

MODERN Maturity

FRONT LINES

MODERN MATURITY MAY-JUNE 1998

F.Y.I.

LABOR OF LOVE

BARBARA SALTZMAN REMEMBERS well a Roman holiday in the summer of 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 she,



David Saltzman at his drawing board.

her husband, Joe, and older son, Michael, joined him for a family vacation in Rome.

"David came into the room, bronzed, looking like a Greek god," says Saltzman. "And he told us he'd

started working on a children's book."

There were things she wouldn't know that summer: that within four months David would be diagnosed with Hodgkin's disease. That within two years the disease would claim his life, just days before his 23rd birthday. 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*. The book tells the 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

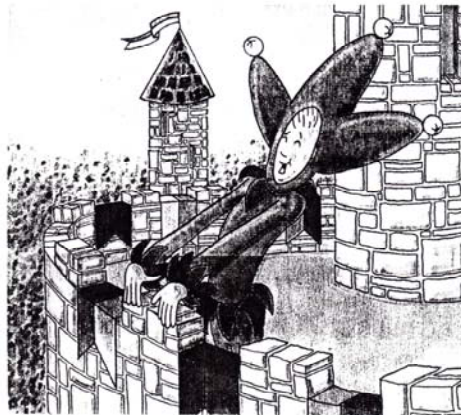
not just David's gifts as an artist, but his own joie de vivre. "David was a delightful person," she says. "No one could ever be glum around him; he invariably made people feel wonderful. And that's what he's doing now."

Five years after David's death—and after years of rejection by publishers—Saltzman founded her company and watched the pages roll off the presses. Now in its fifth printing, with more than 200,000 copies in circulation, *The Jester Has Lost His Jingle* has hit the bestseller lists of *The New York Times*, the *Los Angeles Times*, *USA Today*, and *Publishers Weekly*.

Since its publication, Saltzman has coordinated the donation of tens of thousands of copies of the book—including donations to children recently diagnosed with cancer.

She acknowledges that the success is bittersweet. "I miss David every single day," she says. "But I'm so pleased that now people can love his book as much as we do."

To order a copy, call 800-9JESTER [953-7837] or visit the Jester Web site at <http://www.jesterbook.com>. The book is also available through bookstores. —Susan Champlin Taylor



Saltzman's *Jester* jingles on.