

## editorial flash

XXX

Now that we have your attention...how about a bit of history, courtesy of Frank Romano, the founder of Electronic Publishing magazine?

"In newspaper offices the notation '30' is used to mark the end of a piece of copy. There are several theories of the origin of this practice. The most common is that 30 was simply taken from the slang of old-time telegraph operators, who used it to indicate the end of a day's or night's transmission. One old-timer says 30 meant 'Good Night (GN), we are closing up the telegraph office and going home.'

Some say the origin of the term '30' as a symbol at the end of newspaper copy has to do with typesetting. The maximum line of length of a hot metal slug on a Linotype or Intertype composing machine is 30 picas, about 5 inches. When the operator reaches 30 picas, he has gone as far as he can.

The simplest answer might be that it was not '30' that was typed at the end of transmission copy, but 'XXX.' And we all know what that means."

Steven Kingsley  
Your editor

## author's spot: Joe Spinella

What does Joe, the author of the just published *The Chestnut and Cedar Stock Report*, say about smart investing?

"There is no one magical way to invest. If there were everyone would be billionaires...."

Throughout my book I tie together fundamental investment concepts (forgotten in the 'New Economy' hype of the late nineties) one must follow to really make money on the market. They will help you too to make smart investment decisions."

## hot off the press

Come May 18 through the 28th, we will take our largest leap ever - literally! We will exhibit four of our books in Beijing at the 5th China National Book Fair:

- \* *From Love to Triumph*
- \* *Grandpa and the Computer*
- \* *The Idea of a Right*
- \* *The Chestnut and Cedar Stock Report*

We have partnered with China Railway International Culture Company, which chose our titles to introduce in China. We are psyched!

## hot on the burner

Change of plans - we are postponing the release of *Too Tough for Tears* by Barry Goode as we evaluate current and potential sales of our ebooks.

However, we have something else to be really excited about! There is a new book by a "mystery" author on its way to you, titled *The Hungarian Bride*.

I can't give away too much...suffice to say it is the story of four girls who first become then overcome the curse of Dracula....

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