

Raymont, Henry
Fremont, Smith, Eliot
Soc. 4.00.2 - Harper & Row
- E.P. Dutton & Co.
- Little, Brown & Co.
Soc. 4.01.1 - Time-Life Books

Newsweek Editor Gets Harper Plum

By HENRY RAYMONT

Changes in top editorial positions are in progress in several major book publishing companies, continuing a trend that has been accelerating since last year.

The appointments exemplify the expansionist mood of the industry—the establishment of new publishing houses, either as independent units or as part of corporate conglomerates and, most recently, the entry of several magazine publishers into the book field.

At Harper & Row, Publishers, John Jay Iselin, 35-year-old national editor of Newsweek magazine, has been selected to succeed Cass Canfield Jr., as head of the fiction and nonfiction division. He will also be a vice president of the concern. The announcement was made to the house's employes yesterday.

Later this week, Hal Scharlatt, an editor at Random House, will begin work at E. P. Dutton & Co., as editor in chief. Last month Dutton hired Robert Brown away from Esquire magazine to be its new fiction editor.

Little, Brown & Co., the Boston publishing house, recently named Eliot Fremont-Smith, former book critic of The New York Times, to succeed Ned Bradford as chief editor. Mr. Bradford has assumed a new executive position for editorial liaison with Time Inc., which acquired the Boston concern a year ago.

These and other changes reflect a surging interest in the book publishing world for editors with experience in political and social issues as well as in contemporary fiction—two areas of keen competition in the race for best sellers.

Mr. Iselin, for example, was chosen from among 50 candidates in what Melvin Arnold, president of Harper & Row, called "the biggest talent hunt in publishing history."

Some of the leading candidates, it was learned, were interviewed five or six times each by Harper & Row executives. While Mr. Iselin's salary as vice president and publisher of the company's fiction and nonfiction complex could not be determined, it was believed to be in the neighborhood of \$35,000

Although he has held no previous publishing positions, Mr. Iselin was not unknown at Harper & Row. While he worked as a national reporter in Newsweek's Washington bureau in 1964 and 1965, he became acquainted with Winthrop Knowlton, then Assistant Secretary of the Treasury and now executive vice president of the publishing company.

"As a matter of fact, when I left Washington I became Mr. Knowlton's landlord," Mr. Iselin said yesterday. "He rented our house in McLean, Va., but we only had a casual acquaintance over things like who was going to cut the lawn and so on. This appointment just came as a wonderful surprise."

Mr. Iselin, sounding excited about the new job, acknowledged that his expertise in national politics and such pressing social issues as urban blight and the black revolution, had weighed in his favor.

"There is no question," he said, "that political and social issues have become most relevant to the public, particularly to the young."

A senior editor at Newsweek for the last four years, Mr. Iselin in 1968 edited 26 of Newsweek's 52 cover stories and the year before he edited a special issue entitled "What Must Be Done," on the plight of the Negro in America, which won the 1967 National Magazine Award.

The fact that a magazine editor with almost no book-publishing experience, but with substantial knowledge of national affairs, was chosen to head the most coveted editorial job in the 151-year-old publishing house caused surprise in trade circles yesterday. It also emphasized that some of the major book companies are seeking outside talent.

In a memorandum to the staff, Mr. Arnold said that after Harper & Row had canvassed most of the leading publishing houses for a successor to Mr. Canfield, "we extended our inquiries into the magazine sector of the publishing world."

Mr. Canfield is leaving for Europe later this week to complete negotiations with a European publishing house for the establishment of an

he will hold controlling interest. He will remain a member of Harper & Row's board of directors and continue to work with authors, including Peter Drucker, Louis Fischer, Anthony Sampson, Hugh Thomas and Gabriel Garcia Marquez.

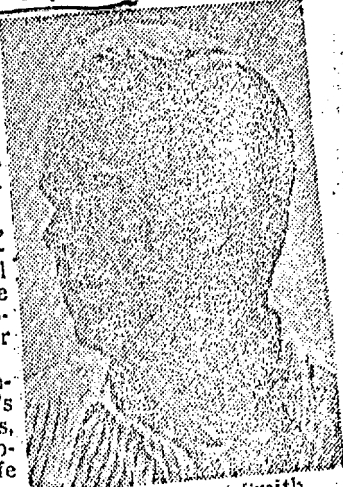
The changes at Little, Brown represented a twin effort by Arthur H. Thornhill Jr., president, to resolve the corporate and editorial problems caused by the merger with Time Inc.

Mr. Bradford, who is identified with Little, Brown's tradition of quality books, will participate in the corporate councils of Time-Life Books, the book publishing division of Time Inc. When necessary he will defend the Boston concern's editorial independence.

Mr. Fremont-Smith is known for his reviews and essays drawing attention to younger authors both in America and abroad as well as for his interest in books on politics, social issues and science. These are areas Mr. Thornhill and Times-Life Books are eager to develop.

"We live in a most exciting time for books and for publishing," Mr. Fremont-Smith said in an interview. "Real quality and commercial success are no longer, as they perhaps once were and were anyway assumed to be, mutually exclusive."

"Bad books can of course sell well, but good books can today do even better. And I see no reason why the basic tenet of responsible publishing shouldn't be: Good books drive out the bad."



Eliot Fremont-Smith
At Little Brown & Co., head of general books division.



The New York Times
Hal Scharlatt
At E. P. Dutton, editor in chief.



John Jay Iselin
Head of the trade book division of Harper & Row.