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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."

Iowa State University Press

BEST KEPT SECRET for the last twelve months:

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

Iowa State University Press

TOP TEN LIST for August 1992—August 1993

1. **Better Farm Accounting**. 4th edition, by **Herbert B. Howell**. 16,922 copies sold. 0-8138-0180-X. 48 pp. \$2.00. Operations Management.

2. **Just Beyond the Firelight**, by **Robert James Waller**. 16,921 copies sold. 0-8138-0167-2. LC 88-12790, 202 pp., paperback, \$14.95. Iowa/Midwest Interest.
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.
4. **Here's Johnny Orr**, by **Gene McGivern**, 7,943 copies sold. 0-8138-1291-7. LC 92-24569, 312 pp., paperback, \$15.95. General Interest.
5. **The Student Pilot's Flight Manual**, 7th edition, by **William K. Kershner**. 7,046 copies sold. 0-8138-1612-2. LC 92-36448, 504 pp., paperback, \$29.95. Aviation.
6. **Ah You Iowans!** by **Chuck Offenburger**. 3,787 copies sold. 8-8138-1833-8. LC 92-20994, 316 pp., paperback, \$14.95. Iowa/Midwest Interest.
7. **The Flight Instructor's Manual**, 3rd edition, by **William K. Kershner**. 3,335 copies sold. 0-8138-0634-8. LC 92-15750, 400 pp., paperback, \$27.95. Aviation.
8. **The Instrument Flight Manual**, 4th edition, by **William K. Kershner**. 2,661 copies sold. 0-8138-0838-3, LC 99-31295. 384 pp., paperback, \$26.95. Aviation.
9. **Scholastic Journalism**, 8th edition. by **Earl English**, **Clarence Hach**, and **Tom E. Rolnicki**. 4,431 copies sold. 0-8138-1389-1, LC 89-26823, cloth, \$29.95; 0-8138-1388-3 paperback, \$19.95, 366 pp, Journalism.
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. ₹