

maternal discipline is an unfortunate misogyny and fear of the maternal as well as a hidden assumption that a fully independent, autonomous, self-directing subject is a distinct and more authentic possibility.

62. Canby, *Seven Years' Harvest*, 14.

63. Ibid., 6-7.

64. Ibid., 131.

65. Ibid., 79.

66. Ibid.

67. Ibid., 47.

68. Ibid., 302-3.

69. Ibid., 180.

70. "Reminiscences of Edith Walker," 877-78.

71. Charles Lee, *Hidden Public*, 138, 149.

72. Canby, *Definitions*, 227.

73. "Reminiscences of Harry Scherman," 118-19.

74. Charles Lee, *Hidden Public*, 148.

75. Strictly speaking, it is not the hegemony of the professional-managerial class that is being constructed here. Rather, it is their authority as officially deputized managers that is being legitimated. They were to work, obviously, in the service of those who actually possessed power in capitalist society—at this point, the corporations and their largest shareholders.

#### CHAPTER NINE

1. These developments did not go unremarked at the time. In fact they were the subject of several books now recognized as classics in American sociology and political science. See especially Mills, *White-Collar* and *Power Elite*, as well as Whyte, *Organization Man*. All three of these books were alternate selections of the Book-of-the-Month Club. For the larger context of the rise of white-collar work and its impact on labor relations, see Braverman, *Labor and Monopoly Capital*, and Armstrong et al., *Capitalism since World War II*. See also Gouldner, *Future of Intellectuals*.

2. It seems odd to note that my father's job was in some ways analogous to that performed by the editors and managers of the Book-of-the-Month Club. Where they attempted to sell books to several hundred thousand "well-placed book readers" in order to promote broader consumption of books in the larger population, my father was employed by Capital Air Lines to facilitate the use of the commercial air industry by sports teams and media figures in the hope that this, too, would promote widespread air travel. As a result, he traveled a good deal with college football and basketball teams (in fact, this was how I first learned the names of most of the colleges and universities on the East Coast) and even with the New York Yankees for a time. For my brother and me, the real sign of our father's glamorous work was the fruit basket we got every Christmas from Mel Allen, "the voice of the New York Yankees."

3. In *Where the Girls Are* Susan Douglas does a wonderful job of discussing this larger cultural context and connecting it with the media consumption of those of us who grew up in the 1950s. It is important to note that inasmuch as I was an enthusiastic consumer of middlebrow books and culture during this period, I was also a great fan of the television shows, teen magazines, pop music, and celebrity idols Douglas discusses. In fact, in 1963-64 I was just as preoccupied with the Beatles as I was with Shymansky's books. About fifteen to twenty of my friends crowded into my bedroom on that Sunday night in February when the Fab Four first appeared on Ed Sullivan.

4. Powers, *Operation Wandering Soul*, 106.

5. I cannot recall every book that was in those boxes. Each title that *has* come back to me, though, as I have reflected on that year, I have discovered was selected by the club either as a main selection or an alternate.

6. Sackheim, "Why the Book Clubs Are Successful."

7. Canby, "How the Book-of-the-Month Club Began."

8. Ibid., 32.

9. "Cheaper by the Dozen."

10. Quoted in Charles Lee, *Hidden Public*, 83.

11. Harry Scherman, *Speech on book clubs*, 1.

12. My evidence for this comes from the copies of the club's catalog that I have recently examined. Borrowed from the Center for Research Libraries in Chicago, the copies of the catalog are variously stamped by the libraries at the University of Minnesota and the University of Chicago.

13. Dwight MacDonald, "Masscult and Midcult: II," 594.

14. Charles Lee, *Hidden Public*, 146.

15. "Audience Research Report."

16. Dichter, "Psychological Analysis," 3.

17. Ceram, *Gods, Graves, and Scholars*; Wouk, *Marjorie Morningstar*; Heyerdahl, *Kon-Tiki*; Drury, *Advise and Consent*; Harper Lee, *To Kill a Mockingbird*; Renault, *Bull from the Sea*; Markandaya, *Nectar in a Sieve*; Shirer, *Rise and Fall of the Third Reich*; Chute, *Shakespeare of London*; and Lederer and Burdick, *Ugly American*.

18. Tuchman, *Guns of August*; Burdick and Wheeler, *Fail-Safe*; Michener, *Hawaii*; Griffin, *Black Like Me*; Uris, *Mila 18*; White, *Making of the President*; Stone, *Lust for Life*; Stone, *President's Lady*; Stone, *Agony and the Ecstasy*; Knowles, *Separate Peace*; Hart, *Act One*; Traver, *Anatomy of a Murder*; Kerr, *Please Don't Eat the Daisies*; Lord, *Day of Infamy*; Betty MacDonald, *The Egg and I*; Hemingway, *Old Man and the Sea*; Bishop, *Day Lincoln Was Shot*; Catton, *Stillness at Appomattox*; Du Maurier, *My Cousin Rachel*; Gunther, *Death Be Not Proud*; Paton, *Cry, the Beloved Country*; Gunther, *Inside Africa*; Skinner, *Our Hearts Were Young and Gay*; Du Maurier, *Rebecca*; Roberts, *Oliver Wiswell*; Gilbreth, *Cheaper by the Dozen*.

19. Dichter, "Psychological Analysis," 21.

20. Gunther, "Great Book about Adolf Hitler."

21. This assertion is based on my reading of Book-of-the-Month Club preliminary reader's reports for the years 1950, 1951, and 1958. These reports are collected

at the Library of Congress and were donated to the library by Ralph Thompson, Harry Scherman's successor at the club. The library also holds a large collection of undated reader's reports, but these are primarily from the 1940s.

22. Fisher, "Report on *Nectar in a Sieve*."
23. Highet, "A Report."
24. Fadiman, "*Fail-Safe*."
25. Fadiman, "Selection for January."
26. Chute, *Shakespeare of London*, ix.
27. Wouk, *Marjorie Morningstar*, 3.
28. Marquand, "*Marjorie Morningstar*."
29. Ceram, *Gods, Graves, and Scholars*, v.
30. During his cross-examination of Mayella Ewell, Atticus establishes that Mayella had in fact tried to seduce Tom. Caught in the act by her father, Bob Ewell, she was then beaten by him. It is this humiliation that Ewell feels he must avenge.

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2. Edwin McDowell, "Executive Shift at Book-of-the-Month," *New York Times*, October 4, 1988.
3. Edwin McDowell, "New Book-of-the-Month Club Judges," *New York Times*, December 2, 1988.
4. James Kaplan, "Inside the Club," *New York Times Magazine*, June 11, 1989.
5. Calvin Reid, "BOMC Restructures Managing Units; Weeks's Role Changed," *Publishers Weekly*, January 20, 1992, 10.
6. Quoted in "Book Club Replaces Its Editor in Chief," *New York Times*, September 14, 1993.
7. Quoted in Sarah Lyall, "An Editor's Dismissal Raises Talk of a Clash of Art and Commerce," *New York Times*, September 15, 1993.
8. Sarah Lyall, "Book-of-the-Month Club to End Its Advisory Panel," *New York Times*, July 1, 1994.
9. Doreen Carvajal, "Triumph of the Bottom Line: Numbers vs. Words at the Book-of-the-Month Club," *New York Times*, April 1, 1996.
10. For a clear articulation of this and related claims, see Stedman et al., "Literacy as a Consumer Activity," esp. 163-79.
11. George Artandi, quoted in Doreen Carvajal, "Triumph of the Bottom Line: Numbers vs. Words at the Book-of-the-Month Club," *New York Times*, April 1, 1996.
12. Italo Calvino, *If on a Winter's Night a Traveler*, trans. William Weaver (New York: Harcourt Brace, 1981), 253-59.

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