



LARSTON D. FARRAR -- SOMETIMES CALLED "MR. WRITER" -- URGES YOU TO READ THESE VARIOUS PAGES, AND TO ACT NOW TO HELP YOURSELF AND ALL YOUR FELLOW-WRITERS, IN 1967!

Dear Friend:

This is written just as the big Christmas shopping season is about to begin. We submit to you that this is a good time for you to be thinking about 1967, from your own standpoint, and from that of your friends to whom you will wish to give gifts, or from the standpoint of all your fellow-writers.

Because AUTHOR & JOURNALIST is fast emerging as a new force in U. S. writing, we naturally want to increase our subscribers fastest. For this reason, we are making you an offer that will help you and us.

If you will send \$12 in the enclosed envelope, and will designate the name of a friend, we will send you a free copy of SUCCESSFUL WRITERS AND HOW THEY WORK, which I wrote with 36 of the world's finest writers. We also will extend your subscription three years and give your friend a free one-year subscription to AUTHOR & JOURNALIST.

Our normal subscription rates now are \$5 a year; \$9 for two years and \$12 for three years. This means that for only \$12, you are getting a \$5.95 book, which I shall inscribe, and that you are getting a \$5 gift subscription for a friend (who will be notified before Christmas), and that you yourself get A. & J. for three years (or an extension of three years, if you already are a subscriber). This is a \$22.50 bargain for only \$12!

At the same time, I want to draw your attention to one other offer. If you send me \$12 and denote "Farrar books" on the envelope, I will send you, that day, three of the SUCCESSFUL WRITERS AND HOW THEY WORK, inscribed by me, so that you can do your Christmas shopping conveniently and easily for three different writer friends, nieces, nephews, sons, cousins, or whomever. This book now sells for \$5.95 each. But if you send \$12, we will send you THREE copies, inscribed, for use as Christmas presents!

I sincerely hope you will read all the offers, on these various pages, for if we can enlist the economic, spiritual and individual help of enough writers, we know that in 1967 we can serve writers in Washington in a way they have never been served before. The key really lies in your hands--or in your checkbook! If you will be generous in your trade with us, this year, we can be generous in giving back to you all during the NEW YEAR!

(Signed) Larston D. Farrar

(Please see other side)

WHAT THEY ARE SAYING.....

about the new AUTHOR & JOURNALIST!!! (Since Farrar took it over)

Here are unsolicited comments from readers of the new AUTHOR & JOURNALIST since Larston D. Farrar -- sometimes called "Mr. Writer" -- began editing and publishing it a year or so ago.

AUTHOR & JOURNALIST has grown spectacularly under the concept of teaching writing, as developed by "Mr. Writer." As the author of SUCCESSFUL WRITERS AND HOW THEY WORK, HOW TO WRITE AND SELL A BOOK, and other big books in the writing field, Larston D. Farrar knows the basic problems of writers. He has been a top free lancer himself for many years and has written and sold some 25 books.

Let Larston Farrar's AUTHOR & JOURNALIST teach you, month by month, how to become more successful and a bigger money maker in the growing literary field!

Subscribe now on this special Christmas offer (which you will see) and get his widely acclaimed book, SUCCESSFUL WRITERS AND HOW THEY WORK. You'll always be glad you read this one!

THE CRACKER BARREL



DEAR EDITOR:

Just wanted to tell you that I received letters on my article from all over the United States. If anyone says you have a poor audience, tell him for me that I can prove he is wrong. I was swamped with inquiries about this or that phase of writing humor, after you carried my article and also a professional card for me for a few months.

JIM ATKINS,
Arlington, Virginia

Dear Mr. Farrar:

Since I am writing another book, *Post Fort Dodge*, I think a chapter a month of HOW TO WRITE AND SELL A BOOK, will make good reading!

Best of luck to Author & Journalist.

Ida Ellen Rath
The Kansas Authors Club
1401 Ave. E
Dodge City, Kan.

Dear Editor;

The other writer magazines get sorrier in the fact that their old love song is to tell us writers that all is rosy... you too can make *SatEvePost* and *McCall's*, they're LOOKING for new talent!

Facts as to what IS happening, rather than the rose colored dream, is what we freelance writers seek, and they mean the difference between bread and butter or none. I'm happy to find people (*A&J*) with courage enough to state the facts as they are.

Kermit Shelby
740 South Rinker Ave.
Aurora, Mo.

Dear Editor:

Your article "On Growing Up," hits the nail on the head, to coin a cliché. I am in the chicken business and I know what I would do with a request for a free baby chick.

Regarding Mr. Bell's comment on send-

ing off material not based on hard thinking: What constitutes "hard thinking" I do not know, for I am sure many writers have been astounded over reception of articles they have written, and to which they attributed little value, and at others that were the results of what they thought was "hard thinking." The "hard thinking," I believe, should be directed to figuring out *where* to send it. Maybe my pen name worked against me. It was T. R. Ash, which may have been indicative of my literary work in that early period... In closing, let me wish the best of luck to you and A. & J.

Fred Reed,
West Bridgewater, Mass.

Dear Editor:

I thought your publisher was just another big promoter blowing his own horn until I met and heard him at the Pacific Northwest Writers' Conference. Then I changed my mind, for he was the only one there who really seemed to be interested in the writers who seldom get published.

Anita Dugger,
Shelton, Washington

Dear Editor:

My concept of a useful writers' magazine is one that helps to solve specific problems, which are peculiar to specific groups of writers. *A & J* performs a real service in that respect. A good writers' magazine should be conscious of public reading needs and wants. It should help writers to learn what these needs and wants are. And third, it should encourage publishers, and editors, to accept what the reading public wants writers to write.

Editors and publishers always have done nothing more than to take advantage of the reading public's capacity to tolerate hypocrisy.

Larry J. Kopp,
R. D. 1,
Klingertown, Pa.

(Please see other side)