

A very funny man writes a very funny column for this mag-azine. His name is Goodman Ace and the title of the column is "Top of My Head." We have published two of Goodman Ace's books and know him to be an investorate needler. No cow is so inveterate needler. No cow is so sacred as to be safe from his jabs to the jugular, whether its Motherhood, doctors, Woman's Lib—even dogs. Furthermore, when he has a complaint to make about his publisher he usually makes it in the pages of Saturday Review-a most effective platform from which to broadcast an author's grievances

Still, being intrepid folk, we have gone right ahead and collected some fifty-six pieces from the "Top of My Head" and the result is a new book. It's called THE BETTER OF GOODMAN ACE. Not your usual run of titles to be sure, but Goodman Ace was quite persuasive when he presented it to us. Here is his explanation in his very own words:

The title I chose, THE BET-TER OF GOODMAN ACE, raised some eyebrows and doubts at the publisher's office. They suggested a stronger title, but I wasn't going to leave myself open to the sneer of some browser in a bookshop, opening a book at random, reading one of the chapters, and saying, "Is that his best?" Nobody ever says, "Is that his better?" Protection, see? Groovy!

OK, Goody, THE BETTER OF GOODMAN ACE it is, but all of us who are delighted by your commentary on the absurdity of life as it is lived by the upwardly mobile, constantly bewildered middle class welcome you back between hard covers. We know that no matter what you choose to call your books you are the BEST.

L.L. Day Editor-at-Large

THE BETTER OF GOODMAN ACE (\$5.95), by Goodman Ace, is published by Doubleday & Company, Inc., 277 Park Avenue, New York 10017. Copies may be obtained from your own bookseller or any Doubleday Book Shop, one of which is located at 673 Fifth Avenue at 53rd Street, New York 10022.

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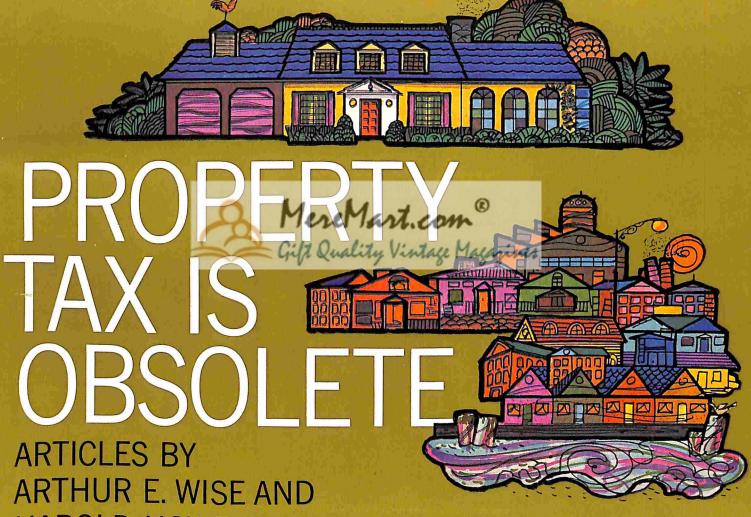
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THE ROOTS OF TURKISH ART, BY KATHARINE KUH

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FINANCING SCHOOLS:



HAROLD HOWE II

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