

THE WAR

the recipes conform to Saudi dietary restrictions and military postal regulations.

The Impact on Children

What about the Gulf war and children? Several publishers are in the marketplace with books designed for young readers.

Dell is pushing an "instant" book toward late March or early April publication aimed at 7-10-year-olds. *The War Began at Supper* is the creation of veteran children's writer Patricia Reilly Giff. The story is told in letters children send to a departed student-teacher, in which they tell of their fears and concerns about the war. "This was done in an enormous hurry," says Dell executive director of publicity Roger Bilheimer, to counteract children's concern with a world suddenly gone awry.

On February 18 Workman began shipping copies of *My Desert Storm Workbook: First Aid for Feelings* by the National Childhood Grief Institute. The Institute, a non-profit group based in Minneapolis, works on raising public consciousness of childhood grief. The usual subject matters are death and divorce, but the war brought pleas for help from across the country. It responded by publishing the workbook. Peter Workman discovered it during a meeting with Minneapolis-based agent Jonathan Lazear, and "my immediate reaction was, 'we want to do that book.'" Royalties will go to the Institute, and Workman will donate all profits to the Red Cross.

Another entry comes from Peterson's Guides in Princeton. *War and Peace in the Persian Gulf: What Teenagers Want to Know* by Marian Salzman is drawn from teenagers themselves, with whom the Guides have worked for many months in teen "summit meetings." Format is Q & A, based on interviews with 35,000 youngsters. The eight chapters cover such questions as "Why do we have wars?" "Why do Arabs and Jews always seem to be at one another?" and "Why are some Arab countries fighting against Iraq?" Peterson decided to publish the instant book on January 28 and aimed to have 50,000 copies of the 128-page book in stores by March 1.

Other Perspectives

A couple of other notes on specialty books: Penguin sold 5000 copies of the Koran in the Penguin Classics edition. And one of the first political

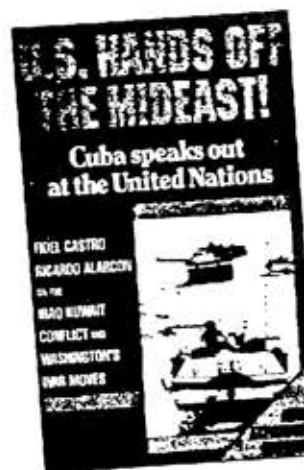
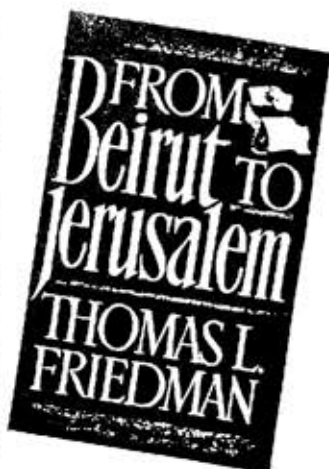
books about the war is due from Four Walls Eight Windows. The liberal house is publishing *Village Voice* writer James Ridgeway's *The March to War* in early April. "Ridgeway attempts to trace, from November 1989 through February of this year, how war became inevitable," says co-publisher Dan Simon. Ridgeway is putting together commentary ranging from Alexander Cockburn, Anthony Lewis and Daniel Ellsberg to George Will and Patrick Buchanan. (The very first dissenting political book is probably *U.S. Hands Off the Mideast!* from leftist Pathfinder Press, which recounts Cuban U.N. efforts to turn aside war over Kuwait and includes contributions by Fidel Castro and Ricardo Alarcon.)

Another perspective is offered by Chicago's Noble Press, which has a book on the American peace movement. Signed last May for April publication, *A Just and Lasting Peace: The History and Future of the U.S. Peace Movement* has sparked such unexpectedly large advance orders that the first print run will be 20,000 rather than the planned 7500.

'Scud-Missiled' Publicity

Publicity departments were hit hardest. In the first days of the war only Mid-East experts could get on the air, and they did so by the cartload. Author tours were in shambles, and many of them still are, even though talk shows are rapidly returning to their normal fare.

"It has really Scud-missiled well-targeted publicity plans for our frontlist," says Bantam's Applebaum. "Things we labored so hard on are being cancelled or postponed indefinitely. It's wreaked havoc with our schedules. Most local TV shows don't even want to talk about February, and are skittish about March. On the newspaper side,



Bestsellers from Knightsbridge & Anchor; alternative and armageddon views from Pathfinder & Tyndale.

much of the space that might have gone to book-related topics is given over to war or home front coverage."

"Almost anything outside the war is having a real hard time," says Wiley's Peter Clifton. "Broadcasters went on a war footing, and that's all they want to talk about. We're looking for the war or military hooks for any books we're touring."

"We've had to cancel authors without connections to what's going on," says Manning at Morrow. David Halberstam is one exception. Though his new book *The Next Century* does not deal with the war, the Pulitzer Prize-winner is recognized as a "good expert" on foreign affairs and Morrow has pushed up his tour.

"The media are returning to some state of normalcy," Ballantine's Carol Fass says. "At a certain point people try and get on with their lives, so we're going ahead with author tours. It's harder to book, and harder to get people on the phone, because many of them were pulled off their regular duties to do war coverage. But we haven't cancelled any tours."