (London), Thomas Weyr
International Correspondent: Herbert R. Lottman (Paris)
Washington Correspondent: Malcolm Oliver
Western Correspondent: Patricia Holt (San Francisco)

Advertising Manager: Richard H. Brown
Business/Production Manager: Maureen J. Rose
Circulation Manager: Rudolph A. Hoffman
Editorial Advertising Manager: Frieda Johnson
Production Manager: Anne Hoffman
Production Coordinator: Robert K. Bucenec

Business Offices: R. R. Bowker Company, 1180 Avenue of the Americas, New York, N.Y. 10036; Stephen M. Chazen (212/764-5245); William Philbrick (212/624-1100); MIDWEST: Edward Associates, Skokie, Ill. 60077 (312/674-7171); SOUTH: Metropolitan Publishers Representatives, Inc., Atlanta, Ga. 30309 (404/212-7100); WEST: James K. Levitt and Associates, Inc., North Hollywood, Calif. 91605 (213/875-1517); NON-U.S.A. representatives: CANADA: Bob Dodd, Canadian Publishers Representatives, Toronto; FRANCE & FRENCH-SPEAKING SWITZERLAND: Pascaline Popper, Paris; GERMANY, AUSTRIA, BELGIUM & LUXEMBOURG: Christian Von Zittwitz, Duesseldorf, West Germany; ITALY: Helene Cassin, Florence; JAPAN: Tom Mori, Tuttle-Mori Agency, Tokyo; SCANDINAVIA & THE NETHERLANDS: Lennart Sane, Lennart Sane Agency, Stockholm; UNITED KINGDOM & AUSTRALIA: Leo P. Mabel, London W2 2QB.

PUBLISHERS WEEKLY reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. User and advertising agency assume liability for all content (including text, copy and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Advertisements are subject to all laws and regulations in effect where so prohibited.



day the poll was initiated."

Results of the *Inquirer* poll for the 30 living American authors expected to endure, listed in descending order of popularity, are: Saul Bellow, John Updike, John Cheever, E. B. White, John Gardner, Bernard Malamud, Joseph Heller, Isaac Bashevis Singer, James A. Michener, J. D. Salinger, Arthur Miller, Tennessee Williams, Kurt Vonnegut, Thomas Pynchon, Norman Mailer, Barbara Tuchman, Eudora Welty, John Barth, Henry Miller, Joyce Carol Oates, Herman Wouk, William Styron, E. L. Doctorow, Donald Barthelme, Paul Theroux, John Irving, Robert Penn Warren, John McPhee, Edward Albee and Jerzy Kosinski.

Inspiration for the feature came from a poll that appeared in 1936 in *The Colophon*, a magazine flourishing during the prewar years which addressed itself to book collectors. In that survey the first 10 authors listed in "descending order of immortality" were: Sinclair Lewis, Willa Cather, Eugene O'Neill, Edna St. Vincent Millay, Robert Frost, Theodore Dreiser, James Truslow Adams, George Santayana, Stephen Vincent Benet, and James Branch Cabell.

Scientologists Sue Lippincott And Authors of "Snapping"

J. B. Lippincott and the coauthors of "Snapping: America's Epidemic of Sudden Personality Change," published in June 1978, have been named in a \$3-million libel suit filed by the Church of Scientology.

The Scientologists' complaint maintains that authors Florence Conway and James Siegelman made false and defamatory statements about the Church, and that publication of "Snapping" caused the Church to sustain "serious special damages."

The action was filed March 6 in U.S. District Court for the Southern District of New York by the Church of Scientology of California and the Founding Church of Washington, D.C.; according to attorney Jonathan Lubell these were the two branches of the Church "most concerned with the causes of action for which the suit has been brought." The complaint charges that defendants Siegelman, Conway and Lippincott "meant and intended to defame plaintiffs, and knew that the publication would cause serious injury to plaintiffs." It cites specific passages in the book as being "wholly false." It charges that a passage linking Charles Manson, convicted murderer, to Scientology teachings was published with "reckless disregard" for truth or falsity and that it was published, further, with "an extreme departure from the standards of investigation and reporting ordinarily adhered to by reasonable writers and publishers and with actual malice."

The suit labels as false such statements by the authors as: "The reports we have seen and heard... are replete with allegations of psychological devastation, economic exploitation and personal and legal harassment of former members and journalists who speak out against the cult"; or, in a description of an alleged Scientologist

technique called auditing: "The crude technology of auditing is a direct assault on human feeling and on the individual's ability to distinguish between what he is actually experiencing and what he is only imagining. The bizarre folklore of Scientology is a *tour de force* of science fiction... more than anything else, this combination church and therapeutic service trains people in hallucination and delusion."

As to damages, the complaint asserted: "Plaintiffs have been grievously injured in their good name and reputation; plaintiffs' ability to continue to function as nonprofit religious organizations dependent upon donations and contributions from prospective members and the general public has been impaired; plaintiffs' reputation in assisting their members to achieve self-respect and respect for others has been seriously impaired; and plaintiffs' status as Churches involved in the practice of a religion has been threatened."

Edward A. Miller, vice-president and general counsel for Harper & Row, of which Lippincott is a division, said, "We do not believe the action has any merit and we will defend our case vigorously."

The action also asks for \$3-million in damages from Siegelman and Morris Deutsch, whom the Church of Scientology describes as "an alleged former member of the Church," for statements made regarding the Church when they appeared as guests on the David Susskind Show; and it asks for an additional \$2-million damages from Siegelman and Conway in connection with statements made in an interview with *People* magazine.

The 25-year-old Church of Scientology defines itself as a "religion" founded to "enhance man's awareness of himself as a spiritual being, to enhance man's self-understanding and to develop within its faith and among its members a respect for each human being and a right of all people to be free of control by other persons or institutions." Declared the Church in its action, "Through the years Scientology, through its Churches, has developed a worldwide reputation for respecting the worth of all human beings and for recognizing their inalienable rights to choose freely their own religious practices and performance, and for advocating staunchly individual human rights." According to its statement the Church now has more than 5-million members of whom more than 3-million are in the United States.



Six authors who have changed genres in their recent works were honored at a PEN reception in New York City March 12. Left to right: Maureen Howard ("Facts of Life"), Tad Mosel ("Leading Lady: The World and Theatre of Katharine Cornell"), Eleanor Perry ("Blue Pages"), E. L. Doctorow ("Drinks Before Dinner"), Helen Yglesias ("Starting—Early, Anew, Over and Late") and Tillie Olsen ("Silences")

TV Embargo Upheld Before Trudeau Book Serialization

Superior Court in Toronto has blocked airing of a videotaped interview with former Canadian First Lady Margaret Trudeau by CTV (Canadian Television)