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Publisher Bestsellers

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Publisher Bestsellers

The University of North Carolina Press

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Nancy C. Essig (University Press of Virginia)

This month's submission comes from the Tar Heel State — the **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.

Ethnomimesis, a volume on folklife festivals and representation, 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)

1. *Passalong Plants*. By Steve Bender and Felder Rushing. Winner of the 1994 Quill & Trowel Award for Writing — Book, Garden Writers Association of America. A Selection of the Garden Book Club & Rodale's Organic Gardening Book Club. LC 93-7156 [BS] 1993. 236pp. 0-8078-2096-2. cl \$29.95. 0-8078-4418-7 pa \$16.95. Gardening.
2. *New Poems of Emily Dickinson*. Edited by William H. Shurr. A Selection of the Book-of-the-Month Club, The Readers' Subscription Book Club, The Quality Paperback Book Club. LC 93-20353 [PS] 1993. 136pp. 0-8078-2115-2 cl \$19.95. 0-8078-4416-0 pa \$9.95. Poetry/Literary Criticism/Women's Studies
3. *In the Hands of Providence: Joshua L. Chamberlain and the American Civil War*. By Alice Rains Trulock. A Selection of the History Book Club. LC 91-50791 [F] 1992. 591pp. 0-8078-2020-2 cl \$34.95. Civil War History.
4. *Gettysburg: Culp's Hill and Cemetery Hill*. By Harry W. Pfanz. Series: Civil War America. A Selection of the History Book Club. LC 87-5965 [F] 1993. 528pp. 0-8078-2118-7 cl \$37.50. Civil War History.
5. *Walking the Blue Ridge: A Guide to the Trails of the Blue Ridge Parkway*. Revised Edition by Leonard M. Adkins. LC 90-50717 [GV] 1990. 521pp. 0-8078-4401-2 pa \$12.95. Nature/Recreation/North Caroliniana/Virginiana.
6. *Birds of the Carolinas*. By Eloise F. Potter, James F. Parnell, and Robert P. Teulings. A Selection of Better Homes and Gardens' Country Homes and Gardens Club. LC 79-14201 [QL] 1979. 416pp. 0-8078-4155-2 pa \$17.95. Nature/Ornithology/North Caroliniana.

7. *The Mystery of Beautiful Nell Cropsey*. A Nonfiction Novel by Bland Simpson. LC 93-3324 [HV] 1993. 184pp. 0-8078-2120-9 cl \$22.50. 0-8078-4432-2 pa \$12.95. General Interest/North Caroliniana/Folklore.
8. *Graveyard of the Atlantic: Shipwrecks of the North Carolina Coast*. By David Stick. LC 53-10253 1952. 287pp. 0-8078-0622-6 cl \$19.95. 0-8078-4261-3 pa \$10.95. General Interest/North Caroliniana.
9. *Within the Plantation Household: Black and White Women of the Old South*. By Elizabeth Fox-Genovese. Series: Gender and American Culture. Winner of the 1988 C. Hugh Holman Award, Society for the Study of Southern Literature. Cowinner of the 1989 Julia Cherry Spruill Prize, Southern Assn. for Women Historians, Winner of the 1989 Gustavus Myers Center Outstanding Book Award, Gustavus Myers Center for the Study of Human Rights in the United States. LC 88-40139 [HQ] 1988. 563pp. 0-8078-1808-9 cl \$37.50. 0-8078-4232-X pa \$14.95. African American Studies/American History/Women's Studies.
10. *Channels of Discourse, Reassembled: Television and Contemporary Criticism*. Edited by Robert C. Allen. Second Edition. LC 91-50784 [PN] 1992. 428pp. 0-8078-2036-9 cl \$37.50. 0-8078-4374-1 pa \$13.95. Media Studies/Culture Criticism.

University of North Carolina Press's Best Kept Secret

Ethnomimesis: Folklife and the Representation of Culture by Robert Cantwell. LC 93-9681 [GT], 346pp., 1993. ISBN 0-8078-2112-8, \$49.95 cloth, ISBN 0-8078-4424-1, \$18.95 paper. Cultural Studies/Folklore.

This book will fascinate all those intrigued by how we create and perpetuate our representations of folklife and culture. **Ethnomimesis** 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. Ethnomimesis is an element of ordinary social communication, but springing out of it, too, is that extraordinary summoning up that produces 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 understanding of ethnomimesis, Cantwell then explores at length the representation of culture in our national museum, the Smithsonian, focusing especially on the Festival of American Folklife.

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