

1-1

T



Roundup of 1990 Calendars  
The Imprints: Seymour Lawrence • Index to February Forecasts  
Manufacturing: Fastset-Ever Press Makes Three Books a Second

# Publishers Weekly

A CAHNERS R.R. BOWKER PUBLICATION

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

MARCH 17, 1989

\$2.50



● **L. Ron Hubbard**

One of the most acclaimed and  
widely read authors of all time



**L.** Ron Hubbard is one of the most popular and prolific writers that ever lived. His speed as a writer, and the volume of his output are legendary. "Back in the late 1930s and 1940s," writes historian Sam Moskowitz, "there used to be articles in writers' magazines about the incredible speed with which L. Ron Hubbard wrote." What was even more amazing was the vast scope of his work, ranging the entire spectrum of both fiction and non-fiction.

As a master storyteller in the 30s and 40s, he wrote many types of fiction — including westerns, adventure stories and war stories. Turning his hand to science fiction, he transformed that genre from the "bug-eyed monsters" of the early 30s to a new era of speculative fiction that explored the furthest reaches of space and time, and the inner reaches of man himself, with such ground-breaking novels as "Fear" and "Final Blackout." L. Ron Hubbard's interest in the human mind led to extensive research and the development of a revolutionary new look at the mind. His classic text on *Dianetics* exploded to the top of the bestseller lists and established L. Ron Hubbard as one of the most popular self-

help authors of all time. *Dianetics* has sold over 11 million copies, and has been on the *New York Times* bestseller list a total of 92 times. His second book about *Dianetics*, the practical manual *Self Analysis*, was one of the bestselling trade paperbacks in 1987. His recent fiction works, *Battlefield Earth* and the *Mission Earth* series, have all been *New York Times* best-sellers. L. Ron Hubbard's output as a writer has been staggering. There are over 83 million copies of his books in print. They have been translated into 23 languages, and published in 53 countries. He has had 16 national bestsellers in the last five years. In addition to his bestselling fiction and self-help books, L. Ron Hubbard has written on such diverse subjects as business, health, art, philosophy, drug rehabilitation and child care. Sales of L. Ron Hubbard's books have increased over 600% in the last three years, with last year's sales over \$3.4 million. Ensure that you stock and display L. Ron Hubbard's books in 1989 to take advantage of the increasing popularity of this incredible author.



an atte  
for a s  
actual  
man serv  
adequate  
of seren  
The e  
for peace  
could hav  
From t  
man has f  
in his ef  
during his  
percent  
the  
writers  
ave been  
ultle oho  
in pers

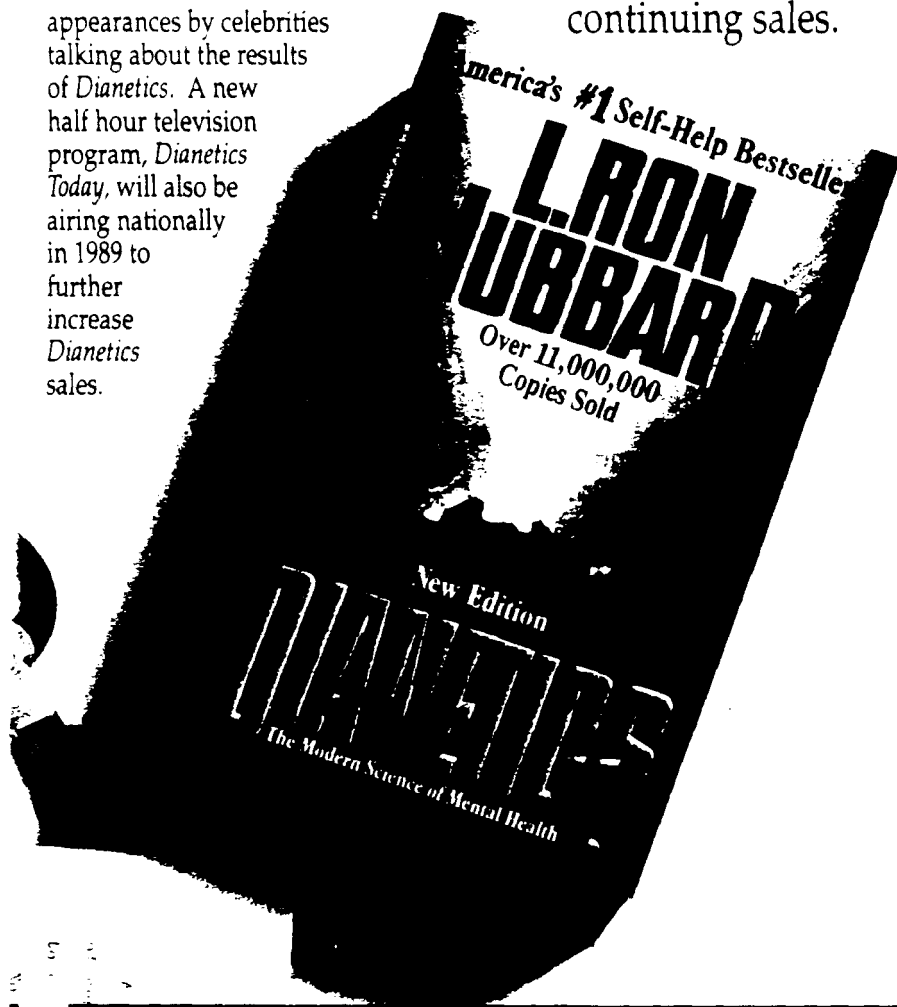
Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division. Terrence M. McDermott, President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr., Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year \$97, 2 years \$165, 3 years \$233. Canada: 1 year \$177, 2 years \$301, 3 years \$425. Air delivery to all other countries: 1 year \$280, 2 years \$442, 3 years \$624. (Remit in U.S. funds only.) Single copy \$5.00, announcements \$10.00 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. Address editorial and advertising correspondence to 249 West 17th Street, New York, NY 10011; telephone: 212-645-0067; telex: 12-7703. Address circulation correspondence and changes of address to Publishers Weekly, P. O. Box 1979, Marion, OH 43302; telephone: 1-800-669-1002; in Alaska, Hawaii, Canada, and all other countries, telephone: 614-382-3322. Second-class postage paid at New York, N.Y., and additional mailing offices. POSTMASTER: Send address changes to Publishers Weekly, P. O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA.  Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment.  Specialized Consumer Magazines: American Baby and Modern

# America's #1 Bestselling Self-help Author

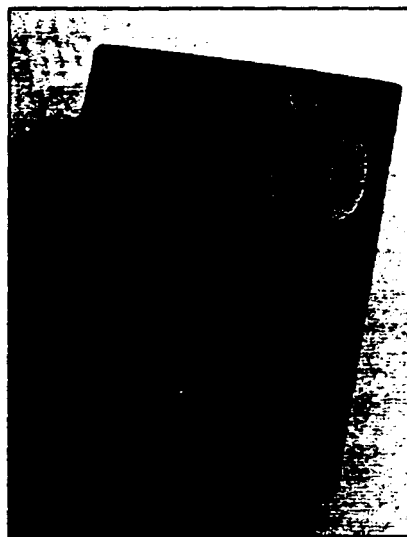
on Hubbard's classic self-help bestseller, *Dianetics*, continues to grow in popularity year after year. *Dianetics* has made over \$50,000,000 for the publishing industry, and its sales will continue to climb, backed by one of the most exciting and innovative campaigns ever launched for a book. The 1989 edition of *Dianetics* features a bright new all-foil cover to create in-store impact. *Dianetics* promotion for 1989 includes continuing national television advertising, print and radio advertising in major markets, as well as hundreds of radio and TV talk show appearances by celebrities talking about the results of *Dianetics*. A new half hour television program, *Dianetics Today*, will also be airing nationally in 1989 to further increase *Dianetics* sales.

Watch for the release in hardback of another important title from L. Ron Hubbard, *Scientology: The Fundamentals of Thought*. Backed by a major promotional campaign including national radio, print and celebrity appearances, this new blockbuster reveals L. Ron Hubbard's philosophy of life that has helped millions better understand themselves and live happier and more successful lives.

Stock and display L. Ron Hubbard's self-help books for continuing sales.



L. Ron Hubbard's *Dianetics* is a publishing phenomenon. First published in 1950, it was expected by its publisher to sell about 5,000 copies. In the first four months, sales had topped 75,000 and it was a runaway *New York Times* bestseller. Today, *Dianetics* is still a top bestseller year after year, with over 11 million copies sold. It has been on the *New York Times* bestseller list for more than 92 weeks. *Dianetics* has been published in 17 languages, and its most recent translation, in Chinese, has sold over a quarter of a million copies in the first two months.



Copyright © 1989 Bridge Publications, Inc. All rights reserved. *Dianetics*® and *Scientology*® are registered trademarks owned by RTC and are used with permission.

# "A Legendary master..."

L. Ron Hubbard's *Mission Earth* series has broken all sales records. Every book was a *New York Times* bestseller in hardback, and a Literary Guild alternate selection. Now this bestselling series is being released in paperback with a \$2.5 million advertising campaign. The *Los Angeles Times* describes *Mission*

*Earth* as "the granddaddy of all series." Robert Heinlein calls it "a tremendously big story." A.E. Van Vogt says, "Will be talked about for a decade ... wonderful adventure ... great characters ... a masterpiece." The blockbuster *Mission Earth* promotional campaign includes national magazines, publicity, and the *Mission Earth* "Adventure of Your Life" Contest.

You'll also be hearing *Mission Earth* music on the radio, with the release of the *Mission Earth* music album performed by rock star Edgar Winter. Exciting cross-promotion with this music album will boost booksales.

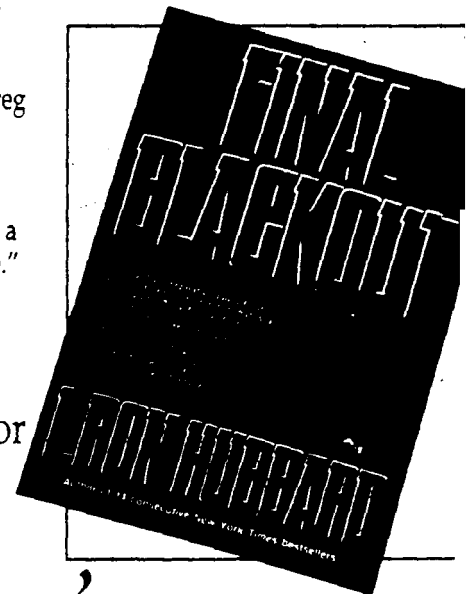
This summer, watch for the release of L. Ron Hubbard's *Final Blackout*, a gripping story of future war that Robert Heinlein has called "As perfect a piece of science fiction as has ever been written." Greg Dinallo, author of *Rocket's Red Glare*, calls it "A gritty, imaginative tale of survival and heroic leadership that is a chilling prophecy of our time."

Stock up on these exciting fiction titles by L. Ron Hubbard for record sales throughout 1989.



"I would summarize L. Ron Hubbard as a writer who is ideally equipped for what he did at the time he did it. Nobody was doing the sort of thing he did any better. ... Great, colorful, exciting, continually challenging. Stories with these frequently memorable lines and quotable things. Pictures that stayed in your head. That is L. Ron Hubbard to me as a writer."

Frederick Pohl



ORDER TODAY!  
Bridge Publications, Inc.

*Bridge*

CALL TOLL-FREE  
1-800-722-1733  
1-800-812-7280 in California

Publishing for Further Education: A Flourishing Field  
Inside Zondervan • Booksellers and Social Responsibility  
Chicago's Noble Press • Sinatra, Elvis and Popular Song

PW  
INTERNATIONAL  
SPRING FAIRS—BOLOGNA  
LONDON JERUSALEM

# Publishers Weekly®

A CAHNERS R.R. BOWKER PUBLICATION

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

MARCH 15, 1991

\$2.50

## L. RON HUBBARD

# DIANETICS

The New Edition for the 1990's

The Bestseller You Can Count On

Copies Sold

# Coming in April: New Edition of Dianetics for the 1990's



- National advertising and promotion campaign

*Dianetics* is the booksellers dream - it keeps selling and selling and its national advertising and promotion program brings new customers into your store.

It has truly earned the title of the longest running self-help bestseller. No other book has repeatedly topped the lists with 14 million sales to its credit. It was listed by Publishers Weekly as one of the top five bestselling non-fiction trade paperbacks of 1990.

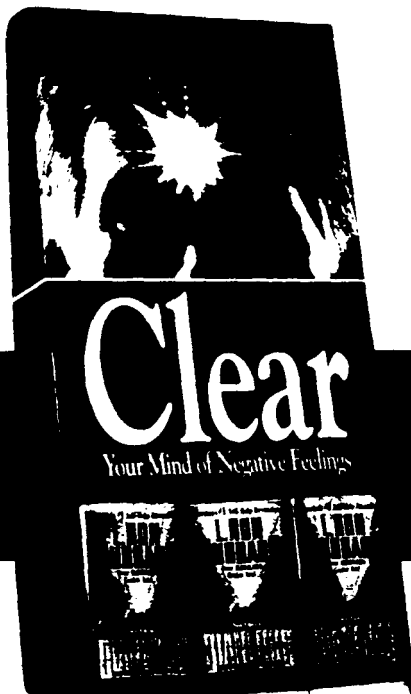
In these days of economic uncertainty, put DIANETICS in the front of your store.

YOU KNOW YOU CAN COUNT ON DIANETICS

Don't delay. Order your copies today!

ISBN: 0-88404-451-3  
Retail Price: \$5.95

- New four-color insert featuring kudos from professionals who have used *Dianetics*® for years and who will be regularly featured on national talk shows discussing *Dianetics*
- Attractive new back cover
- Effective new point-of-sale material for you to use to display this new edition



Bridge Publications, Inc.  
1751 Fountain Ave.  
Los Angeles, CA 90029  
Tel: 1-800-722-1733 or 1-800-843-7889 in California  
Fax: 1-213-660-0671

*Bridge*

© 1991 BPI. All Rights Reserved. *Dianetics* is a trademark and service mark owned by RTC and is used with its approval.

● "This program saved my life... twice."



Kirstie Alley

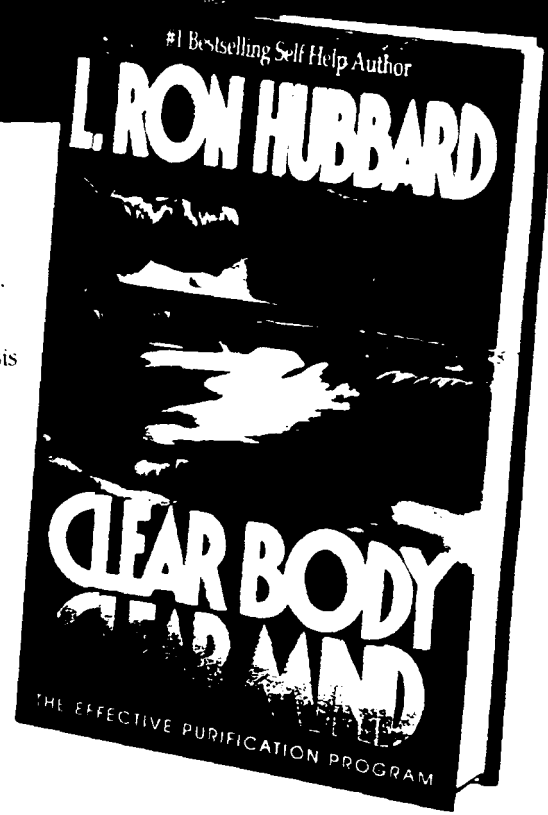
*Clear Body, Clear Mind: The Effective Purification Program* by bestselling self-help author L. Ron Hubbard reveals the startling breakthrough that makes it possible to recover your vitality and think more clearly by eliminating the long-term effects of drugs and chemical poisons from your system.

**MAJOR NATIONAL TELEVISION ADVERTISING**

The advertising campaign will reach over 50 million self-improvement bookreaders:

- ESPN SPORTS NETWORK  
Tennis, Body by Jake  
Scholastic Sports, Lifestyle Magazine,  
International Swimming
- USA NETWORK

- Action Programming, Miami Vice, Movies
  - ART & ENTERTAINMENT NETWORK  
Movies, Biography, Journeys, Silver Screen
  - HEADLINE NEWS  
International News, Gulf Crisis Updates, National News, Hollywood Minute, Sports
  - Shelf Improvement Items:  
Use this point-of-purchase material with Kirstie Alley's personal message:
  - New 18 copy floor displays
  - 6 copy counter displays
  - bookmarks
  - posters
  - window displays
- Hardcover: \$17.95 retail, 306 pages  
ISBN: 0-88-04-588-9  
18-copy floor display:  
ISBN: 0-88-04-589-7  
6-copy counter display:  
ISBN: 0-88-04-662-2



"This program saved my life... twice."



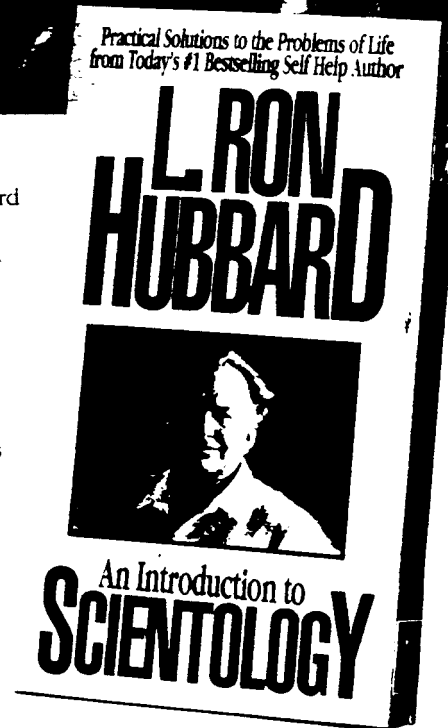
Bridge Publications, Inc  
4751 Fountain Ave  
Los Angeles, CA 90029  
Tel: 1-800-722-1733 or 1-800-843-7389 in California  
FAX: 1-213-660-0171



© 1991 BPI. All Rights Reserved. Purification is a trademark and service mark owned by RTC and is used with its approval.



● **Now,  
for the first time,  
the master of  
self-improvement  
on video**



**Aggressive national promotion campaign:**

TV advertising in:

- Arts & Entertainment
- Discovery Channel
- WTBS & TNT
- USA Network
- Spot Market TV

Plus:

- An extensive Magazine and Newspaper Advertising and Publicity program.
- Attractive 12 unit Point-of-Sale display.
- Video cassette packaged in two-color, foil-embossed packaging.

Order #7800  
Retail Price: \$29.95

Now, for the first time, your customers can meet L. Ron Hubbard face to face. In this unique video, L. Ron Hubbard deals directly with the problems that most often trouble Americans today: How to handle their day-to-day problems, how to have better relationships, how to have a more positive attitude and live a happier life. This is a video that your customers will want to own, and play over and over again.

**Place your order now and display this video along with *L. Ron Hubbard*™ bestsellers in your bookstore.**



Order from  
Bridge Publications, Inc.  
1751 Fountain Ave.  
Los Angeles, CA 90029  
TEL: (800) 221-7333 or (818) 568-7890 in California  
FAX: (818) 568-0971  
or directly from the video distributor  
MP Studios  
10720 Melrose Ave.  
Los Angeles, CA 90016  
TEL: (213) 550-8835 • FAX: (213) 550-1801

*Bridge*

© 1991 BPI. All Rights Reserved. Scientology and L. Ron Hubbard are trademarks and service marks owned by RTC and are used with its approval.