

BOOK AGAIN

NEWSLETTER

January/February 2005

Sheryl's News

*Welcome to a wonderful 2005
at Book Again!*

We are looking forward to another year of great books, friends and customers. Kathy, Diana, Barbara and I continue to be grateful for the many fun and warm times we have enjoyed with you these past few years. I am also fortunate that my sons, Mike and Joe, have been happy to help out from time to time. Joe also contributed 3 new signs to help you find your books in the War Fiction, Historical Fiction and Western sections. **Check them out!**

My youngest son, Dan, is now Book Again's Webmaster, and doing a great job of getting information out to you.

Two small but important new sections are **Oversized Mysteries** and **Dark Fantasy**. Let us know if these are of interest to you.

Yes, we are open on Sundays—this is usually a quieter time to browse than Saturday and the parking is better.

—Sheryl

TWO FOR ONE SALE!

Friday, Saturday and Sunday

January 21, 22 and 23

Also

January 28, 29 and 30

**All books inside store qualify.
Buy one and get the second of
equal or lessor value FREE!**

*This is our most popular sale
don't miss out!*

NEW AUTHORS FOR A NEW YEAR

Customer's Hints – take advantage of our free paperback or “half off” deals to try books written by a new author. It may often be difficult to venture from the tried and true, but when your favorite authors cannot write as fast as you read, it may be time to add someone new.

My own newest find is Jennifer Chiaverini, who

writes the Elm Creek Quilts novels. Her stories revolve around quilting and the very real lives of the quilters. I enjoyed the warmth and wit of these stories of friendships, and discovered an interest in quilting.

I also rediscovered Fannie Flagg this year. “A Redbird Christmas” by Fannie Flagg was my favorite Christmas book this year.

*“Just the knowledge that a good book is awaiting one at the end of a long day
makes that day happier.”*

—Kathleen Norias, *Hands full of living*, 1931

STORE HOURS: Tuesday through Sunday 11 am to 4 pm (Closed Mondays)
5039 Torrance Blvd., Torrance, CA 90503 • (310) 542-1156 • www.bookagain.com

Linda's Brownie Valentine

Beat 3 eggs and 1 1/4 cups of sugar
Add 3/4 cups of melted butter and beat.
Add 3/4 cups flour and 3/4 cups cocoa.
Add 1 tsp vanilla then fold in 1 cups chopped walnuts

Pour into greased 9" heart-shaped pan.
Bake at 350 oven for 40 minutes
Cool partially in pan.
Remove from pan to a wire rack and cool completely.

Melt a 6 oz pkg semi-sweet chocolate chips in double boiler or microwave. Pour chocolate over brownies and spread. Chill in refrigerator up to 2 hours to harden icing.

BOOKS WANTED

- ✓ books by **Wilbur Smith**
- ✓ books by Alexander McCall Smith
- ✓ books by Harlen Coben
- ✓ books by Lemony Snicket
- ✓ books by Jennifer Chiaverini
- ✓ Classics (in good condition)

FIFTY YEARS AGO

by Joe Nolte

And what, after all, is New Year's Day for, if not for taking stock, and observing the passage of the years...

And if we were to gaze back, say, fifty years ago or so...

Man, what a year!

Fifty years ago...

World War II had been over for less than ten years.

Walt Disney had just broadcast the first of three television shows starring Fess Parker as Davy Crockett in December of '54, and Crockett-mania was already beginning to sweep the nation as 1955 dawned, spawning among other things scores of recorded versions of the theme song - four of which charted.

Which was somewhat unfortunate for Disney, as in the final episode, set to air in February, they'd already killed the character off.

Disney at this time was more preoccupied with a new vision, however - a half completed park in Anaheim that he'd sunk all his money into. Slated to open in July, the idea that people would trudge out to the middle of nowhere to see replicas of a turn of the century Main Street and a European castle was ludicrous to many, and Disneyland as '55 dawned was being referred to as "Disney's folly".

Again as 1955 dawned, Warner Brothers announced (January 4th) that they had just signed a young television actor from New York as the lead in the upcoming film "Rebel Without a Cause". James Dean immediately moved to California, to begin what was clearly going to be a long and promising film career. (He had made a previous film, "East of Eden", but that film was not scheduled to be released until March.)

Also in January of '55, a recently transplanted disc jockey from Cleveland held a Rhythm and Blues show in New

York City. He dubbed the thing a "Rock 'n' Roll" show - a euphemism he'd been using for a couple of years by that time. His name was Alan Freed.

Down South, a young singing truck driver had just signed a one year contract with the Louisiana Hayride radio show. He was a country boy who belted out Rhythm and Blues songs, and as 1955 dawned it appeared likely that Elvis Presley was on his way to a reasonably decent career as a novelty Country & Western singer.

At the same time, a guy in Missouri had a similar novelty act, writing and performing Country tunes which he would perform with his Rhythm and Blues band. In early 1955 Chicago's Chess label saw potential in the act, and the future was beginning to look promising for Chuck Berry.

Out in California, shooting was wrapping up in El Segundo for a movie about juvenile delinquents. The producers needed a suitable opening song, and the son of the film's star suggested a little novelty record from his collection that had been released the previous year, and disappeared without much of an impact. It had been recorded by an aging Western Swing band who were something of a novelty themselves, as they specialized in taking Rhythm and Blues songs by Joe Turner and running them through the Country/Swing mill.

That song, of course, was "Rock Around the Clock", and by late Spring the term "Rock 'n' Roll" had gone from a regional catch phrase to an adolescent obsession, and Bill Haley and his Comets had become the first Rock Stars.

Fifty years ago . . .

Fifty years ago my parents were engaged.

Fifty years ago my grandmother was my age.

HAPPY NEW YEAR!