Publisher Bestsellers- Rutgers University Press

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Steve Maikowski, Marketing Director, Rutgers University Press, provided information for this issue of ATG with a list of ten of the press’ bestsellers and number of copies sold. Three of the books on the list are in the American Women Writers’ Series which are reprints of fiction classics — one of the strengths of this press.

For variety, I checked our circulation statistics for the last three years on the books which we had in our collection (we were missing the cartoon book!) and found they varied from a high of eight circulations (Gender Play) to a low of zero (Hope Leslie). Founded in 1936, and with a title output of approximately 70 titles per year, Rutgers University Press publishes books of general studies, to name a few. The Press also distributes publications of the New Jersey Historical Society.

Rutgers University Press — Top Ten Bestsellers

1) McDowell, Deborah, editor, Quicksand and Passing, by Nella Larsen. (1986). — 55,000 copies

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dated, for usage changes with the times. But by reading this work, you will become curious about the word you selected. Is it the right word? Does it say what I really mean or will it mislead by its ambiguity within the context of my message? A curiosity about words is not a bad thing in a writer so long as you don’t freeze up. When in doubt, keep writing and come back later to agonize and edit. If you do it word by word you will not only never finish, you may have to go to the home for dysfunctional writers where your only intellectual stimulation will be reruns of old sitcoms and game shows. Your mind will not be able to handle anything else, alas.

Another book I find helpful and full of sound advice is The Writer’s Art, by James J. Kilpatrick (Kansas City, Mo.: Andrews, McMeel & Parker, 1984). Here is his justification for this book: “My purpose in this book is primarily to venture a few suggestions, based upon a lifetime as a writer, on how good writers can get to be better writers. I want to speculate on some of the reasons why so much bad writing abounds. Over the years I have acquired a hundred pretty little crotchets, and I propose to trot them out for critical inspection.”

This next work is one you are not familiar with, of that I am almost certain, unless you were an officer in the United States Air Force. Don’t laugh, this is a good book, one that will almost certainly help you become a better writer. Let me quote from Guide for Air Force Writing (Washington, D.C.: Department of the Air Force, 1969. AP Pamphlet 10-1). “The basic purpose of all writing is to get a message across to the reader; it must convey a meaningful to serve the purpose well, it must be capable of being quickly read and easily understood.” “There is no set formula for achieving successful writing, but there are guidelines. For example, good writing is logical. It shows a thorough knowledge of its subject, but it never says more than necessary. And it sticks to the subject. Its outstanding characteristic is clarity — clarity obtained through simple, everyday words; short sentences; brief paragraphs; and lack of complicated expressions and jargon. In other words, it is simple, clear, and direct.” Enough said.

Finally, I would like to recommend The MLA’s Line by Line: How to Edit Your Own Writing, by Claire Kehrwald Cook (Boston: Houghton Mifflin, 1985). I recommend reading it straight through from the “Preface” through “A Glossary of Usage” and on through the “Selected Bibliography.” After that you will feel comfortable in skimming chapters or paragraphs as needed. This work is thorough, more thorough than you or I will ever be as we edit our own writing, but we will be more thorough than we ever thought possible or necessary had we not read this Vade Mecum for those of us who write for professional journals. I daresay that even those who aspire to the short story or personal essay will find much of value here. And if you are an editor, aside from your Chicago Manual of Style and authoritative dictionary, this is the one work you should own and become familiar with.

There you have it, the secrets to success in the world of library literature and possibly beyond. All that is left is for you to write.