

## BANNER BOOKS



Publisher: The Hearst Corporation, 959 Eighth Avenue, New York, NY 10019.  
Distributor: none indicated, see notes  
Format: tall pb  
Prices: separate numerical series for each price

At the time that **Banner Books** was initiated Hearst already published another paperback imprint, **Avon Books**, which they had acquired in 1959 after the original publisher's death. Banner Books was conceived as a completely separate operation, having no interaction with Avon at all. An announcement about the new imprint appeared in *Publishers' Weekly*.<sup>1</sup> Evan Lee Heyman was announced as the editor for the new line and the distributor was stated to be ICD, the International Circulation Department of Hearst. Although Banner published an interesting array of books, with sometimes striking covers, it seems not to have made any impact on the marketplace and was cancelled after nine months.

In all, 36 books were issued, four per month. Only two books were non-fiction, the rest being mostly genre fiction. Thirteen books were reprints, the rest were originals. All books seen were stated first printings; the imprint died so quickly that additional printings are unlikely. Eleven books were mystery or crime novels; another 6 belonged to the still-emerging espionage genre. There were 9 westerns and 2 war novels. The genres of science fiction, romance, adventure and gothics (also a recently established genre) were represented by a single book each, although one of the espionage titles doubled as an SF novel, blurring the genre boundaries. The two remaining novels were "contemporary fiction." There were no collections or anthologies, obviating the need for a "contents" index.

Most of the reprints make no statements about the completeness of their texts; I checked three of them against prior editions and found no obvious deletions in two and one sentence missing in the other.

Various Banner Books advertised other books in the line, sometimes prematurely. One western that was initially advertised as a 40-cent book was actually released in the 50-cent line. Several others were advertised that were still unpublished when the line was cancelled; ironically, most of them were eventually released as **Avon Books**. The ones that were advertised are documented in the Unpublished Titles section (Appendix I) below. Banner Books had a much longer pipeline however; Ted White has reported<sup>2</sup> selling them two outlines for SF novels, neither of which he had begun writing when the line was folded.

Banner did not print any cover art credits, and I have seen only two covers with signatures. Two more have been identified from other sources. I corresponded briefly with a collector who owned 5 Banner Books cover paintings, only one of which had any identification. The Bookscans database displays all 36 covers. Three books used photos as cover illustrations and one had a purely typographical cover. All the rest featured painted covers.

The books are fragmented into four numerical sequences. Since I have a month of publication for all but one of the books, easily interpolated, I have produced a concordance (Appendix II) that shows the monthly issuance of all the books in a single timeline.

1 January 8, 1967, p. 47

2 *Amazing Stories*, March 1970, pp. 144-5.

**BANNER BOOKS  
NUMERICAL LIST**

40¢ series:

B40-101	Owen, Dean	Gun Down in Quintana	[©] Feb [20] 1967
B40-102	West, Kingsley	Ride West to Pueblo	Mar 1967
B40-103	West, Kingsley	Apache Lance	[©] Apr [20] 1967
B40-104	Bonner, Michael	The Iron Noose	May 1967
B40-105	Ballard, Todhunter	Superstition Range	Hantman Jun 1967
B40-106	Owen, Dean	Guns of Spring	[©] Jul [20] 1967
B40-107	Bouma, J. L.	Outlaw Frenzy	[Joel Malmed] [©] Aug [20] 1967
B40-108	NOT ISSUED - advertised as <i>Plunder Canyon</i> by Bonner Parker, issued as B50-115 instead.		

50¢ series:

B50-101	Charbonneau, Louis	Way Out	[©] Feb [20] 1967
B50-102	Brewer, Gil	The Tease	[Roger Kastel] [©] Feb [20] 1967
B50-103	Brewer, Jordan	Get Dumm!	[©] Mar [20] 1967
B50-104	Cox, William R.	Way to Go, Doll Baby!	[©] Apr [20] 1967
B50-105	Karp, David	The Girl on Crown Street	May 1967
B50-106	Sheldon, Walt	The House of Happy Mayhem	[©] May [20] 1967
B50-107	Karp, David	Platoon	Jun 1967
B50-108	Brewer, Gil	Sin for Me	[©] Jun [20] 1967
B50-109	Hale, Arlene	Stay with Me, Love	[©] Jul [20] 1967
B50-110	Karp, David	The Big Feeling	Jul 1967
B50-111	Karp, David	Hardman	Aug 1967
B50-112	Cleri, Mario	Six Graves to Munich	[©] Oct [20] 1967
B50-113	Karp, David	The Brotherhood of Velvet	Sep 1967
B50-114	Morton, Patricia	Province of Darkness	[©] Sep [20] 1967
B50-115	Bonner, Parker	Plunder Canyon	[©] Sep [20] 1967
B50-116	Wylar, Richard	Incident at Butler's Station	[©] Oct [20] 1967
B50-117	Luther, Ray	Intermind	[©] Oct [20] 1967
B50-118	NOT ISSUED – see <b>Unpublished Titles</b> , below.		
B50-119	NUMBER NOT ALLOCATED		
B50-120	NOT ISSUED – see <b>Unpublished Titles</b> , below.		
B50-121	NOT ISSUED – see <b>Unpublished Titles</b> , below.		

60¢ series:

B60-101	Harris, John	The Old Trade of Killing	Feb 1967
B60-102	Black, Gavin	A Dragon for Christmas	Mar 1967
B60-103	Dembo, Samuel	Kalihari Kill	Apr 1967
B60-104	Ross, Sam	Day of the Shark	[©] Mar [20] 1967
B60-105	Milton, Henry A.	The President Is Missing!	[©] Apr [20] 1967
B60-106	Whittington, Harry	Doomsday Mission	[©] May [20] 1967
B60-107	Jarrett, Kay	Sex Is a Private Affair	1967
B60-108	Saber, W. J.	The Devious Defector	[©] Jul [20] 1967
B60-109	Ford, Hilary	Bella on the Roof	[©] Aug [20] 1967
B60-110	Shaw, Bob	Night Walk	Frazetta [©] Sep [20] 1967
B60-111	Goodis, David	Somebody's Done for	[©] Oct [20] 1967
B60-112	NOT ISSUED – see <b>Unpublished Titles</b> , below.		

75¢ series:

B75-101	Carpozi, George	The Chicago Nurse Murders	[©] Aug [20] 1967
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## BANNER BOOKS

### AUTHOR INDEX



- Ballard, [Willis] Todhunter** (1903-1980) US, see also ps Parker Bonner  
*Superstition Range* (as by Parker Bonner, Popular Library, 1953) Banner B40-105 1967
- Black, Gavin** ps of Oswald Morris Wynd (1913-1998) UK  
series: Paul Harris  
*A Dragon for Christmas* [Harris] (Harper & Row, 1963) Banner B60-102 1967
- Bonner, Michael** ps of Elizabeth Anne [née] Bonner Glasscock (1924-1981) US  
series: Roby MacLane  
*The Iron Noose* [MacLane] (Doubleday, 1961, abr) Banner B40-104 1967
- Bonner, Parker** ps of Todhunter Ballard, q.v.  
*Plunder Canyon* (original) Banner B50-115 1967  
(Originally advertised as # B40-108, but did not appear as such.)
- Bouma, J[ohannes] L[ambertus]** (1914-1978) Dutch/US  
*Outlaw Frenzy* (original) Banner B40-107 1967
- Brewer Gil[bert] [John]** (1921-1983) US  
*Sin for Me* (original) Banner B50-108 1967  
*The Tease* (original) Banner B50-102 1967
- Brewer Jordan** ps of M. Marion Marberry (1905-1968) US  
*Get Dumm!* (original) Banner B50-103 1967
- Carpozi, George, [Jr.]** (1920-1999) US  
*The Chicago Nurse Murders* (non-fiction, original) Banner B75-101 1967
- Charbonneau, Louis [Henry]** (1924-2017) US  
*Way Out* (original) Banner B50-101 1967
- Christopher, John  
see ps Hilary Ford
- Cleri, Mario** ps of Mario [Gianluigi] Puzo (1920-1999) US  
*Six Graves to Munich* (original) Banner B50-112 1967
- Cox, William R[obert]** (1901-1988) US  
*Way to Go, Doll Baby!* (original) Banner B50-104 1967
- Dembo, Samuel** (1929-1966) S. African  
*Kalihari Kill* (*The Sands of Lilliput*, Morrow/Mill, 1964) Banner B60-103 1967
- Ford, Hilary** ps of John Christopher [né Christopher Samuel Youd] (1922-2012) UK  
*Bella on the Roof* (Longmans [UK], 1965) Banner B60-109 1967
- Golding, Morton J.  
see ps Patricia Morton
- Goodis, David [Loeb]** (1917-1967) US  
*Somebody's Done for* (original) Banner B60-111 1967
- Hale, Arlene** (1924-1982) US  
*Stay with Me, Love* (original) Banner B50-109 1967
- Harris, John** (1916-1991) UK  
*The Old Trade of Killing* (Morrow, 1966) Banner B60-101 1967
- Jarrett, Kay**  
*Sex Is a Private Affair* (non-fiction, Doubleday, 1966) Banner B60-107 1967
- Karp, David** (1922-1999) US  
*The Big Feeling* (Lion Books, 1952) Banner B50-110 1967  
*The Brotherhood of Velvet* (Lion Books, 1952) Banner B50-113 1967  
*The Girl on Crown Street* (*Cry, Flesh*, Lion Books, 1953) Banner B50-105 1967  
*Hardman* (Lion Books, 1953) Banner B50-111 1967  
*Platoon* (as by Adam Singer, Lion Books, 1953) Banner B50-107 1967



<b>Luther, Ray</b>	ps of Robert Arthur Gordon Ley (1921-1968) UK <i>Intermind</i> (original)	Banner B50-117 1967	
<b>Milton, Henry A.</b>	<i>The President Is Missing!</i> (original)	Banner B60-105 1967	
<b>Morton, Patricia</b>	ps of Morton Jay Golding (1925- ) US <i>Province of Darkness</i> (original)	Banner B50-114 1967	
<b>Owen, Dean</b>	ps of Dudley Dean McGaughy (1909-1986) US <i>Gun Down in Quintana</i> (original) <i>Guns of Spring</i> (original)	Banner B40-101 1967 Banner B40-106 1967	
Puzo, Mario	See ps Mario Cleri		
<b>Ross, Sam</b> , [né Rosen]	(1912-1998) Russian/US <i>Day of the Shark</i> (original)	Banner B60-104 1967	
<b>Saber, W. J.</b>	ps of Warren Shanahan (1926-1997) US <i>The Devious Defector</i> (original)	Banner B60-108 1967	
<b>Shaw, Bob</b> <Robert>	(1931-1996) UK <i>Night Walk</i> (original)	Banner B60-110 1967	
<b>Sheldon, Walt</b> [er] [James]	(1917-1996) US <i>The House of Happy Mayhem</i> (original)	Banner B50-106 1967	
<b>West, Kingsley</b>	ps of James Gribben (1915-1984) <i>Apache Lance</i> (original) <i>Ride West to Pueblo</i> (Doubleday, 1963)	Banner B40-103 1967 Banner B40-102 1967	
<b>Whittington, Harry</b> [Benjamin]	(1915-1989) US <i>Doomsday Mission</i> (original)	Banner B60-106 1967	
<b>Wyler, Richard</b>	ps of Michael R. Linaker (1940- ) UK <i>Incident at Butler's Station</i> (original)	Banner B50-116 1967	

## BANNER BOOKS

### ARTIST INDEX

<b>Frazetta</b> , [Frank]	(1928-2010) US Banner B60-110	<i>Night Walk</i> by Bob Shaw	
<b>Hantman</b> , [Carl]	(1935- ) US Banner B40-105	<i>Superstition Range</i> by Todhunter Ballard	
<b>Kastel, Roger</b>	(1931- ) US Banner B50-102	<i>The Tease</i> by Gil Brewer	
<b>Malmed, Joel</b>	Banner B40-107	<i>Outlaw Frenzy</i> by J. L. Bouma	
Unidentified photos:	Banner B50-103 Banner B50-117 Banner B60-107	<i>Get Dumm!</i> by Jordan Brewer <i>Intermind</i> by Ray Luther <i>Sex Is a Private Affair</i> by Kay Jarrett	
[no cover art]	Banner B75-101	<i>The Chicago Nurse Murders</i> by George Carpozi	

## BANNER BOOKS

### TITLE INDEX

Apache Lance	Kingsley West
Bella on the Roof	Hilary Ford
The Big Feeling	David Karp
The Brotherhood of Velvet	David Karp
The Chicago Nurse Murders	George Carpozi
Day of the Shark	Sam Ross
The Devious Defector	W. J. Saber
Doomsday Mission	Harry Whittington
A Dragon for Christmas	Gavin Black
Get Dumm!	Jordan Brewer
The Girl on Crown Street	David Karp
Gun Down in Quintana	Dean Owen
Guns of Spring	Dean Owen
Hardman	David Karp
The House of Happy Mayhem	Walt Sheldon
Incident at Butler's Station	Richard Wylar
Intermind	Ray Luther
The Iron Noose	Michael Bonner
Kalihari Kill	Samuel Dembo
Night Walk	Bob Shaw
The Old Trade of Killing	John Harris
Outlaw Frenzy	J. L. Bouma
Platoon	David Karp
Plunder Canyon	Parker Bonner
The President Is Missing!	Henry A. Milton
Province of Darkness	Patricia Morton
Ride West to Pueblo	Kingsley West
Sex Is a Private Affair	Kay Jarrett
Sin for Me	Gil Brewer
Six Graves to Munich	Mario Cleri
Somebody's Done for	David Goodis
Stay with Me, Love	Arlene Hale
Superstition Range	Todhunter Ballard
The Tease	Gil Brewer
Way Out	Louis Charbonneau
Way to Go, Doll Baby!	William R. Cox

### original titles not used on Banner Books editions

Cry, Flesh	David Karp
The Sands of Lilliput	Samuel Dembo

## APPENDIX I: UNPUBLISHED TITLES

Forecast with specific book numbers:

Hale, Arlene	<i>Bend of the River</i>	forecast as B50-121, published as Avon S360
Ketchum, Philip	<i>The Men of Moncada</i>	forecast as B50-120, published as Avon G1343
Ross, Clarissa	<i>Face in the Pond</i>	forecast as B60-112, published as Avon S362
Wylar, Richard	<i>The Savage Journey</i>	forecast as B50-118, published as Avon G1342

Forecast without details:

Lyons, Delphine C.	<i>Darkhaven Manor</i>	no documented publication
Morton, Patricia	<i>House of the Dragon</i>	no documented publication
Phillips, Jean	<i>Hacienda Trieste</i>	no documented publication
Ratcliffe, Susan	<i>Castle Doom</i>	published as <i>The Castle Captive</i> , Avon S373

Based on the cover design and packaging, the following was probably a leftover **Banner Book**:

Jakes, John	<i>Brak the Barbarian</i>	Avon S363
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## APPENDIX II: Concordance of issuance

<u>Publication Date</u>	<u>B40-</u>	<u>B50-</u>	<u>B60-</u>	<u>B75-</u>
Feb 1967	B40-101	B50-101 B50-102	B60-101	
Mar 1967	B40-102	B50-103	B60-102 B60-104	
Apr 1967	B40-103	B50-104	B60-103 B60-105	
May 1967	B40-104	B50-105 B50-106	B60-106	
Jun 1967	B40-105	B50-107 B50-108 B50-109		
Jul 1967	B40-106	B50-110	(B60-107) B60-108	
Aug 1967	B40-107	B50-111	B60-109	B75-101
Sep 1967		B50-113 B50-114 B50-115	B60-110	
Oct 1967		B50-112 B50-116 B50-117	B60-111	