



Full-grown praise for
a new children's classic

THE BAT-POET

by Randall Jarrell

Pictures by Maurice Sendak

Cleveland Press: "Merits a place on the junior book shelf beside *Charlotte's Web*

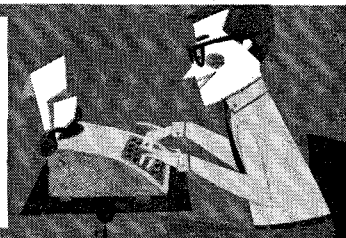
or *Winnie-the-Pooh*." **Louisville Courier-Journal:** "Without question the most distinguished, the most lasting book of the year for children." **Saturday Review:** "Every once in a while one finds a book like this—charming simply as a book, and, whether for children or adults, original and a delight to read aloud." **McCall's:** "An enduring ornament of children's literature."

Chicago Tribune Books Today: "Only a poet as fine as Randall Jarrell could have written this tale of a small brown bat that turns poet." **Louis Untermeyer:** "The combination of prose and verse has never been bettered." **Library Journal:** "A shining jewel of a book . . . cries to be read aloud at story hours, in classrooms, and at bedtime." **Henry Rago:** "It has the makings of a classic." **Atlantic Monthly:** "Written for children, it can be read with pleasure and profit by adults." **John Crowe Ransom:** "It is in a class by itself." **The New York Times Book Review:** "A haunting little story, a parable of charming instruction—and of instructive charm." **Christian Science Monitor:** "An outstanding book." **The Nation:** "Contains a mystery and magic rarely met with today." **Winston-Salem Journal and Sentinel:** "Like so many outstanding books, it defies age limits. Enjoy, enjoy!" \$2.75

One of *The New York Times'*
"10 Best Illustrated Books of 1964"

THE MACMILLAN COMPANY

Top of My Head



Take a Letter

JOSHUA ABER, lawyer, New York, complains: "Saturday night at eight my wife and I anxiously awaited the beginning of the movie *War and Peace*. Ten minutes later we knew that the war was one of commercials and the peace, what there was of it, was the Tolstoy classic. In three hours and fifteen minutes there were forty-three commercials.

"First I shaved with my Sunbeam Shavemaster, washed my hair with Enden, while my wife used her Lady Sunbeam and washed her hair several times with Halo. We smoked Lucky Strikes, made reservations with National Airlines, and took some Vicks Formula 44 for our Tareyton cough. The Green Giant came over while my wife dashed Arpège behind her ears and whipped up some Star Kist Tuna with Pabst Blue Ribbon and washed it all down with Gallo Wine. The leftovers went into Glad Bags.

"We invited neighbors in for a Vicks Vaporub party and thought very young with Pepsi, if you please. After the mess I took two Excedrin, a shot of Alka-Seltzer, and several Bufferin as I sat down with a Winston to write my will with my Sheaffer Ballpoint. When I finished I dropped dead."

Take a letter:

Dear Late Mr. Joshua Aber: How's TV up there? Does the announcer shout "Do unto others as you would have others do unto you?" . . . Or "Come on up! Come to Paradise on the Gossamer Wing Airline! You're here before you know it—often too soon! Is this any way to run a Paradise? You bet it is!"

Richard K. Shull had a well-written series on TV in the *New York World-Telegram*. Under one title, "Why Television Has a Low IQ," he quoted producer-packager Keefe Brasselle, who produced-packaged such shows as *Cara Williams*, *Baileys of Balboa*, and *The Reporter*. (That should answer the question in the title right there.)

This is the quote from Mr. Brasselle, who, Mr. Shull says, describes himself as being "brutally candid": "People make the decisions of what goes on TV. If the nation is backsliding in culture it's because the public is boss. I give them what they want."

Take a letter:

Dear Mr. Shull: All right, let's examine Mr. Brasselle's prescience in knowing how badly the public wanted his three shows. And we'll use the network's yardstick—the ratings: *Cara Williams*, 17.9—fifty-eighth in the top hundred of what the public wants; *Baileys of Balboa*, 10.3—eighty-seventh; *The Reporter*, 11.4—seventy-seventh. Doesn't it seem to you, Mr. Shull, that a producer-packager with that kind of prescience is a little crystal balled up?

As for the public's backsliding in culture, as Dizzy Dean might have said it, it only backslud because they've been conditioned after many years of TV to accept low-I.Q. shows. The question is that old "which came first, the chicken or the egg?" Was it the producer who chickened out of doing a quality show or the egg that hatched the low I.Q. of TV's mass audience? Any way you look at it, that's a dangerous intake of cholesterol for a TV audience every week.

A personal letter from another producer-packager on Madison Avenue:

"Dear Mr. Ace: You wouldn't be interested in writing an hour show for a new young singer with a hit record that has great appeal for teen-agers, would you?"

Take a letter:

Dear Package-Producer: That's right.

A full-page color ad in the *New York Times Magazine* shows a dreamy-looking blonde gazing affectionately through smoldering gray-green eyes over a shapely bare shoulder at a handsome man as rugged as all outdoors standing there buttoning his shirt. The copy:

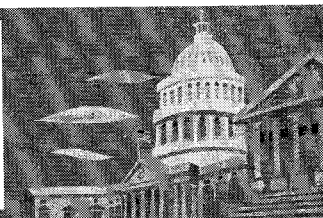
"I love watching him get dressed in the morning. The cold shower . . . the leer . . . Other men are so dull . . . But Jack swings into his shirt as though it were a battle flag. Good old Van Heusen 417 . . . Gosh, I feel sorry for all those nice little ladies who get up at dawn and hover over a hot stove. This is the way mornings should be . . . in love in love in love."

Take a letter:

Dear Van Heusen 417: Yeh, but wait till they get married and she has to hover over a hot stove while he complains about a missing button in his battle flag 417.

—GOODMAN ACE.

State of Affairs



New Times, New Leaders

THE JOHNSON ERA begins at a time when the world, with one or two exceptions, is bereft of great leaders and charismatic personalities. Whatever history may say of Mr. Khrushchev, President Kennedy, and Pandit Nehru, each in his own way aroused the attention of the world and projected a powerful influence: Mr. Khrushchev by his ebullient personality, the de-Stalinization he carried out, and his pursuit of coexistence; President Kennedy by his youth and personal magnetism, the feeling that he was giving something new and vibrant to American civilization, and his handling of the Cuban crisis; Mr. Nehru because his own people saw in him something of a saint, and the world considered him the chief voice of the nonaligned countries.

Great military powers like the United States and the Soviet Union do not necessarily have to have leaders with great personalities in order to project their power; it expresses itself in military and economic terms. But by making serious mistakes the man at the helm can damage the prestige of his nation. Thus, although President Eisenhower was not an assertive leader the United States did not diminish under him but it did suffer a temporary loss of prestige when Russia suddenly took the lead in the space race.

On the other hand, all the assertiveness of Khrushchev's personality could not mask the defeat he suffered when he was obliged to withdraw Soviet missiles from Cuba. Nor would it have been possible for Nehru to maintain his prestige as leader of the nonaligned world after China's attack, even had he been in good health.

Despite China's economic and military weakness, Mao Tse-tung, to Khrushchev's distress, built up his country's prestige by using the same forbidding remoteness that Stalin had used when he built up Russia's. Moreover, Mao went a step further and challenged the Kremlin's hegemony in the Communist world.

General de Gaulle is another example of what a strong personality can do for a country of lesser power. He gave France a new stature, a new inner strength, and thus a new power position in Europe. Marshal Tito, too, has eked out a position for Yugoslavia well beyond its inherent strength by courage-

ously holding out for "different roads to socialism"—a concept that is now gaining wider acceptance in the Communist world. And there are other men who have given new impetus to the position of their countries, either by advancing their prestige or by giving them notoriety—men such as Chancellor Adenauer, Ben-Gurion, Colonel Nasser, President Betancourt, and Fidel Castro.

Today even so powerful a country as the Soviet Union is suffering from the lack of a central figure that in some way personifies its power. Although Khrushchev's standing in the Communist world had begun to weaken in the last two years—as had the position of Moscow as its infallible center—the Soviet leader's personality continued to cover up the decline of both. This was one of the reasons everybody was so surprised when he fell overnight into oblivion. The world was fooled by his strident self-confidence—as, in fact, he himself seemed to be. Messrs. Brezhnev and Kosygin are colorless men, typical of a period of transition and internal consolidation. How much weaker the Kremlin had become was evident in the way the various foreign Communist leaders questioned the method of Khrushchev's removal. Brezhnev even rushed to the Polish frontier after the *coup d'état* to reassure Gomulka that it did not herald any major policy changes.

President Johnson now assumes the leadership of the United States in his own right. He has been President for more than a year, but he has always

implied that during that year he felt himself to be only the executor of the Kennedy legacy. Moreover, the past year has not confronted him with any grave international crises in foreign affairs or any really crucial decisions in national ones. Many important decisions were postponed because of the coming election. Moreover, during the final months the world at large was too concerned about the possibility of a Goldwater victory to want to do anything that could play into his hands.

But from now on it will be the Johnson era, and it begins on a note of optimism and high expectation. The President has strong popular backing in the country and is resourceful in dealing with legislators; his party has a handsome working majority; the economy continues strong; his program should do well.

Yet no one can be sure what sort of a character Lyndon Johnson will develop as a world leader. Judging by some of his favorite phrases, such as "Have a big heart and a tight fist," "Keep an eye on the future and your feet on the ground," "Think boldly and act prudently," there run through his system two contradictory strains: a deep-seated desire to break new ground, and caution acquired with his years of political experience. It is difficult for this reason to predict how he will translate his great assets into leadership. Will he be a more inward-looking President who feels that he can insure his place in history by stressing progress at home, or will he become a world leader? Clearly, an American President has enormous responsibilities in both areas.

So as the curtain rises over the Johnson era Americans and the world generally are wondering what kind of leadership to expect from him—how he will choose to project the power of his own personality and that of the United States to the world stage.

—HENRY BRANDON.

A Thumb Does Many Things:

By S. Dorman

SNAPPED between teeth tells you what to do with your advice; thrown back over a shoulder inquires if the secret's out? Squashes a cutworm, or an ant, or bubblegum under a leaf of your host's walnut table. Slicked on the tongue it will turn a page by the delicate edge; wet with ink, betray you or announce you're unique, after all. Pointed down, it leaves no one to mercy, or may be used to stir the cubes in a drink, or move a man by striking six strings.