

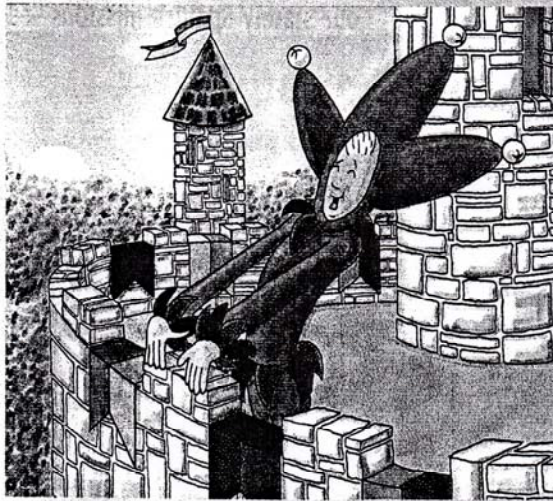
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MODERN Maturity

NEVER-ENDING STORY

Barbara Saltzman remembers a Roman holiday in 1988. Her younger son, David, then 21 and an art and English major at Yale, had just finished a USC summer-school program in Greece, and the family joined him for a vacation in Rome. "David came into the room, bronzed, looking like a Greek god," says Saltzman. "And he told us he'd started work on a children's book."



David Saltzman's storybook *Jester*.

She didn't know that within four months David would be diagnosed with Hodgkin's disease, that within two years the disease would claim his life, and that his children's book would become both David's legacy and her new life. Today Saltzman is president and CEO of The Jester Co., Inc., a firm she founded to publish David's book, *The Jester Has Lost His Jingle*, a tale of a court jester and his wooden-staff friend, Pharley, who go searching for the laughter that's missing

from the world. *Jester*, says Saltzman, reflects both David's gifts as an artist, and his joie de vivre. "No one could ever be glum around David," she says.

Now in its fifth printing, the book has hit the bestseller lists of *The New York Times*, the *Los Angeles Times*, and others. Saltzman has coordinated the donation of tens of thousands of copies—including donations to children recently diagnosed with cancer. For more information, call 800-9JESTER [953-7837] or visit the Web site at <http://www.jesterbook.com>. —Susan Champlin Taylor