Publisher Bestsellers

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This month's submission comes from the Tar Heel State—a
University of North Carolina Press. Based on sales
figures for the 1993/1994 fiscal year, these books sold the most
copies during that period according to Kathleen Ketterman,
the press Marketing Manager. After reading the list you will
understand why these titles are bestsellers, because it is
an interesting mix ranging from gardening and birds to the Civil
War and television with a sprinkling of other topics.

Ethnomimics, a volume on folklife festivals and repre-
sentation, by Robert Cantwell is a fascinating title which has
seen little sales action since it was published in November of
1993. Choice may not have reviewed it, but we are bringing a
brief synopsis of it to you in ATG. Sharpen your pencils and
start checking the list, folks. Which ones has your library
missed?

Top Ten Bestsellers
From The University of North Carolina Press
(net units sold from July 1, 1993-June 30, 1994)


University of North Carolina Press's
Best Kept Secret


This book will fascinate all those intrigued by how we
create and perpetuate our representations of folklore and culture. Ethnomimics is Robert Cantwell's word for the process
by which we take cultural influences, traditions, and practices
to ourselves and then manifest them to others. Ethnomimics
is an element of ordinary social communication, but springing
out of it, too, is that extraordinary summoning up that pro-
duces our literature, our art, and our music.

Using such diverse cultural artifacts as King Lear and an
eighteenth-century English manor garden to deepen our un-
derstanding of ethnomimics, Cantwell then explores at length
the representation of culture in our national museum, the
Smithsonian, focusing especially on the Festival of American
Folklore.

Robert Cantwell is a visiting associate professor of America
Studies at the University of North Carolina at Chapel Hill
and author of Bluegrass Breakdown: The Making of the Old
Southern Sound.

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