

[REDACTED]
Sleepy Hollow, NY 10591
[REDACTED]

7/17/97

Dear C-Spanners: and
especially Brian Lamb:

You have brightened my
weekends no end with About
Books. I encourage ^{you} to keep
it going. It is especially
important in this era when
the independent bookstore is
on the way to extinction.

With the present sag in
book sales, the whole industry
should be cooperating with
you with plugs in Publisher's
Weekly and other trade publications,
newspaper book review sections
and the like. The big chains
and publishing houses should
fund on-site posters calling
attention to About Books.

(over)

O-AB-
BOOKS

I suggest that Brian Lamb
(as if he doesn't have enough to do)
should host a book quiz program
with books as prizes (donated by
the publishers, of course) and it
should be scheduled among the
About Books segments. Shades
of the old and very popular
radio program, Information,
Please. Clifton Fadiman, John
Kieran and a raft of distinguished,
bookish people! Such a panel
could be developed today.

As a retired broadcaster
and radio/TV programmer it
makes the juices flow just to
think of it.

Much luck in future
bookish delights.

Sincerely yours,

[Redacted signature]