Publisher Bestsellers / Iowa State University Press

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Publisher Bestsellers

Iowa State University Press
Column Editors: Julia Gammon (Univ. of Akron)
Michael Kehoe (Univ. of Michigan Press)

In keeping with its state's agrarian roots, the bestseller at the Iowa State University Press is a book entitled Better Farm Accounting by Herbert B. Howell which is in its 4th edition and has sold 16,922 copies to date and only costs $2.00! In contrast, note that the Press also has three aviation books which are flight instruction manuals coming in not too far down the list. Check your holdings for Iowa's Best Kept Secret, a book their Assistant Director of Marketing, Neelum Chaudhry, refers to as being suitable "for naturalists of all ages."

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Iowa State University Press
BEST KEPT SECRET
for the last twelve months:

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Once Upon A Tree: Life from Treetop to Root Tips, by James B. Nardi, 0-8138-0917-1. LC 92-36444, 128 pp., hardcover, $16.95.

This handsome album for naturalists of all ages is both enlightening and delightful. Through simple text and charming illustrations, all done by the author, this book introduces many intriguing creatures and plants of the tree community. Mushrooms and fungus beetles, porcupines and fishers, gall wasps and songbirds — all these aspects of the natural world and more, are featured in Nardi's walk through the woods.

James B. Nardi is a research scientist in the Department of Entomology at the University of Illinois. Since childhood, an interest in plants and animals — particularly insects — has enhanced his appreciation of nature. Nardi's first book, Close Encounters with Insects and Spiders, also published by the Iowa State University Press, contains similar text and drawings.

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Iowa State University Press
TOP TEN LIST
for August 1992—August 1993

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3. One Good Road Is Enough, by Robert James Waller. 8,738 copies sold. 0-8138-1880-X. LC 90-4720, 228 pp., paperback, $14.95. Iowa/Midwest Interest.


10. Your Family Finances, by Dorothy Simmons and Herbert B. Howell. 2,076 copies sold. 0-8138-1830-3. 38 pp., paperback, $1.70. Family and Consumer Sciences.