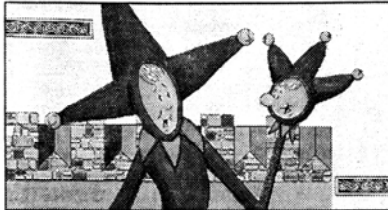


USA TODAY BEST-SELLING BOOKS

RECOMMENDED READING



The Jester Co.

'The Jester Has Lost His Jingle': The Jester and Pharley from David Saltzman's book

A young author's legacy for children

"This was David's message," says Barbara Saltzman, 55. "I'm just the messenger."

On March 2, 1990, 11 days before his 23rd birthday, David Saltzman died of Hodgkin's disease. A talented writer and artist, the Yale graduate left behind an unpublished children's book, *The Jester Has Lost His Jingle*.

Last October, the book was published by his parents, Barbara and Joe, and his surviving brother, Michael. They were unable to find a mainstream publisher. This week, the book hits the No. 96 spot. There are 70,000-plus books in print, and a third printing hits stores in late February.

A charming tale about laughter and hope told in rhyme, the book features an afterword by Maurice Sendak. David had met the famous writer/illustrator while a student.

"Wherever he is, David must really be smiling," says Barbara, reached at the *Los Angeles Times*, where she edits the *TV Times* magazine. Her son started the book before he was diagnosed with cancer but completed it while undergoing chemotherapy, radiation and a bone marrow transplant.

According to Barbara, the cost of publishing *The Jester Has Lost His Jingle* has topped \$500,000. "The more successful we've been, the deeper in debt we've gone," says Barbara. But she adds, "We always felt that this was a major children's book."

By Deirdre Donahue

About this list: USA TODAY's list is based on a computer analysis of retail book sales nationwide last week. Included are more than 1 million volumes from approximately 3,000 large-inventory, diverse-content bookstores.

USA TODAY calculates a list of approximately 250 best-selling books. The first 50 are listed at right. Others may be referred to elsewhere in the newspaper.

Reporting stores include: Joseph-Beth Booksellers (Lexington, Cincinnati), Ingram Book Company (reporting retail sales for independent bookstores including Hawley-Cooke Booksellers, Louisville and a sampling of Little Professor Book Centers), Lauriat's and Royal Discount Book Stores, Oxford Book Stores (Atlanta), Scribner's Bookstores, Tattered Cover Book Store (Denver), Waldenbooks, Waterstone's (Chicago), B. Dalton Bookseller, Barnes & Noble Inc., Books-A-Million and Bookland, Books & Co. (Dayton), Borders Books & Music, Bookstar, Bookstop, Brentano's, Crown Books, Davis Kidd Booksellers (Tennessee), Double-day Book Shops, Hungry Mind Bookstore (St. Paul).