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THE TOWN BOOK STORE

~ Satisfying Book Lovers Since 1934 ~



**May Greetings from
The Town Book Store**



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You can find magic wherever you look. Sit back and relax. All you need is a book.

~Dr. Seuss~

May:

Last Saturday was Independent Bookstore Day. We are so proud to be one of last two independent bookstores in Union County and are so grateful to all of you who are so vocally passionate in expressing your love of this little store. That appreciation (and being able to spend our days surrounded by and talking about books!!) is what keeps us going!

Don't forget Mother's Day is May 12th....2 weeks away. Mom's love books! We have a nice selection of great gift ideas. From sentimental books to just great reads, we are confident that we can help you find something for all the special women in your life. Don't know what to get her? A gift certificate is always a nice idea and we can help her with choosing her next great book.

College and university graduations happen in May. Books are a perfect keepsake for these milestone occasions. Why not choose one from our selection of inspirational books that perfectly express your congratulations and hopes for your graduate?

Please stop by on May 4th between 1-3 PM for an exciting author event we are having with local author, Matt Myklus, who writes adventure/ fantasy for young adults. Many of you are already familiar with his Jack Blank and Seaborne series. We will be celebrating the launch of his 6th novel, **ORDER OF THE MAJESTIC**. If you are in the area, come by for magic, prizes, and signed books! Hope to see you there! See more details below.

As always, thank you so much for your support of TBS.

Anne



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MARK YOUR CALENDARS!

Saturday, May 4th from 1:00-3:00 PM

Meet and Greet Westfield Resident
Young Adult Adventure/Fantasy Author



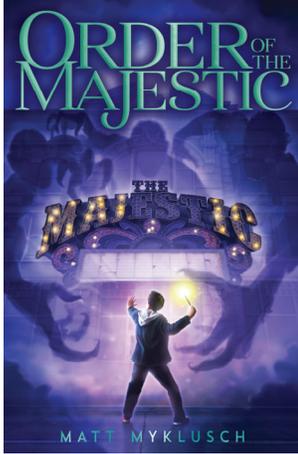
Matt Myklusch

We will be celebrating
the launch of his 6th book!

Order of the Majestic

If you are in the area, come by for magic, prizes, and signed books!

Joey Kopecky's world gets turned upside down when an old magic set leads to a shocking discovery. Magic is real—but only if you believe in it. He gets the chance to work with Redondo the Magnificent, a reclusive, once-great celebrity magician who might have gotten his last assistant



killed. Soon Joey is swept up into a centuries-old conflict between two rival societies of magicians—the Order of the Majestic, who fights to keep magic alive and free for all, and the dark magicians of the Invisible Hand, who hoard magic for their own evil ends. The endless battle for control of magic itself has reached a tipping point. For Redondo and the Order to survive, Joey must inherit the lost legacy of Harry Houdini. Will he prove himself worthy, or will the Invisible Hand strike him down? The answer will depend on Joey's ability to believe, not just in magic, but in himself.

Staff Picks

See our website for more details about each book.

Anne -



Something in the Water

Local Author Meet & Greets

Girls Night Out

Thursday, May 9th

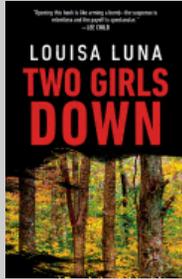
5:00-7:00 PM

**Mountainside Resident
Author Linda Condrillo**

PERIOD. The End: Wit, Wisdom and Practical Guidance for Women in Menopause is a “heads up for women who can no longer expect to be expecting.” It’s filled with smart,

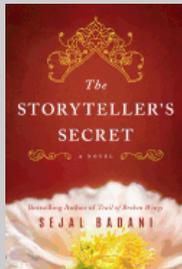
By Catherine Steadman
\$17.00

Wendy -



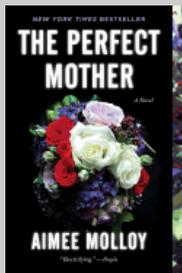
Two Girls Down
by Louisa Luna
\$16.00

Mary Jane -



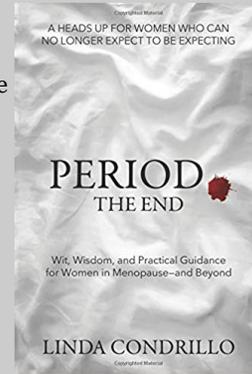
The Storyteller's Secret
by Sejal Badani
\$14.95

Gloria -



The Perfect Mother

sane advice from women who've been there and back, and expert guidance from professionals in the fields of nutrition, gynecology, aromatherapy, and more. With recipes and suggestions for products made for women going through the change—and a side order of funny.



GIRLS DAY AND NIGHT OUT PROMO:

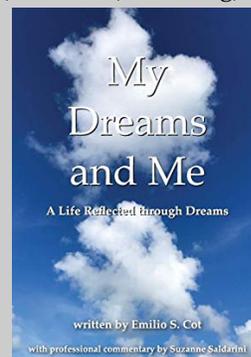
Take 20% off any book with a female role in its title.
For example: *Woman in the Window*, *Two Girls Down* or *The Perfect Mother*.

Free Publisher Review Copy of your choice with any purchase.

**May 11th
2:00 - 4:00 PM**

**Westfield Resident
Author Josh Suri (aka Emilio Cot)**

There's a complex science behind dreaming, but this book is not about that. It is about the author's experiences – Family, Friendship, Marriage, Romance, Parenting, Work,



Recreation, Fear and more – and how they emerge in his dreams. It explains how his understanding of who he is was shaped by analyzing his dreams. In the end, it is a book for anyone, academicians and lay people alike, who wants to learn more about themselves, as we all live, we all experience, we all sleep and we all dream.

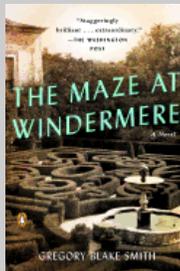
by Aimee Molloy
\$16.99

Kim -



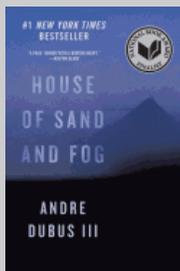
The Huntress
by Kate Quinn
\$16.99

Jenny -



The Maze at Windmere
by Gregory Blake Smith
\$16.00

Mia -



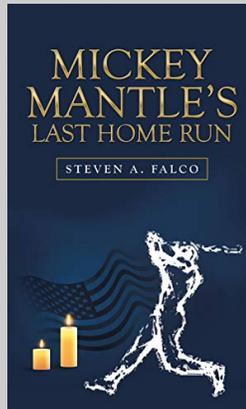
House of Sand and Fog

Let this book be an encouragement to all readers so that they can think about their lives through the prism of their own dreams.

**Saturday, May 18th
2:00 - 4:00 PM**

**Fanwood Resident
Author Steve Falco**

Mickey Mantle's Last Home Run is a novel about two teenagers—one black and one white—who must learn to rely on their friendship and the national pastime of baseball to withstand the strain of the



...tumultuous events of 1968. It combines the heartbreak and hilarity of teen-age life while providing a perspective from which to understand the racial issues that still prevail today. The novel appeals not only to young adult readers but also their baby-boomer parents and grandparents.

For more information about these author events please visit our website at www.townbookstore.com

by Andre Dubus III
\$15.95

The Netflix Literary Connection

The streaming service is on a book-buying spree as it seeks more content for its ever-growing global subscriber base.

By Jason Boog

"Netflix has 139 million subscribers, and these properties will provide the streaming giant with features, series, and animated shows for the coming years. "There's just no other substitute for the amount of work and creativity that goes into a book," said Matt Thunell, v-p of original series at Netflix.

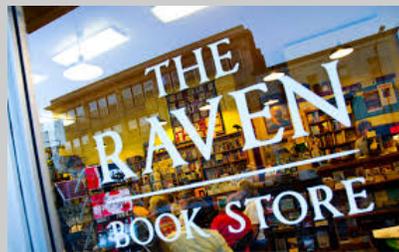


"The reason I love books—especially a book-to-series translation—is that they often provide this incredible landscape, mythology, and opportunity for worldbuilding that's really hard to come by in the everyday pitches I'm hearing," Thunell said.

'A Cheap Book Still Has a High Cost'

This is an portion of a Twitter thread by a fellow independent bookstore, The Raven Book Store in Lawrence, Kansas. It resonated with me and gives some insight into why an independent bookstore cannot compete with Amazon and why physical stores of all kinds are struggling in the age of online shopping.

"Today a customer mentioned that she could get a new hardcover book online for \$15. Our mission is not to shame anyone for their shopping practices, but we do feel a responsibility to educate about what it means when a new hardcover is available for \$15 online.... When we order direct from publishers, we get a wholesale discount of 46% off the cover price. The book in question had a cover price of \$26.99, meaning our cost for that book from the publishers would be \$14.57. If we sold it for \$15, we'd make... 43 cents.... It goes without saying, but we cannot operate making 43 cents per book sold. We have 10,000 books in stock.



If we sold every one of them with a 43 cent markup, we'd make enough to keep the store open for about six days.

But we will say: we feel a responsibility to use our platform to educate people about this stuff. If you've ever wondered why it seems like 'there are no bookstores anymore' or why retail businesses keep closing in your downtown, this is it. A cheap book still has a high cost."

What We Know About 2018 Graphic Novel Sales

We have noticed a huge increase in interest in this type of book for young adults and teens and our section has more than tripled in size in the past year. Read this article by Dalla Middaugh in the [April 17th Publishers Weekly](#) newsletter if you want to read more about it..

"So what do we know about the sale of comics and graphic novels in 2018? We know that the graphic novel market in 2018 was dominated by one category: kids'; and that the category was dominated by just one series.



So, why the big jump for kids' graphic novels? Two words: Dog Man, published by Scholastic's Graphix imprint. It's important to understand the strength of this property, as Dav Pilkey's Dog Man held not just the top spot in unit sales, but the complete top-six list. Books like Captain Underpants(Pilkey's previous series) and Jeff Kinney's Diary of a Wimpy Kid sometimes get categorized as graphic novels (though they aren't in my analysis), but Dog Man is unambiguously comics."

The Dog Man Series has been huge for us but there are many other titles that are selling well too in our Graphic Novel section. Check it out!

Buy 2 books, get 20% off the second one!

One Offer per person. 20% off the book of the lesser value. Not to be combined with any other

offers. Cannot be used on used books, consignment items or gift certificates.
Other exclusions may apply.

Offer Expires May 31, 2019

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