

Bruce:

Around 1964 (beginning with #395) Midwood started using a numbered price code prefix on their books. This system coincides with the Midwood-Tower pairings (prior to this the prefix codes were F = .50; Y = .40; S = .75; and a few other miscellaneous codes). The post-1964 codes were thus:

32 = .50 Midwood Books (usually single novels)  
32 = .60 Midwood Books (usually single novels)  
34 = .75 Midwood Books (usually double novels)  
35 = .95 Midwood Books (usually double novels)  
42 = .50 Tower Book  
43 = .60 Tower Book  
44 = .75 Tower Book

This numbering/price coding system continued until book 35-999, the 1968 double novel *Hot Hands/Wild Teen* by Don Haring/Vin Fields.

This point is where the confusion about the Midwood-Tower numbering system begins. I believe that rather than use a numbering system with a price prefix and 4 digit number (i.e. 42-1000, 42-1001, 34-1003, etc.), Midwood-Tower decided to continue numbering into the 1000's but dropped one of the zeros in the 1000 series so that they still had a price prefix and 3 digit numbering system (i.e. 42-100, 42-101, 34-103, etc. ). So that the first book on you have on your "Midwood 100-599 page", 34-104 *The Odd Man*, is consecutively Midwood-Tower book 34-1004, book 34-116 is consecutively Midwood-Tower book 34-1016 (checking copyright dates confirms that these were sequentially published). So for example, the first series of books I've identified are:

42-100 *Professional, The* by Joseph Chadwick (Tower, 1968)  
42-101 *Lassiter #2: Bandido* by Jack Slade (Tower, 1968)  
??-102 Unidentified  
??-103 Unidentified  
34-104 *Odd Man, The* by Leon Sorell (Midwood, 1968)  
34-105 *The Baby Sitter* by Vin Fields (Midwood, 1968)  
34-106 *Swinging Secretary* by Alan Marshall (Midwood, 1968)  
34-107 *A Woman Like Me* by Carol Caine (Midwood, 1968)

- 34-108 Pleasure Machine by Sheldon Lord (Midwood, 1968)
- 34-109 Reluctant Nympho by Joan Ellis (Midwood, 1968)
- 35-110 Sex In The Sun/Beach Stud by Jack Holt/Terry Cash (Midwood, 1968)
- 35-111 Teen Tease/Never Too Young by Bertrand Lord/Dana Pittman (Midwood, 1968)
- 43-112 Why Did They Kill Charley? by Carter Travis Young (Tower, 1968)
- 44-113 Dillinger Story, The by Ovid Demaris (Tower, 1968)
- 43-114 Strangers in the Night by Harry Robbins (Tower, 1968)
- 44-115 Psychogeist by L.P. Davies (Tower, 1968)
- 34-116 Eighteen And Legal by Marck Reading (Midwood, 1968)

So these books are consecutively the 1000 series in the Midwood-Tower book lines but deleting a zero and following sequentially book 35-999. This numbering (and the intermixing of Midwood and Tower titles) continues until 37-339, the 1969 book The Sex Underground by Kermit Klitch. Also, the same dropping of a zero from 1000 series would apply to the books on your "Tower page" for books on that page with numbers 44-115, Psychogeist by L.P. Davies through 45-299, Lady from Lust #11 by Rod Gray.

During this period they used a similar prefix price code as follows:

- 34 = .75 / .95 / 1.25 Midwood Books (usually single novels with price increasing)
- 35 = .95 Midwood Books (usually double novels)
- 37 = 1.25 Midwood Books (usually triple novels and Collector's Classic imprint)
- 38 = 1.75 Midwood Books (Private Library imprint)
- 42 = .50 Tower Book
- 43 = .60 Tower Book
- 44 = .75 Tower Book
- 45 = .95 Tower Book

At this point, roughly 1969, the intermixing of Midwood and Tower titles in the numbering ceases and the following system is used:

Tower numbering changes to "T-075-# #", "T-095-# #", etc. depending on the price; Midwood numbering/pricing codes become M-125-# # denoting Collector's Classics imprint; Midwood numbering/pricing codes become M-175-# # denoting Private Library imprint; and Midwood numbering/pricing codes become M-195-# # denoting Peacock and Cameo imprints.

I've cataloged these imprints:

Collector's Classics: M-125-1 through M-125-99 (1969-1970);  
Private Library: M-175-1 through M-175-56 (all 1970); and  
Peacock and Cameo: M-195-1 through M-195-155 (1970-1971).

At this point Midwood begins using the numbering system with 60xxx, 61xxx, etc. and used this system from about 1971 through the early 1980's; except for a few authors, this is not a very interesting period to me so I've not cataloged much of the post-1971 books.

By the way, I've got a few cover scans for the "1000 series" that I didn't see on your website. If you'd like I'll send them. What size jpeg would you need that will be manageable for email and the site?

Again, thanks for a great site! Hope this helps explain the numbering confusion.

Regards,

Jim Mix

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