

SEPTEMBER NEWSLETTER

"No matter. Try again. Fail Again. Fail better." Samuel Beckett

So...who gives a shirt?

We do. Well, not actually gives. We sell fun shirts but couldn't resist that play on words. We also have a new line of greeting cards, some of which are actually a bit bawdy. It's such a pleasure for us to hear customers giggle over them.

We know the end of summer is imminent when we receive the lists of books required for students. Our bookshelves runneth over. There is an interesting mix of requirements that you might even enjoy. It's good to know what our future voters, parents, citizens are having their minds filled with.

We are beginning our 32nd year selling books in Deland. It amazes me to look back on our beginnings and realize that if someone had just pointed out to me that Deland had a library and why would anyone need to actually buy books, I never would have opened my first store. I use the term "store" loosely as I only converted a porch and bedroom into selling space in what was once a house where St. John's Spa is now. It was open all week and I was selling books at a flea market in Altamonte Springs weekends, Webster on Mondays and Deland on Wednesdays. I hired Mike Keiper for, are you ready?, \$10.00 a day to watch the store when I was working other jobs. I was raising 3 kids who also helped out. When it rained we had to cover the books on the porch with plastic due to a leaky roof. Our books were on big tables made of 4x8 plywood, all 3,000 of them, (compare that with the 200,000 we now have), and the few shoppers would have to move the resident cat, Pebbles, in order to see all the books. Our first month, that's

month, we earned less than \$300.00. Shall I go on being nostalgic? Nah! Maybe in another letter.

If you were one of the customers who visited recently during our two days without air conditioning, it's safe to come back now. We're cool! That brings me to another local mom and pop business. Ga-ter Air is owned by Gary, father of 11 who works with some of his sons. Yup, you read it right, 11 children. He gives all the credit to his wife (as well he should!). It's so nice to hear a man, or woman, speak well of their spouse or partner. Those who speak negatively don't realize that it reflects badly on them.

Anyone ever read **Bel Canto**, by Ann Patchett? She has a new book coming in October, **Run**, which I just finished and can hardly wait to have available for you. She redefines what a family is, explores what a mother will do for her children's happiness, and wraps it in accessible, exquisite prose.

Nikki is reading **Double Dating With the Dead** by Karen Kelley (where *do* they get these titles?) and doubling as a remote control holder at home....inside joke there folks.

Amanda is reading the 4th in the Immortals series, **The Gathering** when not spending time with her guy, Dan, or trying to figure out what's wrong with her car.

Lori, our resident intellect, is reading **Rainbow's End** by Vinge, and I'm quoting here, "because of my interest in the technological singularity also sometimes referred to as the rapture of the nerds." Duh! See! We sell all sorts of books for all sorts of interests.

I just started **Twilight** by Stephenie Meyer to see what all the excitement is about.

Kelli recently returned from a great two week trip in California where someone backed into them on the last day of the trip. She is reading her credit card bill and accident report.

Janet at The Muse Book Store downtown and I are beginning a column about books that will run in the Beacon Newspaper. That's two more mom and pops to talk about. If you haven't visited The Muse you've missed a very charming independent bookstore. While we sell some of the same books we each fill a different niche. And the Beacon Newspaper is a locally owned newspaper. I always find something about someone I know in it.

Now you don't ever have to leave Deland.

On a more serious note, if you have names of any soldiers serving in the Middle East that you think might like some books please get the names to us. We are still sending books over there.

Our encyclopedia giveaway was a huge success. We gave away nine sets.

We have boxes of advance reading copies to give away. You have only to ask for one and it's yours.

Now book news

Big Books On Sale Soon:

Strip Search (9780345470195/2) by William Bermhardt goes on sale on August 28th.

The Elves of Cintron (9780345484116/8) by Terry Brooks goes on sale on the 28th.

Lord John & the Brotherhood of the Blade (9780385337496/3) by Diane Gabaldon goes on sale on the 28th.

Dark Possession (9780425217092/4) by Christine Freehan goes on sale on the 28th.

Bones to Ashes (9780743294379/8) by Kathy Reichs goes on sale on the 28th.

Giving (9780307266743/5) by Bill Clinton goes on sale on September 4th.

All the Money in the World (9780307266125) by Peter Bernstein goes on sale on September 4th.

Dead Certain (9780743277280/7) by Robert Draper goes on sale on the 4th.

Heartsick (9780312368463/1) by Chelsea Cain goes on sale on the 4th.

Tree of Smoke (9780374279127/8) by Denis Johnson goes on sale on the 4th.

The View from Mount Joy (9780345468376) by Lorna Landvik goes on sale on the 4th.

And some sad news:

Madeleine B. Stern, a rare-book dealer, memoirist, biographer and literary sleuth, died last week at her home in New York City, the *New York Times* reported. She was 95.

With her longtime partner, Leona Rostenberg, Stern ran Rostenberg & Stern Rare Books for many years and was a co-founder of the New York Antiquarian Book Fair. In 1942, she and Rostenberg discovered several potboilers written by Louisa May Alcott under a pseudonym and later oversaw their publication.

Stern also wrote several biographies, including one of Alcott. With Rostenberg, she wrote three delightful memoirs: *Old & Rare: Thirty Years in the Book Business*, *Old Books, Rare Friends: Two Literary Sleuths and Their Shared Passion* and, in 2001, *Bookends: Two Women, One Enduring Friendship*

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