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Publisher Bestsellers-University Press of Colorado

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Otherside of the Street
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The PEEK (Patron Eternal Enlightenment Klient) Strain—An extremely virulent strain that keeps mutating every twelve hours, the strain was initially spread through keyboard contact, but now is transmitted through touchpads, touch-tone phones and touchy situations. The virus spreads to the user's neural pleasure center and produces a massive release of endorphins when the user enters a library. In this state the user listens to reference librarians' advice, returns stolen items and never rips pages out of journals or books. The PEEK virus has over 100 known sub-species, one of which has been used to treat the pain associated with Carpal Tunnel Syndrome.

The SEEK (Storage Epidemic Eradication Kindersicherheit) Strain—A remarkable German strain developed in conjunction with Daimler-Benz, this typhus-like virus invades the cybercell crystalline structure of motherboards in non-Unix based computer platforms and continuously shrinks internal components until they are barely noticeable. The strain has no effect on data or performance, which accounts for the fact that users notice no decline in access speed. The one drawback that the virus creates is that users are unable to upgrade their machines because of the lack of miniaturized components. Ingenious librarians have begun the practice of taking the cover off infected machines and inserting books and journals onto the motherboard in order to shrink them to storable sizes.

Unfortunately work on **VEEK (Virtual Enhancement and Enlargement Kneipe)** has run into several setbacks and the expected release date is unknown.

The WEEK (Worldwide End to Existing Kampf) Strain—Aimed at combating the problem—It's not mein Kampf, it's your Kampf—this highly volatile strain was released to unsuspecting visitors and vendors at the **1998 Frankfurt Book Fair**. The virus itself was embedded in a file on the official Book Fair CD-ROM that contained all the names and addresses of attendees and exhibitors and was distributed free of charge at the Fair. The strain is multi-lingual in design appearing as a benign warning box on users' screens indicating that land fill space is growing scarce. Mostly a nuisance at this point in time, the virus strips out the words "It's", "Not", "My", and "Job" from all word processing documents. Rumor has it that the virus will mutate at the start of the new millennium and anything in computer memory on 1/1/2000 will be lost. Nicknamed the "Fresh Start" virus, its evolution is intended to create select amnesia in the user base that attends the **Frankfurt Book Fair** and create new cooperation among publishers, vendors, bookbuyers, and librarians.

WARNING: All viruses carry no copyright notices, no authorship information, disappear on contact and are fully recyclable. However, they sure are fun and are intended to stir up the debate about pricing, ownership, usage and information access. Suggestions for further strains can be sent to your local virus maker or call 1-800-SEE-VIRUS for further information.

Publisher Bestsellers — University Press of Colorado

Column Editor: **Julia A. Gammon** (Head Acquisitions Dept, University of Akron & Marketing Manager, University of Akron Press) <jgammon@uakron.edu>

Located in Boulder, the **University Press of Colorado** is an affiliated member of the **Association of American University Presses**. They have a strong editorial program in physical sciences, natural history, ecology, Western history, regional titles, and one journal: *Proceedings of the Western Society for French History*. With 260 titles currently in print, and a yearly production of approximately 32 books, the staff of this small press must be busy folks.

Darrin Pratt, Marketing Manager, provides this list. In descending order, we have the all-time bestsellers from the **University Press of Colorado**, plus a best kept secret title too. What are you missing from your collection? Don't forget to check out the best-kept secret title, too.

University Press of Colorado All-Time Bestsellers

Colorado: A History in Photographs. Richard N. Ellis & Duane A. Smith. 0-87081-219-x, cloth \$29.95, 1991. Subject: History of the American West.

"A superb combination of text and photos that makes vivid and personal the history of Colorado. This book should be in every home and library in Colorado." *Colorado Libraries*

"An evocative story in photographs as well as an energetic mini-history of the centennial state, both wrapped together neatly in one volume. Altogether an enjoyable book." *Western Historical Quarterly*

"Photos worth their weight in gold ... a valuable addition to any western history collection." *Rocky Mountain News*

"An outstanding study that combines a fast-paced, highly interpretive narrative and a remarkable collection of photographs that captures scenes seldom seen in print." *Journal of the West*

Eating Up the Santa Fe Trail. Sam'l P. Arnold. 0-87081-187-7, paper \$14.95, 1990. Subject: History of the American West

"All those who have even the slightest interest in the history of the American West know that **Sam Arnold** is the authority on food and drink of the trans-Mississippi West during our frontier period." *Journal of the West*

"The history of the Old West doesn't come any more edible." *Cookbook*

"A fascinating account of frontier life that celebrates cultural diversity." *The Bloomsbury Review*

"A lively culinary history and an informal social history that gives an authentic flavor of the West during the mid-1900s." *Wilson Library Bulletin*

Nursing: The Philosophy and Science of Caring. Jean Watson. 0-87081-154-1, paper \$24.95, 1985. Subject: Education & Medical Science

The Eagle Catcher. Margaret Coel. 0-87081-367-6, cloth \$22.50, 1995. Subject: Fiction

"Told with conviction and love." *Kirkus*

"The plot is filled with threats and late-night skulking, against a background of windswept plains and eerie mountain thunderstorms. ... Like the best novelists, Coel teaches her readers something—in this case, the Plains Indians. But she doesn't go overboard. After all, this is not a history lesson but a mystery, and a fine one." *Denver Post*

"Likable, well-drawn characters and a lively pace mark this novel—which appears poised for a sequel—for Hillerman fans." *Publishers Weekly*

Bluefeather Fellini. Max Evans. 0-87081-307-2, cloth \$22.50, 1993. Subject: continued on page 52

Publisher Bestsellers
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Fiction

"A raucous, roller coaster of a tale, wild as a grizzly, comic as a braying burro yet penetrating and profound in ways that belies the folksy, salt-of-the-earth style of Evans' prose. ... as grand and eloquent in its craftsmanship as the wide-open Western locales where most of the novel takes place. ... a groundbreaking novel destined to become a classic ... it's essential reading for anyone enthralled by the American West, whether drawn by the stark beauty of the land or the rugged spirit of the ornery, independent cusses who give this region its gritty character." *New Mexico Magazine*

"A work of peculiar power, highly recommended for discerning readers seeking something at once traditional and different." *Library Journal*

"A highly engaging epic." *Publishers Weekly*

Mesoamerica's Ancient Cities. William M. Ferguson. 0-87081-173-8, cloth \$49.95, 1990. Subject: Archaeology & Anthropology

"The photo selections of architecture and site plans give a superb cross-section of each ruin—almost as good as being there. This book has a broad appeal that should attract general and specialist readers alike." *Library Journal*

"The aerial and ground-level black-and-white and color photographs blend with the text to provide a compelling tour." *Booklist*

"An armchair travelogue through Mesoamerican prehistory." *American Anthropologist*

Moctezuma's Mexico: Visions of the Aztec World. David Carrasco & Eduardo Matos Moctezuma. 0-87081-263-7, cloth \$49.95, 1992. Subject: Archaeology & Anthropology

"[Moctezuma's Mexico] is a beautiful and useful contribution to the literature. It is a welcome addition to the library of virtually anyone interested in ancient indigenous America." *The Bloomsbury Review*

"A must-have for libraries with strong reader interest in Mexican culture, this is a good addition to general collections, too." *Booklist*

"Beautifully produced and very readable, [Moctezuma's Mexico] belongs in every large public and academic library." *Library Journal*

Bluefeather Fellini in the Sacred Realm. Max Evans. 0-87081-345-5, cloth \$22.50, 1994. Subject: Fiction

"An erotic and entertaining romp through the various cultures that make up the American Southwest ... will hold the reader's attention until the raucous conclusion." *Kirkus*

"Spiked with wicked metaphors and salty humor, Evans's entertaining allegory of good, evil and human choice captures the tang and yawp of the genuine American West." *Publishers Weekly*

"Humor, mysticism, colorful characters, and the enchanting terrain of New Mexico combine to produce a wonderful tale that envelops the reader, making one want to be part of Bluefeather's family." *Library Journal*

Fire in the Hole. Sybil Downing. 0-87081-515-6, paper \$12.95, 1996 (paper edition 1998). Subject: Fiction

The award-winning *Fire in the Hole* is the tale of a young widowed lawyer swept up in the violence of the famous Colorado coal strike of 1913-1914 known to history as the Ludlow Massacre.

"Western women have come of age, and

Boulder author Sybil Downing is in the forefront with *Fire in the Hole*." *Denver Post*

American Women in World War I: They Also Served. Lettie Gavin. 0-87081-432-x, cloth \$29.95, 1997. Subject: History

"Through the use of diaries and memoirs, as well as official records and institutional accounts, Gavin permits the women themselves to describe their experiences. ... a good chronicle of women's participation in the war effort." *Choice*

"[A] fine and valuable overview of the types of work carried on by women volunteers in 1917-19, supplemented by a wonderful collection of pictures, some hilarious, of women in the uniforms designed for them." *The Washington Times*

"Lettie Gavin has written a most readable narrative ... of great value in understanding the motivations and actual experiences of women. ... Lettie Gavin's strength is in her storytelling." *The Journal of American History*

**University Press of Colorado
Best Kept Secret**

River Odyssey: A Story of the Colorado Plateau. Gerald N. Callahan. 0-87081-469-9, cloth \$24.95, 1998. Subject: Nature Writing, Colorado

"What a breath of fresh air. Gerald N. Callahan is a scientist ... who knows how to write for you and me, the average reader, the nonscientific community. As such, Callahan is a Carl Sagan, an Isaac Asimov for our time." *Albuquerque Journal*

"... told with a distinctive and effective vividness and lyricism ... *River Odyssey* ... [is] refreshingly odd ... 'outdoor writing' for those of us who love the West and who go into the backcountry for subtle, philosophical, personal and aesthetic reasons, and who aren't finding writing that is speaking to us in the mainstream 'outdoor writing' market. ... It ... show[s] why we need to keep alive the small and university presses, like the one that put out *River Odyssey*." *The Denver Post*

Bestsellers in Chemical Technology (Subclass TP) 1998/99

by **Françoise Crowell** (Bibliographer, YBP)
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For a scheme designed to bring like subjects together on library shelves, the **Library of Congress** system makes a lot of strange matches. Some of the oddest may be found in LC's subclass TP Chemical Technology, once mainly the province of chemical engineers. The chemical engineers are still there, but on YBP's list of the fifty best-selling titles in TP for the past twelve months, books such as Prentice Hall's *Elements of Chemical Reaction Engineering* tend to cluster toward the bottom. The subclass, and perhaps the profession too, has been captured by biotechnology, certainly one of the hottest of today's technology fields.

Jeremy Rifkin's *Biotech Century*, published by Tarcher, is a study of the topic for general readers and is YBP's top-selling title in the subclass, with 98 copies sold to date. Biotechnology is well-represented throughout the list, sharing space with topics as diverse as food science, brickmaking, environmental chemistry, wine-making and other beverage technology, and even perfumery, which captured slot number fifty on our list with the National Geographic Society's *Perfume: The Art and Science of Scent*.

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