

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 the all the previous titles and, even though no book numbers are given, they are listed in the same 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. 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 (with a foreword by Sid Ziff)		n.d.																																																													
un	75¢	Wills, Maury & Steve Gardner	It Pays to Steal (with a preface by Bobby Bragan)		n.d.																																																													
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 (with a preface by David Abrahamsen, M.D.)		n.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 (with a foreword by Noel Marie Teutsch & Kurt Teutsch, Ph.D.)		1965																																																													
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> <ul style="list-style-type: none"> Competition The Debt The Contract Enter the Professor Bankruptcy Proceedings 																																																																		
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;"> <tr> <td style="width: 5%;">9</td> <td style="width: 60%;">Introduction</td> <td style="width: 10%;">by</td> <td style="width: 25%;">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> </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
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Gershenson, Alvin H.				
	<i>The Bench Is Warped</i>	(non-fiction, Vantage, 1963, rev)	Book Co. of America	un 1964
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Hebert, Bob				
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"Your Life in '1977'"	Willy Ley

original title not used on paperback

Deadlines and Monkeyshines	John J. McPhaul
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Covers:

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

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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

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unidentified

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

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Interiors:

photos

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