

Penguin Books Australia Ltd



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January 20, 1988.

Dr Stephen Murray-Smith
Editor "Overland"
Ti Tree Lane
Mt. Eliza, Vic. 3930.

Dear Stephen,

In response to your inquiry regarding the enclosed
"A Man's Country?" by Jock Phillips, I can provide you with
the following details.

Penguin do not intend to publish this book in Australia,
but I have been able to obtain a copy of it from Penguin New
Zealand for your purposes, and which we are pleased to be
able to provide. If anyone in Australia is interested in
obtaining a copy of this publication, they would have to
contact Penguin New Zealand direct.

This is the only information I am able to provide.
I hope it, and the copy of the book, is useful to you.

Best regards,

Jo Bramble

Jo Bramble,
Adult Marketing Manager.

Arner Offer

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Encl.

Penguin Books (N.Z.) Limited



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Stephen Murray-Smith
Editor
Overland
P.O. Box 249
MT ELIZA
Victoria 3930
Australia

7 January 1988

Dear Stephen

Thanks for your note containing the kind remarks regarding "A Man's Country?" by Jock Phillips. I'm pleased to say the book has done well selling almost 3000 copies in the first four months after publication. Your review copies will be sent as requested and I'm pleased to say that Penguin Australia has stock.

It is hard to believe it is already a year since that most pleasant occasion at Ian and Gerd Free's home. You have certainly been busy with your publishing programme as have we too. Some 30 NZ titles in 1987 including several award winners.

1988 will be a year of change for me as you will see from the enclosed. Do keep in touch.

Yours sincerely

(Graham Beattie)

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December 1987

By the time you receive this letter you will have learned that I am leaving Penguin Books in mid-January after 11 very happy and satisfying years. I am returning to specialise in that area in which I first earned my reputation in the book trade - children's books. I have accepted the position of Managing Director with the children's book club specialists Ashton Scholastic Ltd here in Auckland and my business address from 18 January will be c/- Ashton Scholastic, Private Bag, Penrose, Auckland 6 - telephone (09)596 089 and fax (09) 593 860.

I leave Penguin NZ in excellent heart with a burgeoning local publishing programme that is achieving strong sales and much critical acclaim. In addition the largely illustrated non-fiction Pacific list was recently acquired from Whitcoulls and this adds new dimensions to our programme. Penguin has a first class, stable management team and staff and after some sales worries mid-year will end up with a pleasing 1987 result. Our new offices are almost complete and will be ready for occupation in the New Year, the rearranged warehouse is functioning well and our EDP systems are the most sophisticated and effective in the trade. The future looks bright indeed.

Naturally after 11 years I leave with very mixed feelings. I have made many friends around the world during my time here and I will miss my regular contact with many of you. However, I hope we will still meet from time to time as I shall be making an annual visit to New York and to Bologna as well as occasionally attending other trade fairs and meetings. You will, of course, always be welcome to call on me here in Auckland. Penguin has become a way of life for me and I guess I have become part of its culture. You will understand then my feelings at this time.

I will write individually once I have settled into my new position but in the meantime my thanks for your past friendship and hospitality which I sincerely hope will continue in the future.

Merry Christmas and all the best for 1988.

Yours,

(Graham Beattie)



Books and Writers

by Mervyn Cull

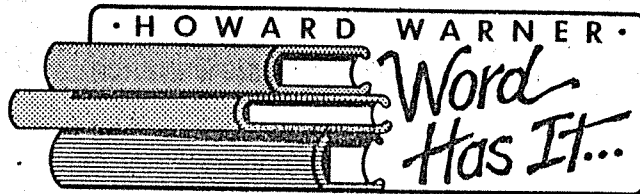
GRAHAM BEATTIE, the managing director of Penguin Books (NZ) Ltd for the past 10 years, is forsaking the wider field of book publishing to return to his first love, children's books, in mid-January.

When he was a bookseller in Napier, Beattie developed a deep interest in children's books as a result of watching his own children's reading tasks develop. He became an acknowledged specialist in children's literature.

One result of that reputation was that Beattie and Forbes bookshop in Napier became a major New Zealand outlet for Puffin books, which are junior Penguins.

This brought Beattie to the attention of the former managing director of Penguin in New Zealand, who invited him to join the company and take charge of sales and marketing. He accepted, and a year later he became managing director.

Beattie now leaves to become the managing director of the children's book club specialists Ashton Scholastic in Auckland.



WHILE Wellington toils and sweats in this unwavering pre-Christmas humidity, a draught of change is whipping through the publishing community up in the Big Smog.

As suddenly as a Mills & Boon heroine falls in love, companies are merging and long-serving personnel are clearing their bookcases.

Two events in particular have sent ripples through the trade: Heinemann's takeover of Reed Methuen, and Pacific Publishers, formerly Whitcoulls, selling its publishing operation to Penguin so it can "concentrate solely on retailing."

Reed Methuen has a long and varied list of titles.

Pacific has been involved in New Zealand publishing for over a century, specialising in general and educational books.

Other moves are:

- Graham Beattie, who was largely responsible for making Penguin a household name among New Zealand readers, has resigned as managing director to extend his passion for children's books with the much smaller Ashton Scholastic.

- David Heap is retiring after 26 years with Heinemann's, including 18 as managing director. Among Heap's achievements have been the "discovery" of Witi Ihimaera and Flona Kidman, and widening interest in Maori Textbooks.

- Hodder and Stoughton managing director Michael Duffett will move up the ladder to head the Australian office.

- Brian Phillips, who developed Collins into a major distributor in New Zealand then set up Collins subsidiary Pan Books here, is retiring.

- So is Gil McGahey, the guiding force behind Pitman Publishing (NZ).

- And Tauranga Moana Press, formerly the sole domain of Robert de Roo, is now a partnership with Ross Miller of Plimmerton.

EXCITING news for home-baking enthusiasts: total sales of the Edmonds Cookbook, first published in 1907, now exceed the population of New Zealand.

A best-ever-bestsellers list just released by the New Zealand Book Publishers Association reveals that the Edmonds de luxe edition (1955) is the most successful ever title in New Zealand, with 2,185,000 units sold to the end of 1986. The economy edition (1907) is sec-

ond, with 1,250,000-plus. And the Yates Gardening Guide (62 printings since 1883) is next, with 940,000.

Of all books published in New Zealand to December last year, 80 have sold over 70,000 units (equivalent to 335,000 in Australia, 1.2 million in the United Kingdom and 5 million in the USA).

Of these, half were published in New Zealand. The 80 include 35 fiction books, 16 cookery or diet, and 11 scenic/travel.

All 15 Harold Robbins titles are on the list.

The bestsellers list for 1986 alone shows that 66 titles sold more than 10,000 units in New Zealand. The first 36 were all Little Golden Books for children. These sold an average 55,555 units each.

The others were mostly New Zealand books. They included the New Zealand Step by Step Microwave Cookbook; Alison Holst's Cooking Class, Book 1; the First Aid Manual; Wild Pork and Watercress; the Billy T James Real Hardcase Book; Murray Mexted's Pieces of Eight; New Zealand Challenge — America's Cup; Keri Hulme's The Bone People; the Lands and Survey Road Atlas of New Zealand; Name for your Baby; A-Z Gardening in New Zealand; and Wake Up, Bear.

TO most New Zealanders, Booker means an annual British fiction prize which keeps Keri Hulme in whisky and pipe tobacco and is usually accompanied by all the razzmatazz of an FA Cup final.

But as the New Statesman pointed out in a recent article, there is much more to Booker plc, the company which gives its name to this prestigious literary award.

There is Booker Cash and Carry, Booker Seeds, Booker Health Foods, Booker Frozen Foods (though not, as yet, Booker Frozen Health Foods), Booker Agriculture International and Booker Overseas Trading.

The business also owns, among others, Kingswood Chemists, McConnell Salmon, Middlebrook Mushrooms and Agatha Christie. Yes, it appears that Booker bought in to her copyright in 1964 and now owns "a 64 percent share in the best selling crime writer ever," the magazine says.

Is it coincidental that one of New Zealand's major book awards bears the name Wattie?

Food for thought . . . □

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January 4, 1988

The Editor
Overland
P.O. Box 249
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Dear Mr. Murray-Smith,

Thank you for the commission to review A Man's Country. I hope to get it done by early February, but would really feel more comfortable if I could do it for the subsequent issue, as I am going overseas for a few weeks in early February and have to finish a great deal of work for that deadline.

Thank you for your kind words. I read Overland regularly and look forward especially to the book reviews...

Best wishes,

Yours sincerely,

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17/11/87.

Dear Stephen:

① Overland gets better and better.

② Have you ~~seen~~ seen, or heard of, Jack Phillips, A Man's Country: The Image of the Pakeha Male. A History Penguin Books New Zealand 1987? A remarkable book as important for Australian as for NZ readers. I happen to have a copy from the author, a historian at Auckland who is working inter alia on war memoirs in NZ.

My colleague AVNER OFFER, of whom I think much & I have spoken ~~much~~ (Israeli-born, English-reading, 2 years with us, a rising rocket in C19-C20 British history) thinks even ~~more~~ ^{more} highly of the book than I do. — or rather he sees it illuminating Canada as well as Aust. & N.Z. Thinking of Overland, I just asked if he would review it. He says he would, and I think he would do a sterling piece. He knows Overland well, by the way, having read through my set.

His ~~name~~ DR A — O —, History, RSSS, ANU

Phillips knows of no plans ^{any} for Penguin to sell the book in Australia — or knew of none a month or so ago. I thought then that a well-placed review might prompt the to give Australians a chance to buy the book. Cheers. Ken

£182 — 190 WAIRAU Road, Auckland 10.