

Weller Book Works in Trolley Square

We are open at Trolley Square and very happy with our new bookstore. We're still making finishing touches and refining things but since the 6th of January, the doors have been open. We've been pleased to see

many familiar readers and we've met many new ones. Work towards a coffee shop, baker or restaurant for the 1300 square foot area snuggled into WBW by the windows is ongoing and we hope to fill that space by summer.

On the 21st of January, John Keahey read from and signed his new book, *Seeking Sicily*, becoming the author to inaugurate our new space. Although we've completed much of our journey from Main Street to Trolley, we are still removing items from the old building. We are also still selling

lumber, beams, cinderblocks and bookcases. We have made a few used book deals and be assured that I haven't forgotten the 25 or so of you who are awaiting my call. We are eager to add new inventory but we will take it carefully as we accustom ourselves to new capacity and work patterns. Buying will continue to be by appointment only. Our customers and we love having free parking.

Our Teams and Moving Volunteers

The relocation of our bookstore was a complex project that dominated our attention since spring of 2009. In consideration of the changes in the book trade and the state of the economy, we feel our

achievement is rather bold. However, we couldn't have done what we did without numerous dedicated helpers.

First, our staff—they worked very hard and bore much anxiety and psychic weight as our plans were delayed and rearranged. We received early guidance from close friends Greg Thompson of Marriott Library, and attorney and author Michael Homer and his colleague Carl Huefner of Suttler Axland, as well as from newer acquaintances Dan James of James and Co. Business Advisors and Ed Sperry, recently of Prudential Real Estate. We worked for months with Super Top Secret to select our new name and design our beautiful new logo. STS also designed our new web site and, in secret, helped us with our "chapter messages," the first appearance of which was on the covers of the nearly 900 free books we left around the city on the night of January 9th. Throughout this process we referenced the book for direction: its history, body, use, content and effects. We conceived of our new name as the new title for an updated edition of an old book. The logo became our cover design and the chapters are the things we want you to know about us, books, reading and the local economy. The look of Weller Book Works is the result of our collaboration with Jill Jones and Brandon Budd of ajc architects, and Easton River Construction, under the supervision of Scott Hunt and Mike Beachler. Ryan Pierson of Artistic Metal did the cool metal work. Our excellent logo was rendered large by Allied Signs. After studying and cursing ASCAP and BMI licensing laws anent playing music in businesses, I worked for months with engineers at Muzak to get a mostly instrumental sound mix designed to reflect the diversity of the content of books, without getting trapped in period or style since books contain the heritage of the entire world.

The physical work of moving was divided between staff, some 60 customer volunteers and A-I Pioneer Movers. Staff and volunteers packed and unpacked books and A-I Movers loaded them and fixtures onto trucks for drop off at Trolley. Our gratitude to our customer helpers is immense. I don't even want to consider how much harder this effort would have been without their assistance. We were also impressed with the flexible, hard working and polite strong guys who work for A-I.

From Tony Weller

Winter Institute

In January, Catherine and I attended the 7th annual Winter Institute, offered by The American Booksellers Association, which might be the best retail trade association in the nation and which functions also as an advocate for all local businesses and local economies. These winter gatherings are heavily programmed with training and seminars that improve the skills of independent booksellers who attend. We also get to meet with publishers and authors to learn about new titles. This year's Institute was held in New Orleans, a great place to visit in the month of January. I always return from such industry gatherings with many ideas and a renewed sense of the great purpose independent booksellers share—we are purveyors of spirit, thought, knowledge and fantasy. Books are the supreme catalytic influences of humanity—in them, resides the distilled souls of beings. Through them, our thinking and beliefs expand.

The Wi7 hotel was right by the corner of Canal and Bourbon Streets in the French Quarter of New Orleans, which might be the liveliest and most partying neighborhood in the country. It was delightful to hear so much music on the street, experience such *joie de vivre*, and walk down human-scale streets packed with restaurants, art, antiques and shops, and almost no evidence of the spirit-numbing corporate chains that have rendered so many communities dull and anonymous. Frommer's Travel Guides sponsored a walking tour of New Orleans literary spots, which included bars where we were actually sent out on the street with our drinks in to-go cups. I drank wine on the street without getting sloppy, starting a fight or corrupting any youth.

Chapter Messages & Book Drop

No environment contains a vaster range of thought than a bookstore. We believe we are playing a crucial role in the progress of culture. When we started planning to move, we used the book itself for conceptual guidance—its history, construction, use and influence—also conceived of things we wanted to say about books, reading, Weller Book Works and local businesses as chapters within the very big conceptual book that is our bookstore. Starting with the concepts, we supplied Super Top Secret with outlines for the ideas we wanted to promote. We asked them to help us to produce a series of brief messages that were provocative, fun and meaningful. A few months later, we had narrowed the field to seven



crucial messages that were presented in a manner that we felt lead you to the brink of the idea. Then, we went to work on images for each chapter message, artwork that would not just illustrate but elaborate on each message. After several more months of work, we had cool retro-futuristic drawings for our chapters.

Although the chapter messages were designed for various uses, their first appearance was on the dust jackets we created for the book drop more than 20 biblio-guerrillas executed on the night of January 9th. After Super Top Secret figured out how odd we are, they suggested a guerrilla book drop promotion to promote our new store. The idea was perfectly suited for our chapter messages. Here's what we did. We worked secretly with publisher friends, urging them to select books they really cared about that would be of likely interest to a broad range of random persons. We're very thankful and pleased that publishers Algonquin, Chronicle, FSG, W. W. Norton, Simon and Schuster Books for Young Readers, and Gibbs Smith, embraced our plan to give away carefully selected books in special WBW jackets to promote reading, Weller Book Works and the books. Each jacket encouraged readers to go to our web site and tell us where the book was found. After reading, recipients are encouraged to place the book in a new location for another lucky reader and again, to visit wellerbookworks.com and let us know where the book was left. The dust jackets dedicated space to descriptions of our new bookstore, the publisher and title, and an elaboration of the chapter message. I like these so much I am hoping to present one in detail for subsequent editions of Text Block. We are still planning other fun uses for these groovy messages and images.

Valentine's Day:

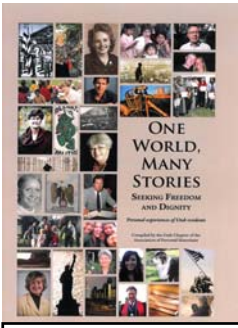
The day when we demonstrate affection for those we love with various offerings including flowers, candy and books. Valentine's Day is also an occasion when we might cast fear and insecurity aside to reveal feelings for someone who may not yet recognize the position he or she holds in our hearts. Love is a mysterious thing of the spirit that gives respite to our worries, purpose to life and comes very close to magic. There are a few vehicles for the stuff of the heart and spirit and nothing reflects the depths of a soul better than a great book, for a book is not just words, a book contains a writer's refined ideas and thoughts. We love books and we have a whole bunch that would make delightful gifts for those you love. Indecisive? Let our experienced booksellers help you. We also offer gift cards.



E V E N T S

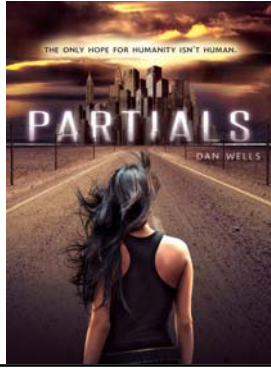


Story Time
Bring your children to Weller Book Works' children's section for our new story time beginning February 16th. Story time is 10:30 AM - 11:00 AM on the first and third Thursdays of every month.
In-store 10:30 - 11:00 AM



Reading and Signing
Meet personal historian Paulette Stevens and three contributors to *One World, Many Stories: Seeking Freedom and Dignity*.
In-store 3 PM

Reading and Signing
Need help finding a job? Bill Humbert and his *Recruiter Guy's Guide to Finding a Job* can help. Come to Weller Book Works to hear him speak and pick up a copy for yourself!
In-store 6 PM



Reading and Signing
Dan Wells comes to Weller Book Works for his first release at our new Trolley Square location. In his novel *Partials*, humanity is recovering from a war with genetically engineered beings identical to humans.
In-store 7 PM

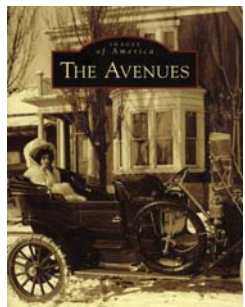
Hardboiled Book Club
After a hiatus to catch his breath and get the store moved, book club facilitator Zach Sampinos has selected *We the Animals* by Justin Torres for the return of the Hardboiled Book Club. Available now at 20% off the cover price in the month preceding the meeting.
In-store 7 PM

Thursday 16 Saturday 18 Wednesday 22 Saturday 25 Tuesday 28 Tuesday 28

F e b r u a r y

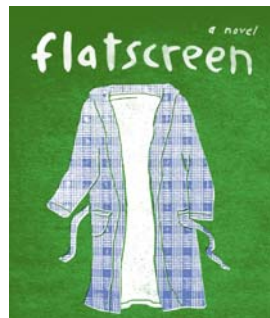


Story Time
Children's story time happens in the children's section on the first and third Thursdays of every month.
In-store 10:30 - 11:00 AM



Reading and Signing
In store. Latest in Arcadia Publishing's wonderful Images of America series, Cevan J. LeSieurs *The Avenues* is a pictorial history of the development of the iconic Salt Lake City neighborhood. Meet the author and pick up a copy!
In-store 5:30 PM

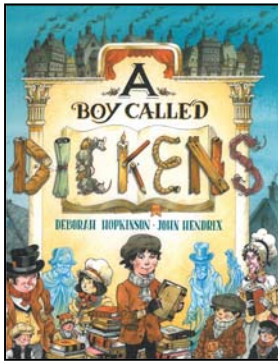
Lit-Knit
Come to Weller Book Works on the second and fourth Wednesdays of every month for knitting, crocheting, crafting and conversation.
In-store 6-8 PM



Hardboiled Book Club
In the Weller Book Works meeting room. The March installment of the Hardboiled Book Club will feature Adam Wilson's *Flatscreen*, 20% off at Weller Book Works in the month preceding the meeting.
In-store 7 PM

Thursday 1 & 15 Saturday 3 Wednesday 14 & 28 Tuesday 27

M a r c h



A Boy Called Dickens
 Deborah Hopkinson
 illustrated by John Hendrix
 978-0-375-86732-3
 Schwartz & Wade Books
 \$17.99

Reviewed by Catherine Weller

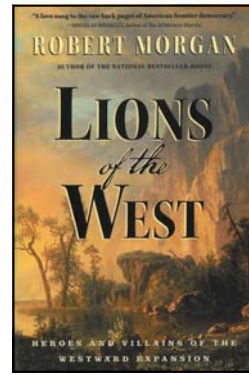
As an adult, beloved author Charles Dickens wrote book after book about the plight of

the underclass of Victorian England. He was also a tireless social reformer, agitating for change in both England and the United States. This wonderful children's book helps explain both Dickens' empathy for the downtrodden and his skill in depicting them.

In *A Boy Called Dickens*, Deborah Hopkinson, a lover of Dickens since childhood, portrays the author's difficult adolescence. After an idyllic childhood, at age 12 Charles found himself working 10 hours a day while the rest of his family was in debtors' prison. The conditions were harsh, and even worse, not very hopeful. Despite his love of reading and storytelling, Charles despaired of ever returning to school. This was eventually changed by a small inheritance and his father's eventual sense of shame at forcing his son to work when no longer necessary.

Hopkinson's text skillfully intertwines elements of Dickens' life that later appeared in his fictional works with scenes she imagines for his life. Illustrator John Hendrix just as skillfully weaves images showing the young Dickens' life with images from his later works. The scenes of London are appropriately drab and dreary while the scenes from his books are almost ghostlike but not insubstantial. Both contributors do a

brilliant job of bringing Dickens to life. The book is simple enough to be an introduction to Dickens for the first and second grade set, but sophisticated enough to be enjoyed by kids in later elementary grades and their parents. It is worth noting that *A Boy Called Dickens* is a fictionalized biography. An end note explains this clearly. Nevertheless, I can't think of a better way to celebrate Dickens' bicentenary than to share this book with a kid you love.



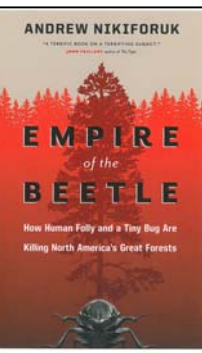
Lions of the West
 Robert Morgan
 978-1-56512626-8
 Algonquin Books
 \$28.95

Reviewed by Frank Pester

“There is properly no history, only biography”
 —Ralph Waldo Emerson

In this biographical history, Robert Morgan has chosen ten significant men from the history of the western expansion of America and brought them to life as only a novelist could. Starting with Thomas Jefferson, a man who saw the future of the colonies in the lands beyond the Appalachians and whose scientific mind was curious about what lay there—then continuing on with Andrew Jackson, John “Appleseed” Chapman, David Crockett, Sam Houston, James K. Polk, Winfield Scott, Kit Carson, Nicholas Trist and John Quincy Adams—Morgan fleshes out American history from the revolution to the California gold rush. Not simply biographical, *Lions of the West* shows the events and people that surrounded the actions of each man. Without

their forwarding thinking it is conceivable that the borders of the U.S. would have stopped at Arkansas and the banks of the Mississippi River.



Empire of the Beetle
 Andrew Nikiforuk
 Greystone Books
 978-1-55365-510-7
 \$17.95

Reviewed by Frank Pester

In the natural world humans like to see consistency, and we hate change, just as in our economic world. Nature prefers variety.

Andrew Nikiforuk has written a fascinating book on the devastating beetle infestations that hit western forests in the 1980's. Beginning in the forests outside of Homer, AK, Nikiforuk details the path that a tiny beetle, the size of a grain of rice, carved through the forests of Alaska, Canada, Montana and, nearer to home, the Uintas. The book is full of interesting people, including Stephen L. Wood, an entomologist

Reviews From Our Staff

Best Weller's Selection February-March

Check out our new digs with ease... Free Parking at Trolley Square!

at BYU who wrote a tome of several hundred pages on the bark and ambrosia beetles of North and Central America.

The chapter entitled “The Beetle, the Bus and the Carbon Castle” details the mites, fungi and microbes that ride on the body of the beetle creating an unusual but interconnected arsenal against the spruce tree, while the tree has fascinating defenses of its own. It also bewildered me how scientists can study the lives of these minute creatures. The Spruce Bark Beetle can carry up to 10 different species of fungi, 6 different kinds of mites and 9 species of bacteria. According to Nikiforuk, “researchers have isolated more than 403 strains of yeast in the guts, ovaries, eggs and shit of beetles”—and this on a beetle the size of a grain of rice! Not only do these scientists isolate these passengers on the so-called bus, they have researched how these species are interconnected and the effects they have in creating a perfect environment for the beetle.

Empire of the Beetle kept me up way too late at night, with its description of forests that were destroyed, scientists who study these beetles and how short sighted humans are to the effect they have on our surroundings. It is a perfect addition to a library of books on forestry and controversial ideas of forest management.

Humans trying to create forests of large trees for commercial and recreational use may have been the unknowing culprits, trying to suppress forest fires, leaving harvested logs near remaining trees and spraying pesticides on forests, thus harming the natural enemies of the beetle while creating feasts for the minute pests. The last chapter quoting Buzz Holling, the noted Canadian ecologist, and Nassim Nicholas Taleb, the economic critic and philosopher who wrote *Black Swan: The Impact of the Highly Improbable*, is an essay on how small things have the capability to create great change.

“In a 2010 update to his international bestseller, *The Black Swan*, Taleb makes some Holling-like observations about Mother Nature, as he refers to the natural world. First, Mother Nature favors redundancy and inefficiency, and she avoids all forms of naïve optimization. Second, she ‘does not like anything too big,’ because big things aren’t robust. Unlike bankers or empire builders, she prudently confines her mistakes and miscalculations to limited areas. She never over leverages or goes into debt. And Mother Nature laughs at engineered utopias. ‘Reducing volatility and ordinary

randomness increases exposure to Black Swans [events that are a surprise to the observer which have major impact]—it creates an artificial quiet,’ Taleb observes. He believes that our economic life should resemble our biological environment: ‘smaller companies, richer ecology, and no leverage.’”

Buy and live Local!

One World, Many Stories:

Seeking Freedom and Dignity

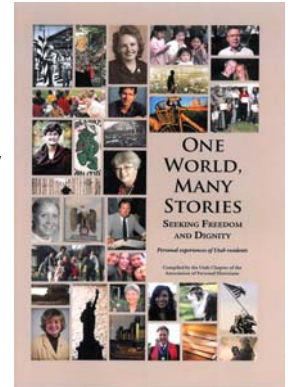
Compiled by the Utah Chapter of
the Association of
Personal Historians

Printed by Family Heritage
Publishers

978-1-4507-9329-2

\$22.00

Reviewed by Bruce Christensen



The word story will appear multiple times throughout this review; since story is the key word in understanding this marvelous compilation of personal narratives there will be no apology.

Whenever we have a memorable experience whether tragic, humorous, triumphal or enlightening, the first thing we want to do is tell this story to our friends and family. We carefully arrange the events in our heads, sometimes rehearsing copiously with the intention of regaling friends with our personal experiences. When we think about it, storytelling is as natural as eating, breathing and sleeping.

To me the importance of preserving our personal stories is simply continuity. The books that we read give us an acquaintance with the lives and experiences of those who came before us, and the stories that we tell do the same thing for those who come after us.

The basic theme of *One World, Many Stories* is the subtitle: Seeking Freedom and Dignity. The contributors to this book are Utah residents from all walks of life. In sharing their personal experiences, tribulations and achievements with us, they are preserving their stories for the future. It is my privilege to tell you about three of them.

“Silver Anniversary” by Jim Silver

This story is about the author’s dilemma of how to

Reviews From Our Staff

Continued on p. 6

celebrate their silver wedding anniversary with his wife. It is their desire to make this celebration more memorable than any of the previous anniversaries. While he is telling us about his choice and meticulous preparations, we learn about the couple, how they met, their life together, and why each anniversary must be more memorable than the previous one. I will not tell you his choice, as the ending is touching and well worth reading.

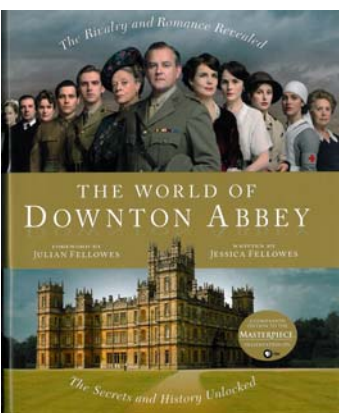
“God Protected Us for Many Years” by G. Griffin

Leaving one’s home and the country one loves to make a new home in a different county is the narrative of this story. The country she loves is South Africa; the new home is the United States, namely Utah. As her children leave South Africa one by one, the author and her husband travel to be with their sons and daughters and their families. The descriptions of her home in Africa including the flora and fauna, the plight and dilemma they have to face and the decisions they are forced to make creates an incredible story and very interesting reading.

“My Escape to Freedom” by Holden Barlow

Freedom of choice and control of ones destiny are the themes of this engaging story. The narrator grew up in a polygamist community on the border of Utah and Arizona. His own experiences with sexual abuse, the marriage of his seventeen year old sister to a ninety-four year old man and the conformity forced on the individuals of this group convince him that he needs to leave. The problems he faces and the adversity he has to overcome to implement this decision make this a story not to miss.

Meet several of the contributors on Saturday, February 18th! See events page for details.



The World of Downton Abbey

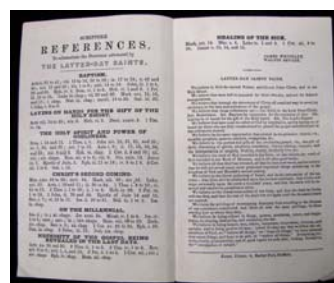
by Jessica Fellowes
978-1-250-00-34-9
St. Martins Press
\$29.95

Reviewed by Joan Nay

A new offering on Sunday nights on PBS is the ongoing series entitled *Downton Abbey*, a account

of the Grantham family in the early 20th century. The photography of this series is simply stunning. The costumes and sets are exquisite. But the acting...well,

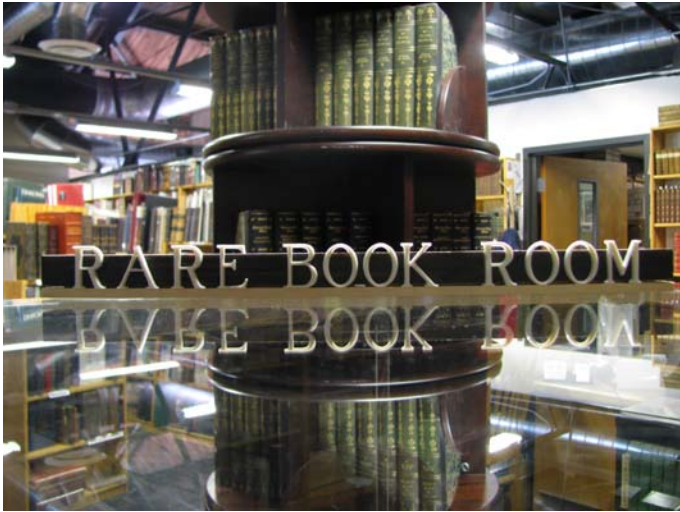
Maggie Smith is simply wonderful in her portrayal of Violet, Dowager Countess of Grantham and matriarch of Downton Abbey. It may be worth watching just to see her phenomenal makeup, her costumes, and her haughty reactions. Maggie can give a look or a slight turn of the head that speaks volumes. I wonder if her portrayal of The Dowager might not be the embodiment of haughtiness and upper crust. The characters in this series are truly lovely, and the villains are deliciously wicked! Yes, it is worth watching, but for your continued enjoyment why not read this accompanying volume, *The History of Downton Abbey*? Yes, it relives the story line, and has accompanying photos from the series. But, it also addresses what life was like during World War I among the privileged class. And, it details the nuances of proper British life that the actors need to follow to keep the series authentic. Read the book first, or watch the series first? Doesn't really matter. Just make sure you do both!



Missionary tracts from the 19th century LDS Missions in Great Britain are plentiful for the most part. Occasionally though, one surfaces that reminds us we still don't know everything, or have everything!

Joan's Rare Pick

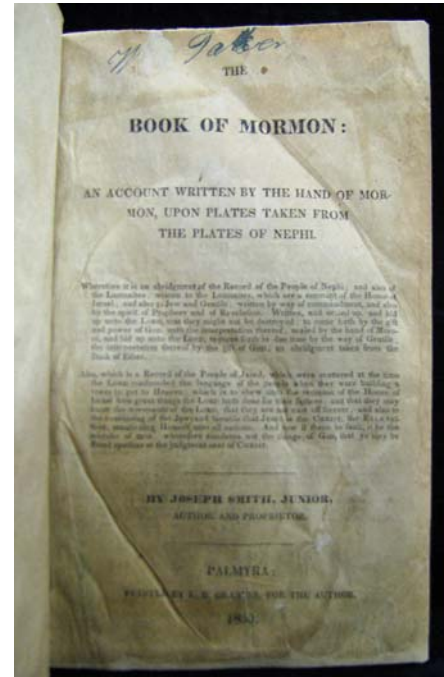
James Whiteley and Walter Savage were ordained to the priesthood in the Church of Jesus Christ of Latter Day Saints on the same day, January 5, 1850, in the Sheffield, England branch of the Church. Soon thereafter, it is believed, both men began proselytizing for their new faith, and combined their efforts to publish a small tract entitled *Scripture References to Substantiate the Doctrines Advocated by the Latter Day Saints*. Published in Sheffield, England circa 1850. This small tract measures 7 x 9, printed on one side of the paper only, and is folded in half. The first side of printing lists scriptural references, and the other half includes the 14 Articles of Faith...one more than most LDS members know today. This diminutive tract looks like it has had little use, with one exception: the lower corners have a half inch crease where they have been folded back at one time. Within 20 months of their joining the Church, Whiteley was cut off for apostasy, and Savage left England for the Salt Lake Valley in 1852. Less than five copies are known of this tract, and this one in such great condition. Listed in the Flake-Draper Bibliography as #1952c. \$500.00



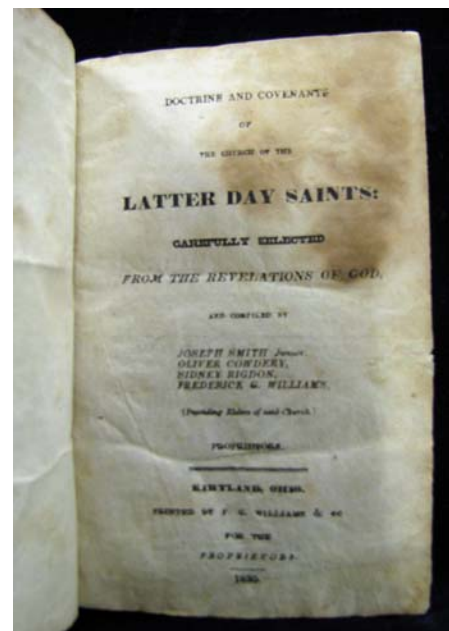
Rare Book Department

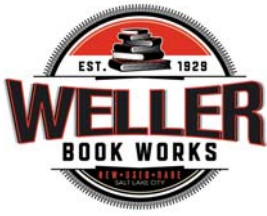
This is the first issue of Text Block composed from my new desk in Trolley Square. Since we just barely began purchasing second-hand and rare books, I'll deviate from my usual here to tell you how the Rare Book Department has changed. The new RBD has its own entry on the second level of Trolley Square overlooking the atrium where we'll enjoy hosting large author events in the near future. The footage of the new department is two thirds the size of the former one so we've located government publications like United States Geological Survey and Bureau of American Ethnology publications and runs of worthy periodicals, including many LDS, on the mezzanine with sets. We also sent lower priced sets from Rare Books to the mez. We put our geology section

there too, so it can exist adjacent to the run of USGS. All other sections in Rare Books were culled to relocate books of lower value with our second hand and new books on the main floor of Weller Book Works. So you'll see some old and collectable titles on our main floor. Many of these are about the prices of new similar new publications. The WBW Rare Book Room has become a little bit fancier but it is also more inviting and accessible.



But I have to tell you: We just acquired another copy of the 1830 first edition of The Book of Mormon along with the rarer 1835 first edition of the Doctrine and Covenants. Both have received expert restoration work. The B of M was completed by the insertion of an internal facsimile leaf and sells for \$61,000. The D & C is available for \$98,000. Both are very attractive. While we're on the topic of Mormon canonical scriptures, we have the first edition of The Pearl of Great Price and the first SLC edition. I wish we had the first edition hymnal but we do have the second. And there are those valley White Notes, and the Kirtland, and the Messenger and Advocate...and Times and Seasons... and that manuscript of the first few pages of the first territorial law book. Did I mention autographs?





Weller Book Works
607 Trolley Square
SLC, UT 84102
801.328.2586
wellerbookworks.com

NEW DIGS, NEW FEATURES!

Meet at Weller Book Works

One of the nice little features of our new space is our Meeting Room. It easily seats eight around a table. More can fit if we remove the table and just put in chairs. Electric outlets and wi-fi are ready to go. And it's available for your book group, study group, or small class. Just contact our Events & Outreach Coordinator, John Clukey. Look for it when you come in, it's the room with the red doors from the basement of the old Main Street store.



Weller Book Works T-Shirts

Plenty of people have raved about our new name and logo. Then they've asked about t-shirts. Well send up a cheer because the tee's have arrived. We've got a number of them from Men's Small to Extra-Large and Women's Small and Medium for \$18.00. All the cool book people are wearing them. We know you're cool too.



Parking for Your Visit to Weller Book Works

The two parking lots most convenient for a visit to our store are the 600 South lot and the 600 East lot. **The 600 South lot** is on the South side of the street, easily accessed by East bound traffic on 600 South. Just take the Trolley bridge over 600 South or cross at the mid-block crosswalk. We're just inside the 600 S. entrance to the West of the Atrium. **The 600 East lot** is accessed by North bound traffic just off 600 South or East bound on 500 South. You can park on either level. The stairs and elevator are in the center of the lot. Enter Trolley Square through the plaza doors by Williams Sonoma. Follow the walk to the middle of the mall and turn right at the first opportunity. You'll find us by walking toward the 600 South atrium. After Tabula Rasa, we'll be on your right.

