

BOOK COMPANY OF AMERICA



Publisher: Book Company of America, 9171 Wilshire Blvd., Beverly Hills, CA
Distributor: none given, see notes
Format: tall, except:
 short - the 2 un-numbered books
Price: varies, noted after book numbers

Alvin H. Gershenson was the publisher; he apparently began the company to publish his own books. The high prices may indicate that the line was primarily intended for bookstore distribution and not newsstands. Although the prices dropped over the course of the run, 75¢ was still a bit high for a mass-market paperback in 1965. Author Charles Nuetzel, in an interview with book dealer Lynn Munroe, has several interesting anecdotes about his experiences with the company.¹

I was fortunate in examining all 17 books. I can thus confirm that the books were issued in three sizes, four of the “tall” ones (#009 – #012) being a little shorter than standard, closer to the height of some present-day paperbacks. Given that only the un-numbered books are in the true “short” size, one suspects that, in spite of the numbering, #002 was issued after them and was chronologically the third book issued. Nonetheless, it is worth noting that the last few books have ads listing all of the previous titles and, even though no book numbers are given, they are listed in the order given here.

The significance of the number 13 in a circle, which graces all the covers starting with #4, is unknown. It may be a distributor’s mark but, if so, it has not been seen elsewhere.

Nine of the 17 books were non-fiction. Three books were science fiction, 2 were suspense novels. There was one western, one war novel and one contemporary novel. Five of the non-fiction and one of the SF books were reprints. All the others were originals. As far as I can tell, the only originals that were registered for copyright were Gershenson’s own. Unfortunately, this provides too little data to discern a pattern of issuance.





The state of the texts is not addressed in any of the reprints. Two are known to have had indexes that were omitted. They are assumed to be otherwise complete.

The books give no artist credits for the covers. Most of the non-fiction books sport photo covers; only 4 of the rest are signed, and one of the signatures is still uncertain; a scan is included. All 17 covers appear in the Bookscans database.

¹ which can be seen online at: <http://haldolen.com/lynmon.html>

BOOK COMPANY OF AMERICA

NUMERICAL LISTING

un	95¢	Gershenson, Alvin H.	The Bench Is Warped	[© 6/15]	1964																																																													
002	95¢	Hebert, Bob	Bob Hebert's Secrets of Handicapping		n.d.																																																													
		(with a foreword by Sid Ziff)																																																																
un	75¢	Wills, Maury & Steve Gardner	It Pays to Steal		n.d.																																																													
		(with a preface by Bobby Bragan)																																																																
004	95¢	Gershenson, Alvin H.	Kennedy and Big Business	[© 10/28]	1964																																																													
005	75¢	McPhaul, John J.	Chicago, City of Sin		n.d.																																																													
006	75¢	Casriel, Daniel, M.D.	The Story of Synanon		n.d.																																																													
		(with a preface by David Abrahamsen, M.D.)																																																																
007	60¢	Beaman, (J.) Frank	The Dotmakers	N. Sarcone?	1965																																																													
008	75¢	Nuetzel, Charles	Whodunit? Hollywood Style		1965																																																													
009	50¢	Mayfair, Franklin	Over My Dead Body		1965																																																													
010	50¢	Stroup, William	The Mark of Pak San Ri		1965																																																													
011	75¢	Konraad, William	Someone You May Know		1965																																																													
		(with a foreword by Noel Marie Teutsch & Kurt Teutsch, Ph.D.)																																																																
012	75¢	Olivetti, Woodrow	Telephone A-Go-Go, Hollywood West		1965																																																													
013	75¢	Mendelsohn, Felix, Jr.	Club Tycoon Sends Man to Moon	Sarcone?	1965																																																													
014	50¢	van Vogt, A. E. & Hull, E. Mayne	Planets for Sale	Nuetzell	1965																																																													
<p>(Collection, reprint, Fell, 1954, as by Hull only. Presented as a novel, the book incorporates the following stories, all originally published as by E. Mayne Hull alone. Since the individual stories are not readily identifiable within the text, they are not cross-referenced in the other parts of this index.)</p> <p style="margin-left: 40px;"> Competition The Debt The Contract Enter the Professor Bankruptcy Proceedings </p>																																																																		
015	75¢	Nuetzel, Charles	If This Goes On	Nuetzell	n.d.																																																													
<p>(Anthology. First and only edition.)</p> <p>Contents:</p> <table border="0" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="width: 10%;">9</td> <td style="width: 60%;">Introduction</td> <td style="width: 10%;">by</td> <td style="width: 20%;">Forrest J. Ackerman</td> </tr> <tr> <td>15</td> <td>Preface</td> <td>by</td> <td>Charles Nuetzel</td> </tr> <tr> <td>19</td> <td>The Test</td> <td>by</td> <td>Richard Matheson</td> </tr> <tr> <td>40</td> <td>The Earth Killers</td> <td>by</td> <td>A. E. van Vogt</td> </tr> <tr> <td>75</td> <td>The Racer</td> <td>by</td> <td>Ib Melchior</td> </tr> <tr> <td>88</td> <td>"All the Troubles of the World"</td> <td>by</td> <td>Isaac Asimov</td> </tr> <tr> <td>107</td> <td>Friends and Enemies</td> <td>by</td> <td>Fritz Leiber</td> </tr> <tr> <td>127</td> <td>No Land of Nod</td> <td>by</td> <td>Sherwood Springer</td> </tr> <tr> <td>149</td> <td>A Very Cultured Taste</td> <td>by</td> <td>George Frederic</td> </tr> <tr> <td>158</td> <td>The Mute Question</td> <td>by</td> <td>Forrest J. Ackerman</td> </tr> <tr> <td>160</td> <td>The Homo Sap</td> <td>by</td> <td>Charles Nuetzel</td> </tr> <tr> <td>165</td> <td>Aquella</td> <td>by</td> <td>Donald A. Wollheim</td> </tr> <tr> <td>172</td> <td>The Climbing Wave</td> <td>by</td> <td>Marion Zimmer Bradley</td> </tr> <tr> <td>242</td> <td>Your Life in "1977"</td> <td>by</td> <td>Willy Ley</td> </tr> <tr> <td>255</td> <td>Preposterous</td> <td>by</td> <td>Fredric Brown</td> </tr> </tbody> </table>						9	Introduction	by	Forrest J. Ackerman	15	Preface	by	Charles Nuetzel	19	The Test	by	Richard Matheson	40	The Earth Killers	by	A. E. van Vogt	75	The Racer	by	Ib Melchior	88	"All the Troubles of the World"	by	Isaac Asimov	107	Friends and Enemies	by	Fritz Leiber	127	No Land of Nod	by	Sherwood Springer	149	A Very Cultured Taste	by	George Frederic	158	The Mute Question	by	Forrest J. Ackerman	160	The Homo Sap	by	Charles Nuetzel	165	Aquella	by	Donald A. Wollheim	172	The Climbing Wave	by	Marion Zimmer Bradley	242	Your Life in "1977"	by	Willy Ley	255	Preposterous	by	Fredric Brown	
9	Introduction	by	Forrest J. Ackerman																																																															
15	Preface	by	Charles Nuetzel																																																															
19	The Test	by	Richard Matheson																																																															
40	The Earth Killers	by	A. E. van Vogt																																																															
75	The Racer	by	Ib Melchior																																																															
88	"All the Troubles of the World"	by	Isaac Asimov																																																															
107	Friends and Enemies	by	Fritz Leiber																																																															
127	No Land of Nod	by	Sherwood Springer																																																															
149	A Very Cultured Taste	by	George Frederic																																																															
158	The Mute Question	by	Forrest J. Ackerman																																																															
160	The Homo Sap	by	Charles Nuetzel																																																															
165	Aquella	by	Donald A. Wollheim																																																															
172	The Climbing Wave	by	Marion Zimmer Bradley																																																															
242	Your Life in "1977"	by	Willy Ley																																																															
255	Preposterous	by	Fredric Brown																																																															
016	75¢	Adlai, Sadik	King Tarick		1965																																																													
017	75¢	Mendelsohn, Felix, Jr.	Barney Crome		1965																																																													

BOOK COMPANY OF AMERICA

AUTHOR INDEX - BOOKS

Adlai, Sadik				
	<i>King Tarick</i>	(original)	Book Co. of America	016 1965
Beaman, (J.) Frank				
	<i>The Dotmakers</i>	(original)	Book Co. of America	007 1965
Casriel, Daniel [Harold], M.D.	(1924-1983) US			
	<i>The Story of Synanon</i>	(non-fiction, Prentice-Hall, 1963)	Book Co. of America	006 n.d.
Gardner, Steve				
	with Maury Wills			
	<i>It Pays to Steal</i>	(non-fiction, Prentice-Hall, 1963)	Book Co. of America	un n.d.
Gershenson, Alvin H.				
	<i>The Bench Is Warped</i>	(non-fiction, Vantage, 1963, rev)	Book Co. of America	un 1964
	<i>Kennedy and Big Business</i>	(non-fiction, original)	Book Co. of America	004 1964
Hebert, Bob				
	<i>Bob Hebert's Secrets of Handicapping</i>	(non-fiction, Prentice-Hall, 1963)		
			Book Co. of America	002 n.d.
Hull, E[dna] Mayne	(1905-1975) Canadian/US			
	with A. E. van Vogt			
	<i>Planets for Sale</i>	[[coll], as by Hull alone, Fell, 1954)	Book Co. of America	014 1965
Konraad, William				
	<i>Someone You May Know</i>	(non-fiction, original)	Book Co. of America	011 1965
Mayfair, Franklin				
	<i>Over My Dead Body</i>	(original)	Book Co. of America	009 1965
McPhaul, John J.				
	<i>Chicago, City of Sin</i>	(<i>Deadlines and Monkeyshines</i> , non-fiction, Prentice-Hall, 1962)		
			Book Co. of America	005 n.d.
Mendelsohn, Felix, Jr.	(1906-1990) US			
	<i>Barney Crome</i>	(original)	Book Co. of America	017 1965
	<i>Club Tycoon Sends Man to Moon</i>	(original)	Book Co. of America	013 1965
Nuetzel, Charles [Alexander]	(1934-) US			
	<i>If This Goes On</i>	(anth, original)	Book Co. of America	015 n.d.
	<i>Whodunit? Hollywood Style</i>	(non-fiction, original)	Book Co. of America	008 1965
Olivetti, Woodrow	ps of Richard Bernstein			
	<i>Telephone A-Go-Go, Hollywood West</i>	(non-fiction, original)		
			Book Co. of America	012 1965
Stroup, William				
	<i>The Mark of Pak San Ri</i>	(original)	Book Co. of America	010 1965
van Vogt, A[lfred] E[lton]	(1912-2000) Canadian/US			
	with E. Mayne Hull			
	<i>Planets for Sale</i>	[[coll], as by Hull alone, Fell, 1954)	Book Co. of America	014 1965
Wills, Maury	(1932-) US			
	as told to Steve Gardner			
	<i>It Pays to Steal</i>	(non-fiction, Prentice-Hall, 1963)	Book Co. of America	un n.d.

BOOK COMPANY OF AMERICA

AUTHOR INDEX - CONTENTS

Abrahamsen, David [A.], M.D. (1903-2002) Norwegian/US			
Preface	Story of Synanon	Book Co. of America	006
Ackerman, Forrest J[ames] (1916-2008) US			
Introduction	If This Goes On	Book Co. of America	015
The Mute Question	If This Goes On	Book Co. of America	015
Asimov, Isaac (1920-1992) US			
"All the Troubles of the World"	If This Goes On	Book Co. of America	015
Bradbury, Ray			
Almost the End of the World	(Listed in the acknowledgments for <i>If This Goes On</i> , but not present.)		
Bradley, Marion [Eleanor] [née] Zimmer (1930-1999) US			
The Climbing Wave	If This Goes On	Book Co. of America	015
Bragan, Bobby <Robert> [Randall] (1917-2010) US			
What Makes Maury Run?	preface	It Pays to Steal	un
Brown, Fredric [William] (1906-1972) US			
Preposterous	If This Goes On	Book Co. of America	015
Frederic, George ps of Charles Nuetzel, <i>q.v.</i>			
A Very Cultured Taste	If This Goes On	Book Co. of America	015
Leiber, Fritz [Reuter], [Jr.] (1910-1992) US			
Friends and Enemies	If This Goes On	Book Co. of America	015
Ley, Willy (1906-1969) German/US			
Your Life in "1977"	NF	If This Goes On	015
(as by Willie Ley on article)			
Matheson, Richard [Burton] (1926-2013) US			
The Test	If This Goes On	Book Co. of America	015
Melchior, Ib [Jorgan] (1917-) US			
The Racer	If This Goes On	Book Co. of America	015
Nuetzel, Charles [Alexander] (1934-) US			
see also ps George Frederic			
The Homo Sap	new	If This Goes On	015
Preface		If This Goes On	015
Springer, Sherwood US			
No Land of Nod	If This Goes On	Book Co. of America	015
Teutsch, C[hampion] Kurt, Ph.D. (1921-2005) US			
with Noel Marie Teutsch			
Foreword	Someone You May Know	Book Co. of America	011
Teutsch, Noel Marie , [née Downs] (1913-1992) US			
with C. Kurt Teutsch, Ph.D.			
Foreword	Someone You May Know	Book Co. of America	011
van Vogt, A[lfred] E[lton] (1912-2000) Canadian/US			
The Earth Killers	If This Goes On	Book Co. of America	015
Wollheim, Donald A[llen] (1914-1990) US			
Aquella	If This Goes On	Book Co. of America	015
Ziff, Sid (1905-1991) US			
Foreword	Bob Hebert's Secrets of Handicapping	Book Co. of America	002



BOOK COMPANY OF AMERICA

TITLE INDEX

"All the Troubles of the World"	Isaac Asimov
"Aquella"	Donald A. Wollheim
Barney Crome	Felix Mendelsohn, Jr.
The Bench Is Warped	Alvin H. Gershenson
Bob Hebert's Secrets of Handicapping	Bob Hebert
Chicago, City of Sin	John J. McPhaul
"The Climbing Wave"	Marion Zimmer Bradley
Club Tycoon Sends Man to Moon	Felix Mendelsohn, Jr.
The Dotmakers	(J.) Frank Beaman
"The Earth Killers"	A. E. van Vogt
"Foreword"	Noel Marie Teutsch & Kurt Teutsch, Ph.D.
"Foreword"	Sid Ziff
"Friends and Enemies"	Fritz Leiber
"The Homo Sap"	Charles Nuetzel
If This Goes On	Charles Nuetzel
"Introduction"	Forrest J. Ackerman
It Pays to Steal	Maury Wills & Steve Gardner
Kennedy and Big Business	Alvin H. Gershenson
King Tarick	Sadik Adlai
The Mark of Pak San Ri	William Stroup
"The Mute Question"	Forrest J. Ackerman
"No Land of Nod"	Sherwood Springer
Over My Dead Body	Franklin Mayfair
Planets for Sale	A. E. van Vogt & E. Mayne Hull
"Preface"	Charles Nuetzel
"Preface"	David Abrahamsen, M.D.
"Preposterous"	Fredric Brown
"The Racer"	Ib Melchior
Someone You May Know	William Konraad
The Story of Synanon	Daniel Casriel, M.D.
Telephone A-Go-Go, Hollywood West	Woodrow Olivetti
"The Test"	Richard Matheson
"A Very Cultured Taste"	George Frederic
"What Makes Maury Run?"	Bobby Bragan
Whodunit? Hollywood Style	Charles Nuetzel
"Your Life in '1977'"	Willy Ley

original title not used on paperback

Deadlines and Monkeyshines	John J. McPhaul
----------------------------	-----------------

BOOK COMPANY OF AMERICA

ARTIST INDEX

Covers:

Nuetzell <Nuetzel>, [Albert] [Augustus] (1901-1969) US

Book Co. of America 014 *Planets for Sale* by A. E. van Vogt & E. Mayne Hull

Book Co. of America 015 *If This Goes On* by Charles Nuetzel



Sarcone?, N.

Book Co. of America 007 *The Dotmakers* by (J.) Frank Beaman

Book Co. of America 013 *Club Tycoon Sends Man to Moon* by Felix Mendelsohn, Jr.

unidentified – photos:

Book Co. of America un *The Bench Is Warped* by Alvin H. Gershenson

Book Co. of America 002 *Bob Hebert's Secrets of Handicapping* by Bob Hebert

Book Co. of America un *It Pays to Steal* by Maury Wills & Steve Gardner

Book Co. of America 004 *Kennedy and Big Business* by Alvin H. Gershenson

Book Co. of America 005 *Chicago, City of Sin* by John J. McPhaul

Book Co. of America 008 *Whodunit? Hollywood Style* by Charles Nuetzel

Book Co. of America 011 *Someone You May Know* by William Konraad

Unidentified:

Book Co. of America 006 *The Story of Synanon* by Daniel Casriel, M.D.

Book Co. of America 009 *Over My Dead Body* by Franklin Mayfair

Book Co. of America 010 *The Mark of Pak San Ri* by William Stroup

Book Co. of America 012 *Telephone A-Go-Go, Hollywood West* by Woodrow Olivetti

Book Co. of America 016 *King Tarick* by Sadik Adlai

Book Co. of America 017 *Barney Crome* by Felix Mendelsohn, Jr.

Interiors:

photos

Book Co. of America un *It Pays to Steal* by Maury Wills & Steve Gardner