Bantam Books Proudly Celebrates 50 Years of Publishing America’s Favorite Storyteller

LOUIS L’AMOUR

“More than all else, I wanted to tell stories, stories that people could read or hear, stories to love and remember.”

—Louis L’Amour, in Yondering
In 1955, with many short stories and a few books already in print, an up-and-coming western writer with the unlikely name of Louis L’Amour published his first Bantam novel, *Guns of the Timberlands*. Neither author nor publisher had any way of knowing that this would mark the beginning of one of the great American literary success stories. Fifty years, 120 books, and 300 million copies later, Louis L’Amour remains one of the best-loved and bestselling authors of all time. The 50-year publishing relationship that we celebrate in 2005 is a great point of pride for Bantam, a unique record of commitment between one author and one publisher.

Louis L’Amour built his popularity the old-fashioned way, writing exciting, fast-moving original paperback westerns that soared beyond the genre’s boundaries to give consistent satisfaction, and exceptional page-turning adventure. L’Amour became a national phenomenon.

In 1982, Louis L’Amour became the first novelist in American history to be awarded a Congressional Gold Medal. Less than two years later, he was awarded the nation’s highest civilian honor, the Presidential Medal of Freedom.

In 1985, he went from being a #1 New York Times Paperback Bestseller to being a regular #1 New York Times Hardcover bestseller. That summer, for the first time in his remarkable career, Louis L’Amour’s novel *The Walking Drum* in paperback and *Jubal Sackett* in hardcover both hit The New York Times bestseller list at the #1 position.

In the last 50 years, no author has matched the power of Louis L’Amour to bring so many new readers and new retailers to the wonder of books. Many fans of all ages had never read a book of any kind before opening their first L’Amour novel. L’Amour books are passed from generation to generation and it is not uncommon to meet families where grandparents, parents, young children, and now even great-grandchildren have shared their cherished L’Amour books. That is why Louis L’Amour is not only one of the most frequently-read novelists of our time but also one of the most frequently re-read-authors.

One of the most remarkable achievements in this unique five-decade story is Louis L’Amour’s role in expanding the horizons of bookselling. L’Amour was a pioneer in bringing significant book sales to non-traditional retailers—drugstores, variety chains, supermarkets. Louis L’Amour is one of the few authors with his own section in countless stores and there have been stores that sold only Louis L’Amour books.

So begins the next half-century of satisfied Louis L’Amour readers.
THE LOUIS L’AMOUR PUBLISING PROGRAM CONTINUES IN 2005

HIGH LONESOME
A Legacy Edition Hardcover
On Sale April 26th
0-553-80452-9 • $22.00 ($27.00 Canada)
Simultaneous Random House Audio and Large Print Editions available

This beloved novel is the perfect introduction to the classic L’Amour reading experience, at a special low price for today’s dynamic hardcover marketplace.

THE COLLECTED SHORT STORIES OF LOUIS L’AMOUR, VOLUME THREE
On Sale October 25th
0-553-80446-4 • $12.00 ($17.00 Canada)
Simultaneous Random House Audio and Large Print Editions available

While he is best-known as the most popular western novelist of all time, Louis L’Amour has had an equally remarkable career as a writer of short stories—and not just western stories. No other American author has had 22 bestselling short story collections, totaling more than 20 million copies in print. Eventually, it will take seven lengthy hardcover volumes to present The Collected Short Stories of Louis L’Amour, a publishing endeavor begun in 2003; the first two hardcover volumes have already sold more than 200,000 copies. This fall, VOLUME THREE will join this bestselling series, in time for holiday gift-giving.

SON OF A WANTED MAN
Available Now
0-7393-1730-X • $14.99 ($21.00 Canada)

More than 110 L’Amour titles are available from Random House Audio, including more than 60 full-cast dramatizations. SON OF A WANTED MAN features more than 25 veteran Hollywood actors, digital sound effects, and an original music score, plus bonus archival recordings of Louis L’Amour, the author himself.

JOIN THE LOUIS L’AMOUR 50TH ANNIVERSARY EXCITEMENT
Bantam’s 50th anniversary
Louis L’Amour “Share-the-Experience” Free Book Giveaway Promotion

Launching July 2005: Bantam Books will produce and distribute complimentary copies of the very first L’Amour novel we published—GUNS OF THE TIMBERLANDS—in an effort to help fans “share the experience” of reading L’Amour.

Available only in displays and prepacks, GUNS OF THE TIMBERLANDS: The Share-the-Experience Edition makes passing along great L’Amour reading easy—and offers consumers exceptional value. Each display and prepack also features classic editions of L’Amour’s exemplary works, including one Sackett family novel, a short story collection, and other classics.

To help “SHARE-THE-EXPERIENCE” and spread the word, ask your sales representative for details about the following marketing initiatives:

• Louis L’Amour “Share-The-Experience” 50th Anniversary support materials: specially designed checklist bookmarks, a Louis L’Amour Family Reading Guide, and commemorative poster featuring all the available L’Amour titles from Bantam. (Available free with all prepacks and displays.)

• Consumer Sweepstakes: The “Duo in Durango” Grand Prize Vacation feature at point-of-sale

• National consumer print advertising

• Online outreach events at www.louislamour.com, including never-before-unveiled reader surveys, sweepstakes, and more

• “Share-the-Experience” book giveaways, tray-table advertising, audio-channel entertainment messages, and more, on board major airlines like Continental, Southwest, and America West.

Contact your Bantam Dell Sales Representative for complete publication details, Louis L’Amour always-available point-of-sale materials, and display configurations.

Visit the official website at www.louislamour.com

“I think of myself in that oral tradition—as a troubadour, a village tale teller, the guy in the shadows of the campfire. That’s the way I’d like to be remembered—as a storyteller. A good storyteller.”
—Louis L’Amour