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WHAT WE DO

Whalen Book Works is an innovative gift book packager specializing in topics ranging from cookbooks and culinary related titles to lifestyle, pop culture, reference, and works of literary non-fiction. We bring together a talented team of writers, designers, illustrators, and artists in order to develop strong editorial content that brings a book to life. We work with publishers and retailers ranging from Simon & Schuster, Cider Mill Press, Applesauce Press, and Appleseed Press to Hallmark, Cracker Barrel, and Sam's Club, and our titles are found wherever books are sold.

We welcome the opportunity to discuss your publishing needs and to review new projects. Below are highlights of our services.

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A Note On Authors: Whalen Book Works prides itself on selecting its authors based on a combination of factors. Not only do we look at a writer's platform, we also consider their talent, past experience, and familiarity with the subject. Most importantly, we carefully examine relevant writing samples to ensure that the authors we hire are always the perfect fit for the job.

Elusive Beasts: A Field Guide to Uncovering the Hidden Creatures of Our World

Daniel Grogan

Project Overview:

There are approximately 8.7 million animal species on Earth, but what of the animals not recognized by traditional science? Those creatures which have long existed in the minds of believers but have been written off by the skeptics? Despite the almost universal dismissals these animals have received, people continue to search for proof of their existence, and it is about time these believers had a guidebook. *Elusive Beasts: A Field Guide to Uncovering the Hidden Creatures of Our World* profiles 111 cryptids from all corners of the globe: the South American Chupacabra, Scotland's Loch Ness Monster, the Jersey Devil, and countless others. *Elusive Beasts* provides readers a detailed history of these creatures and accounts of previous sightings, along with tips and tricks for tracking. Featuring information such as geographical location, size, origin, and abilities, as well as detailed illustrations, *Elusive Beasts* will make any reader an expert on the unknown.

Project Specifications:

Format: Hardcover

Page Count: 384 pages

Trim Size: 7.4 x 9.6 inches

Audience: Young Adult / Adult Reference

Suggested Retail Price: \$29.99

Sample Table of Contents:

1. Chupacabra	9. Kraken	17. Wolpertinger
2. Loch Ness Monster	10. Dobhar-Chú	18. Rougarou
3. Jersey Devil	11. Momo	19. Mongolian Death Worm
4. Kongamato	12. Ogopogo	20. Kappa
5. Grootslang	13. Jackalope	21. Bladenboro Beast
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7. Bigfoot	15. Tatzelwurm	23. Minhocao
8. Ahool	16. Jackalope	24. Beast of Gevaudan

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| 30. Michigan Dogman | 60. Lizard Man of Scape Ore | 89. Cluricaun |
| 31. Mahaha | Swamp | 90. Banshee |
| 32. Loveland Frog | 61. Manananggal | 91. Kongamato |
| 33. Barmanou | 62. Man-Eating Tree | 92. Flatwoods Monster |
| 34. The Grinning Man | 63. Marozi | 93. Selkies |
| 35. Tikbalang | 64. Melon Heads | 94. Pooka |
| 36. Thunderbird | 65. Mermaid | 95. Nagual |
| 37. The Van Meter Visitor | 66. Muhuru | 96. Alux |
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| 42. Black Shuck | 71. Vampire | 101. Am Fear Liath Mòr |
| 43. Beast of Dartmoor | 72. Werewolf | 102. Pukwudgie |
| 44. King Voar | 73. Pixies | 103. Wampus |
| 45. The Ozark Howler | 74. Phoenix | 104. Kushtaka |
| 46. Nandi Bear | 75. Ebu Gogo | 105. Mogollon Monster |
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| 49. Cherufe | 78. Pongo | 108. Menehune |
| 50. Dingonek | 79. Maryland Goatman | 109. Tuttle Bottoms Monster |
| 51. Devil Monkey | 80. Shadow People | 110. The Hopkinsville Goblins |
| 52. Elmendorf Beast | 81. Mappinguari | 111. Pascagoula Aliens |
| 53. Elwedritsche | 82. Shug Monkey | |
| 54. Flatwoods Monster | 83. Inkanyamba | |

Introduction

i. About This Book

Here is all you need to know: The very idea of these creatures is so powerful that their existence is not up for debate. They are present in our stories and language. They dwell in the shadows and can only be seen out of the corner of one's eye. Many a backroad traveler has encountered something which eludes scientific classification. And therein lies the problem. Science refuses to acknowledge the existence of these beasts. In order to correct this, we must document them properly and, above all, carefully. That is where the reader comes into play.

Note: This is not an instruction manual on how to slay vicious beasts. We will not celebrate ancient weapons or magical powers. Nowhere within these pages will we endorse or encourage the hunting and killing of these fantastical creatures. If that is what you are looking for, we urge you to look elsewhere. Our interests lie solely in documenting the cryptids within this book. And so what it will provide you, the searcher, is all of the information

necessary to go out and find them. By reading this text, you are taking an oath to pursue the glory that stems from knowledge, rather than that associated with the hunt.

This is not to say that adventure is forbidden. The very act of stepping into a dark forest in search of the unknown ensures some measure of excitement. And so we say: Enjoy it. Pack a lunch. Bring your journal and, of course, a camera. But do not stray too far from the beaten path, because once you enter the territory of the beast, safety cannot be guaranteed. The friendly Jackalope is not representative of the cryptid spectrum, and one wrong turn could land you squarely in the den of a fearsome Snallygaster. So keep your distance, move quietly, and make sure you use that zoom toggle.

ii. Skeptics

Popular opinion holds that cryptids are no more than fabrications of the human mind; whether it be through hysteria, hoax, or hoodwink, we somehow become convinced that something which does not exist actually does. Of course, we know these skeptics to be incorrect. Whether they've looked in the wrong places or are simply scared to look in the right ones, their interests are clearly mundane. But we cannot afford to be frustrated by these naysayers. For only through concrete evidence can we convince them that their ordinary reality is not entirely what it seems.

iii. Getting Started

The most practical advice we can offer is to start close to home. Every region around the globe is home to unique creatures. Perhaps you are most interested in seeking the Honey Island Swamp Monster, but you reside in Australia; in that case, better to set your sights on the indigenous Yara-ma-yha-who. There is no shortage of creatures waiting to be catalogued, and odds are one is not far from you! So keep faith, and keep exploring. Once you've classified all those around you, plan a trip based around the cryptids which most interest you, or set out to find a cryptid that has never even been seen! Remember that the earth is a vast place with many mysteries—go forth and solve a few.

The Wendigo

Region: United States, Canada

Habitat: Forest

Cultural Origin: Algonquin

Number of Sightings: Unknown

Preferred Season: Winter

The Wendigo is a fearsome, humanoid creature motivated primarily by an insatiable hunger. Roughly translated the word means: 'The evil spirit that devours mankind,' which is appropriate considering the terror this beast has wrought. Accounts differ, but the generally accepted description is a tall (around 15 feet), emaciated, grey creature with elongated limbs, sharp fangs, claws, glowing eyes, a long tongue, and a face similar to a human's;

though occasionally they are reported to have a deer-like head, with antlers and fur.

Residing in forests along the Atlantic Coast and around the Great Lakes, the Wendigo populated numerous Native American legends, particularly those of Algonquins and Iroquois. It is said that Wendigoag were once human beings who, whether out of necessity or deviance, consumed the flesh of another human being. This evil act caused the cannibal to transform into the fearsome Wendigo, doomed to wander the forest in the hopes of satisfying their insatiable hunger for human flesh.

Another popular origin story contends that the first Wendigo was a warrior at one time. And, though his skills were plentiful, the warrior—unable to defend his entire tribe during a time of war—made a deal with the devil: In exchange for his soul he would be transformed into a great beast. Thus, the Wendigo was born. However, the tribesmen he saved found it unsettling to live amongst a monster, so their savior was banished into the wilderness.

The last active Wendigo was reported to have appeared a number of times between the 1880s and 1920s in Northern Minnesota. Each time a sighting occurred, the mysterious death of a towns person soon followed. Eventually, the sightings and deaths stopped all together.

Should you choose to pursue this beast, beware: In 1907, an 87-year-old man named Jack Fiddler pled guilty to the murder of an Algonquin woman while stating that she was possessed by a Wendigo spirit—he was forced to slay her before she transformed. Fiddler claimed to have killed 14 Wendigoag during his lifetime. His claim fell on deaf ears, and he was promptly imprisoned.

Tips for Tracking: Stick to the coastlines of the Great Lakes. It seems that the Wendigo does not typically stray far from water. If you find yourself cornered by the beast, don't hesitate to get a bit wet—it's unlikely that they are capable swimmers.

The Mothman

Region: United States

Habitat: Point Pleasant, West Virginia

Cultural Origin: American Midwest

Number of Sightings: 100+

Preferred Seasons: Fall and Winter

The Mothman is a winged humanoid which, despite its name, does not resemble a moth. Rather, it is widely reported to possess owl-like features. It stands roughly 7 feet tall and has an impressive wingspan of 15 feet. Unlike many cryptids, it is believed that only one Mothman exists.

Able to fly at speeds over 100 mph, the Mothman has no trouble catching prey, though it is unclear what motivates the creature. It does not consume human flesh or even physically attack humans. But those who gaze upon the Mothman describe experiencing in-

tense psychological distress almost instantly. The unlucky few who have gazed into the creature's glowing eyes have experienced an unshakeable fear for months—and sometimes even years—after the incident.

The first documented sighting took place on November 12, 1966, when five men witnessed the creature rapidly flying away from a cemetery about two hours outside of Point Pleasant. From that point forward, sightings occurred regularly for roughly one year. Some witnesses claim to have been intimidated by elusive men wearing all black, who wanted those who saw the Mothman to keep quiet. The most significant and supposed final “official” sighting of the creature occurred on December 15th, 1967, just moments before the collapse of the Point Pleasant Silver Bridge.

The tragic disaster resulted in the death of 46 people. Following the event, claims that the Mothman was spotted atop one of the bridge's columns began to surface. This led some theorists to suggest that the creature was responsible for the collapse. This would mark the first, and last, occasion that the Mothman was blamed for the death of human beings.

Though there have been several reported sightings since 1967, they have been written off and are not linked to any particular incident. Point Pleasant has since adopted the Mothman as a sort of city mascot.

Tips for Tracking: Wear sunglasses! It may be possible to view the Mothman with no adverse effects if done through tinted lenses, though this has not been confirmed.

Grilled Pizza

Project Overview:

Pizza will never go out of fashion. This is a simple fact. However, with each passing year the standard methods of pizza making become just a little bit more tired. Our first response to this boredom was the brick oven, but now that too has grown outdated. It is time we evolved, and explored a new way of creating our favorite cheesy dish. We believe that new frontier is the grill.

Grilled Pizza will feature over 100 step-by-step recipes for grilling up perfect pies! From thin crust to deep dish, pepperoni to pineapple, and calzones to strombolis, each recipe will offer a unique taste of American-style Italian! Beautiful color photographs will showcase each dish in mouthwatering detail, and vegan options will be plentiful. Grilled Pizza will make your next cookout a hit, and might just put the local pizzeria out of business!

Project Specifications:

Format: Hardcover

Page Count: 320

Trim Size: 8.7 x 10

Audience: Adult, Culinary

Suggested Retail Price: \$29.99

Sample Table of Contents:

1. Everything You Need to Know About Yeast and Dough	4. Thin Crust	8. Strombolis
2. Appetizers	5. Traditional	9. Sicilian
3. Deep Dish	6. Personal	10. Neapolitan
	7. Calzones	11. Dessert Pizza

Introduction

i. Pizza: A History

A lot changes from year to year. Nations rise and fall; technology develops and defines societies; and culture morphs as trends come and go. But one thing, through all of it, has remained largely the same: Pizza.

This delicious cheesy bread dates back to 18th Century Naples, when the working class made up the majority of the city's population. These men and women needed an accessible meal that would fill them up without costing an arm and a leg. And so, like so many of the foods we love, the pizza was born out of necessity. Street vendors would sell their flatbreads to the Neapolitan masses for a fair price, offering a variety of toppings ranging from anchovies to fresh garlic. Initially, this particular meal was frowned upon by the wealthy. They viewed it as peasant food that was beneath their sophisticated pallets. But slowly, things began to change.

As we know, pizza has become not only accepted by all classes, it is revered. But aside from its transition from a food that we settle for into a food that we worship, what else has really changed about pizza? It still remains affordable; it is still conveniently sold by hole-in-the-wall establishments offering a quick turnaround; it can still be topped with a variety of meats, seasonings, sauces, and cheeses; and of course, it is still cooked in an oven. Perhaps therein lies the one issue with this delicacy. Perhaps it is time we did a little exploring, to see if we can't do a little bit better.

ii. The Solution

Delete your local pizzeria's contact info, fire up the barbecue, and get ready for a revolution! For too long, our favorite cheese and sauce-covered pies have been undercooked in worn-out ovens. The result is a doughy, greasy, sloppy mess which we accept only because there is no other option. Well, now there is. Pizzeria food made on the grill is unlike anything you have ever tasted. Calzones with perfectly cooked interiors and crusts with just the right amount of snap; deep dish pies with flavor that Chicagoans can only dream of; thin crust slices with a crispiness that could not possibly be achieved in an oven. Every recipe in this book has been carefully crafted and tested to ensure that the common household barbeque grill makes takeout a thing of the past, and cookouts a whole lot more interesting.

Grilled Personal Pepperoni Pizzas

Arguably the ultimate slice of pizza, pepperoni offers the perfect balance of salt and spice to the already perfect combination of mozzarella and tomato sauce!

Prep Time: 20 Minutes

Cook Time: 8 Minutes

Serves: 8

Ingredients:

- 3½ cups all-purpose flour, or as needed
- 1 envelope pizza crust yeast
- 1 tablespoon sugar

- 1½ teaspoons salt
- 1⅓ cups very warm water (120 degrees to 130 degrees F)
- ⅓ cup olive oil
- Additional flour for rolling
- Additional olive oil for grilling
- Tomato sauce
- Shredded mozzarella cheese
- Sliced pepperoni

Directions:

Preheat grill to medium-high heat.

In a large bowl, combine 2 cups flour, the yeast, sugar, and salt. Add the warm water and oil, and then mix until blended. Gradually add the remaining flour while mixing. Remove the ball of dough and knead on a flour-covered surface until smooth.

Divide the dough evenly into 8 portions, then roll the portions on a floured surface until circles about 8 inches in diameter are formed.

Brush both sides of each circle with olive oil. Then carefully place each one on preheated grill. Cook for about 4 minutes, until the bottom appears lightly browned. Remove the pizza crusts and place on a platter, grilled side up.

Apply sauce and cheese to the grilled side of each pizza, then add pepperoni to taste.

Slide each pizza back onto the grill, topping side up, and cook for an additional 3 to 4 minutes.

Once the bottom is browned and the cheese has melted, remove from grill and serve.

Grilled BBQ Chicken Calzones

Some of the most popular pizza dishes today feature BBQ chicken. Well, we're doubling down and making this BBQ Chicken Calzone...on the BBQ!

Prep Time: 35 Minutes

Cook Time: 8 Minutes

Serves: 8

Ingredients:

- 4 cups all-purpose flour
- 1 envelope active dry yeast
- 1 teaspoon salt
- 1¾ cup warm water
- 1 tablespoon olive oil
- 2 tablespoons honey
- 2 cups shredded chicken
- ¼ cup chopped red onion
- 1¼ cup barbecue sauce, divided
- 2 cups shredded mozzarella cheese
- ⅓ cup chopped fresh cilantro

Directions:

Preheat grill to medium-high heat.

In a large bowl, mix together the flour, yeast, and salt. Slowly add the warm water, oil, and honey while continuously mixing the dough. With your hands, knead the dough for about 10 minutes until a soft, smooth ball is formed.

In a separate bowl, mix together the chicken, red onion, and ¾ of a cup of the barbecue sauce. Set aside.

Divide your dough into 8 pieces. Roll each piece into a ball and then flatten into a disc. Spread barbecue sauce on each disc, making sure to leave bare space along the edge. Then, place ½ a cup of the chicken mixture on each disc. Sprinkle each with an even amount of cheese and cilantro. Fold the dough over and press the edges down with your thumb.

Brush the calzones with a layer of oil. Grill for about 5 minutes on each side, until grill marks form and the crust is crisp.

Carefully remove from grill and serve.

Killers: A Guide to the Real Monsters of Our World

Project Overview:

Society has always had a fascination with the macabre. Until recently, this obsession with killers and the way they think has been something to be ashamed of. However, the increased transparency provided by the Internet has revealed that massive amounts of people want to know the details of these crimes, that dismissing this field is to deny the existence of a very real part of the world: the dark corners where real monsters lurk. Killers will provide readers an accessible guide to the most notorious murderers to ever live, offering a window into their twisted minds.

From birth to incarceration, first kill to evasion of capture, this book will thoroughly discuss the lives and actions of these men and women. Illustrations and details such as number of victims, nicknames, and years active will accompany a compelling narrative about each individual, a narrative which not only profiles the killer, but also pays proper respect to each victim. Featuring over 100 killers, Killers: A Guide to the Real Monsters of Our World will be the definitive text for the modern true crime fan.

Project Specifications:

Format: Hardcover

Page Count: 256

Trim Size: 5 x 8 inches

Audience: Adult Non-Fiction

Suggested Retail Price: \$24.99

Sample Table of Contents:

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| 1. Ted Bundy | 10. Ed Gein | 19. Leonard Lake & Charles Ng |
| 2. The Zodiac Killer | 11. Jack the Ripper | 20. Albert Fish |
| 3. Donald Henry Gaskins | 12. H.H. Holmes | 21. Larry Bittaker and Roy Norris |
| 4. Tsutomu Miyazaki | 13. Gary Ridgway | 22. Ian Brady and Myra Hindley |
| 5. Alexander Pichushkin | 14. Richard Ramirez | 23. Kenneth Bianchi and Angelo |
| 6. Dennis Rader | 15. Edmund Kemper | Buono |
| 7. Aileen Wuornos | 16. David Berkowitz | 24. Peter Manuel |
| 8. Jeffrey Dahmer | 17. The Original Night Stalker | 25. John George Haigh |
| 9. John Wayne Gacy | 18. David Parker Ray | 26. Fred and Rose West |

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| 27. Arthur Shawcross | 55. Ahmed Ibragimov | 84. Jim Jones |
| 28. Peter Sutcliffe | 56. Cho Seing-hui | 85. Nathan Leopold and Richard Loeb |
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| 30. Dennis Nilsen | 58. Toi Mutsuo | 87. The Kill-for-Thrills Gang |
| 31. Andrei Chikatilo | 59. Eric Harris and Dylan Klebold | 88. Alyssa Bustamante |
| 32. Tommy Lynn Sells | 60. Jay C. Smith | 89. Alphabet Murderer |
| 33. Pedro Rodrigues Filho | 61. Erzsébet Báthory | 90. Atlanta Ripper |
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| 40. Bible John | 68. Gertrude Baniszewski | 97. Arthur Shawcross |
| 41. The Rainbow Maniac | 69. Katherine Knight | 98. Rodney Alcala |
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| 43. Beer Man | 71. Nannie Doss | 100. Keith Hunter Jespersen |
| 44. The Doodler | 72. Amelia Dyer | 101. Carl Panzram |
| 45. Axeman of New Orleans | 73. Tillie Klimek | 102. Ottis Toole |
| 46. The Mad Butcher of Kingsbury Run | 74. Myra Hindley | 103. Richard Trenton Chase |
| 47. Charlie Chop-Off | 75. Jane Toppan | 104. Robert Lee Yates |
| 48. The Servant Girl Annihilator | 76. Amy Archer-Gilligan | 105. Joel Rifkin |
| 49. George Hennard | 77. Kristen Gilbert | 106. Donald Henry Gaskins |
| 50. Baruch Goldstein | 78. Charles Manson | 107. Paul John Knowles |
| 51. Martin Bryant | 79. Ted Kaczynski | 108. Herbert Mullin |
| 52. Anders Behring Breivik | 80. Tom Horn | 109. Danny Rolling |
| 53. Woo Bum-Kon | 81. Adam Lanza | 110. William Bonin |
| 54. William Unek | 82. Andrew Kehoe | 111. Glen Edward Roger |
| | 83. Timothy McVeigh | |

Introduction

i. True Crime in the Media

Since the late 19th Century, when Jack the Ripper terrorized the Whitechapel District of metropolitan London, murder has been sensationalized by mass media. Periodicals realized that sales increased along with cadavers and carnage, and that where there was mystery and fear, there would be readers. Many people consider this to be fearmongering, or inciting fear in order to create greater demand for the information provided. For quite some time, these tactics were condemned by the general public. By playing up these monsters in a dramatic fashion, it was believed that their actions were being glorified, that proper respect was not being paid to the victims of these heinous crimes. Indeed, this was true in some cases. But demonizing the sensationalism present in the reporting of these heinous crimes also demonized the undeniable, and widespread, interest in true crime. Things, however, have started to change.

Slowly but surely, people have become more open about their interest in the macabre. What was once something to hide from coworkers and family members is now dis-

cussed openly on popular podcasts and message boards. This shift in attitude prompts a very reasonable question: Why? Why are we so deeply interested in the darker aspects of humanity? In order to answer those questions, it seems important to distinguish between the killers covered in this book, and those who are of lesser interest to the typical true crime fanatic.

ii. Serial v. Spree

More often than not, the serial killer is of the most interest to inquiring parties. They are those individuals who commit a series of murders with no apparent motive. Often, their behavior can be tied to deep psychologic issues and childhood trauma. In situations like these, the inquirer plays the role of armchair psychologist. By investigating these stories we get to, in a way, explore untrodden territory of the human mind; a horrifying space that the overwhelming majority of people are unable to access on their own.

The spree killer may have slightly different motives than the serial killer. Often, their actions are akin to those of a terrorist, and therefore the motive is more discernible. Rather than killing over an extended period of time, they tend to commit one grand act which results in the death of many civilians. While a serial killer is driven by their own quest for pleasure, the spree killer acts in the hopes of affecting the world around them, specifically instilling fear and inciting change. Because of this, these individuals are also of interest to the public, since they, like serial killers, are very much out of the ordinary.

Of course, within these two groups there are many subcategories, and often the perpetrators of these crimes suffer from severe mental illness. But it is these two types of killers which have captured the attention of so many. The murderers who seem to be of lesser interest are those which feel familiar. The woman who kills a cheating husband, the man who shoots the convenience store clerk are nothing new. They are, needless to say, horrible acts, but they do not fascinate us in the same manner as the actions of the deranged and psychopathic.

iii. About this Book

The goal of every entry in this book is to provide the facts in a succinct, compelling manner; to enable the reader to open to any single page and be immediately enthralled by one of history's most horrific, bizarre, or riveting cases. We will not attempt to solve the unsolved, and we will definitely not give definitive answers as to what makes these killers tick. In this way, the reader will be able to form their own opinions—if they so desire. In addition, and above all, we will never place blame on the victims, nor we will aggrandize these monsters by entertaining their fantasies.

Ted Bundy

Serial Murderer, Rapist, Necrophiliac

1946 - 1989

AKA: The Lady Killer

Number of Victims: 30 Confirmed; ~ 100 Suspected

Handsome, charming, and able to fabricate any emotion at the drop of a hat; since his capture and execution Ted Bundy has become the poster child for violent psychopaths. His capacity for deceit was so boundless that those closest to him were the most shocked by his secret life.

Bundy's life began in shame, as he was born out of wedlock to a 22-year-old woman named Eleanor Cromwell. Coming from a deeply religious family, Cromwell was forced to hide the child's illegitimacy from the public. In order to achieve this, she sent young Bundy to live with her parents in Philadelphia. As Bundy grew older, he was led to believe that his grandparents were his parents and that his mother was his sister.

After several years, Eleanor moved with Bundy to Tacoma, Washington, where she married a man named Johnnie Bundy and raised Ted along with the couple's biological children. It is unclear exactly how, or when, Bundy discovered the truth about his lineage, but it undoubtedly caused him significant confusion. Aside from this, however, Bundy's early life was fairly normal.

Bundy grew up like any other child of a working-class family, but like many future killers he displayed an interest in the macabre at an early age. He began playing with knives when he was three, and by the time he was a teenager he had picked up the habit of spying on people through their windows. Despite these strange preoccupations, he was still a bright student, and able to gain acceptance to the University of Washington in 1966.

While in college, he fell in love with, and had his heart broken by, a beautiful young woman with long dark hair: a description which would also apply to many of Bundy's future victims. The moment of his heartbreak would later be identified as a formative moment in Bundy's development as a killer.

By the time Bundy finally graduated in 1972, his eerie ability to hide in plain sight was evident: He had shaped himself into a confident, handsome, ambitious extrovert, who had been in a relationship with a woman named Elizabeth Kloepfer for several years.

Though there is some debate as to when Bundy's first attack took place, it is certain that it was no later than 1974, when he was 27 years old. Having established himself as an accomplished college graduate, Bundy was able to carry out his sadistic fantasies while convincingly posing as an upstanding citizen.

His first confirmed victim was 18-year-old Karen Sparks. On January 4th, 1974, Bundy broke into her basement apartment and beat her unconscious with a metal rod. After sexually assaulting her, he left the scene. Though she would be permanently disabled from this attack, Sparks survived after remaining unconscious for 10 days.

Following this, Bundy began killing women at an astounding rate. Roughly one female

college student disappeared every month, and the story surrounding these disappearances never wavered: a man wearing one arm in a sling was seen asking young women for help loading books into his Volkswagen Beetle.

Once it became clear that these crimes were connected, panic began to spread throughout the entire Pacific Northwest. By this point, it was August 1974, and Bundy was ready to move on.

Having been accepted to the University of Utah Law School, he decided to relocate to Salt Lake City. Bundy's time in law school was short-lived, and before long women began disappearing in the area. On one occasion in November 1974, Bundy posed as a police officer and picked up a female student named Carol DaRonch under false pretenses. DaRonch quickly realized that something was wrong and began to panic, causing Bundy to pull over, at which point she escaped. This sequence of events was the key to Bundy's eventual downfall.

Based on witness testimony and circumstantial evidence, investigators had begun to suspect Bundy, even though nothing concrete connected him to the crimes in Utah and Washington. And, because of his outwardly upstanding appearance, police had a difficult time truly believing that he could be capable of such acts.

However, the case against Bundy began to take shape in 1975. He was pulled over for driving erratically on August 16. In his vehicle was a ski mask, a crowbar, handcuffs, trash bags, and a coil of rope—suspicious, but nothing which connected directly to murder. Still, the vehicle and his physical description led Detective Jerry Thompson to recall similar details in the DaRonch kidnapping case a year prior. With these connections, Bundy was placed under 24-hour surveillance, and DaRonch was contacted.

On October 2, 1975, police placed Bundy in a lineup. He was identified by DaRonch as the man who kidnapped her, and promptly arrested. He stood trial on February 23, 1976, and was sentenced to one to 15 years in prison for the kidnapping. He was still a prime suspect in a number of other crimes, but there was nothing definitive connecting him to them. Unfortunately, what seemed like the first step towards ending Bundy's reign of terror was actually just a springboard for what some consider to be his 'grand finale.'

On December 30, 1977, having already escaped from, and subsequently returned, to prison once, Bundy made his second escape. He sawed a hole into the ceiling above his bunk, and when night fell he crawled into the small cubby and broke through the board above him. He then shimmied into the apartment of the chief jailer, who resided directly above Bundy's cell, and was conveniently out of town for the holidays. Once in the apartment, Bundy put on some of the jailer's clothes, and casually walked out the front door.

He traveled by stolen car, bus, airplane and train to Ann Arbor, Michigan, where, in a pub, he watched his alma mater, the University of Washington, beat Michigan in the Rose Bowl. Then he made his way down to Tallahassee, Florida, where his violent psychosis came to a head.

In the early morning of January 15, 1978, Bundy broke into a sorority house on the Florida State University campus. He began his rampage by beating and choking Margaret Bowman to death. He then walked into Lisa Levy's room, beat her unconscious, bit through her flesh, strangled her, and sexually assaulted her. Next, he attacked Kathy Kleiner and Karen

Chandler, both of whom suffered severe injuries. Bundy did all of this in under 15 minutes.

After leaving the sorority, he brutally attacked another FSU student by the name of Cheryl Thomas before retreating from the campus. A few days later, on February 8th, Bundy left Tallahassee in a stolen van and killed a 12-year-old girl named Kimberly Leach in Lake City, Florida. He then swapped the van for a stolen VW Beetle and began driving across the Florida Panhandle. Before long, he was stopped for driving a stolen vehicle. Bundy exited the car and began running, only to be tackled by the arresting officer, who was completely unaware that he had apprehended one of the FBI's most wanted fugitives.

Bundy's trial began in June 1979. The event was widely covered by the media, and the entire nation watched as Bundy defended himself in a court of law. On July 24, 1979, Ted Bundy was sentenced to death by electrocution for his crimes committed on the FSU campus. In a separate trial in 1980, he was sentenced for the kidnapping and murder of Kimberly Leach. Following the sentencing, Bundy confessed to 36 murders, though it is suspected that he may be responsible for more than 100. He was put to death on January 24, 1989.

Love Potions: Cocktails to Get You in the Mood

Project Overview:

No romantic evening is complete without a couple glasses of wine, dry martinis, or margaritas. Enjoying a few libations with your loved one is a great pleasure of life and often serves as a precursor to more ... intimate activities. But what if we told you that you were doing it all wrong? What if we told you that there was a better, more romantic way to drink?

With Love Potions you and your loved one can enjoy over 50 beverages specifically designed to get the juices flowing! These drinks are chock-full of ingredients like ginger, chocolate, honey, and cinnamon, all extremely effective aphrodisiacs. Step-by-step instructions, as well as lovely images, will ensure that you execute these recipes to absolute perfection. Impress your partner with your behind-the-bar abilities, and then let the cocktails do the rest!

Project Specifications:

Format: Hardcover

Page Count: 208

Trim Size: 5.7 x 8.3

Audience: Adult, Culinary

Suggested Retail Price: \$19.99

Sample Table of Contents:

1. Introduction	5. Whiskey	9. Tequila
2. Tools	6. Vodka	10. Brandy
3. Mixologist Terms & Techniques	7. Bourbon	11. Vermouth
4. Gin	8. Rum	12. Other

Introduction

i. Sex, Love and Aphrodisiacs

Aphrodite is the Greek goddess of beauty, pleasure, and love. Her seductive powers knew no bounds, and many an ancient tale describes her overwhelming sexuality. So it is no surprise that the word aphrodisiac, which describes any substance known to increase desire, has its roots in the goddess' name. And like the mythology of Aphrodite, aphrodisiacs hold a

significant place in the lore of our world.

There have always been legends surrounding the chemical power of certain foods. Known lothario Casanova famously seduced a virgin with the aid of a raw oyster; Montezuma, an ancient Aztec ruler, reportedly consumed 50 cups of hot chocolate before lying with his many wives. Stories such as these have undoubtedly enhanced the reputation of many naturally occurring ingredients, but it is not just folktales and ancient anecdotes that lead us to believe so strongly in these substances. Science has made great strides in helping us determine the very best spices, herbs, and ingredients to excite the tastebuds and get the juices flowing; so we decided take them and mix them with booze!

ii. The Cocktails

Everyone knows that alcohol (consumed in moderation, of course) is a gateway to intimacy. It lowers our inhibitions and makes us open to experiences we might otherwise be apprehensive about. Which is why loving couples will often incorporate drinking into their romantic evenings. But why stop at plain old alcohol? Sure, a gin & tonic or a simple glass of wine are fine on their own, but they could be so much more! By carefully crafting unique recipes which feature all kinds of liquor, mixers, and aphrodisiacs we have created a guide to making perfect pre-bedroom beverages. Want to feel as virile as a bunny rabbit? Try a Cupid's Kiss. Want to skip dinner and head straight to the mattress? Whip up a Sparkling Ginger Daisy. These cocktails will not only impress your paramour with their intricacy and taste, they will also turn up the heat and make for one very special night!

Cupid's Kiss

A vodka-based drink that is a chocolate-lover's dream; this delectable dessert beverage will both satisfy your sweet tooth and activate your sex drive.

Ingredients:

- 1½ oz. wild cherry-infused vodka
- 1½ oz. coconut-flavored vodka
- 1½ oz. dark chocolate liqueur
- Squeeze of chocolate syrup
- Cocoa powder for the rim

Directions:

Pour the vodkas, chocolate liqueur, and a squeeze of chocolate syrup into a shaker with a few ice cubes. Shake vigorously and then pour the contents into a cocktail glass. Lightly dust a glass' rim with cocoa powder and serve.

Quail Egg Sake Shooters

Feeling adventurous? Though the thought of a raw egg in your cocktail may seem off-putting, we promise that these spicy shots will surprise with their astounding flavor. Plus, egg yolks are known for their fast-acting, libido-increasing effects!

Ingredients:

- 3-4 drops of hot sauce (Whichever one you prefer!)
- 1 oz. sake
- 1 teaspoon fish roe
- 1 dash of ponzu sauce
- Drop of sesame oil
- 1 fresh quail egg
- Scallions for garnish, optional
- Sesame seeds for garnish, optional

Directions:

Pour an inch of sake into a shot glass, then add the ponzu sauce and the hot sauce. Next, crack the quail egg into the glass, making sure no shell fragments fall in. Finally, add the fish roe and sesame oil. If desired, garnish with scallions and sesame seeds. Take a deep breath and shoot!

Sparkling Ginger Daisy

This one is a twofer! Not only does it have ginger, one of the more potent aphrodisiacs, but it also has a maraschino cherry! Plus, the final product is a very sensual shade of pink.

Ingredients:

- 1 oz. gin
- 1 oz. Domaine de Canton, or other ginger-flavored liqueur
- 2 tablespoons fresh lemon juice
- 1 teaspoon Grenadine
- Splash of prosecco
- Sugar for the rim

- Maraschino cherry for garnish

Directions:

Fill a mixing glass with ice and then pour the gin and ginger liqueur into the mixing glass. Add the lemon juice and grenadine, and then stir until chilled. Coat the rim of a champagne flute with the sugar and drop a maraschino cherry into it. Next, strain the chilled mixture into the champagne flute and top with a splash of prosecco.

The Yakitori Manual

Project Overview:

What is the absolute best way to eat a meal? Some would say with a fork. Some would say with chopsticks. Some would even say with your hands. Well, they're all wrong! Science has shown that the best way to consume food is off of a stick! Yes, a stick! Think about it, you're able to eat delicious meals on the go, and there's no plate, bowl, fork, or knife to clean afterward. However, in spite of the enjoyment it provides, most people have a limited knowledge of the food-on-a-stick movement. The average citizen thinks of a boring old shish kebab or a corn dog; The real future of food... is Yakitori: The Japanese-style skewer.

The Yakitori Manual will feature over 100 recipes for all manner of Japanese cuisine—both sweet and savory—that can be cooked on a stick. From chicken gizzards to enoki mushrooms and everything in-between! Step-by-step instructions and the most delectable photos you have ever seen will fill the pages of this handy, skewer-shaped book! After picking up The Yakitori Manual you'll never want to use a fork again!

Project Specifications:

Format: Hardcover

Page Count: 272

Trim Size: 7.2 x 10.8

Audience: Adult, Culinary

Suggested Retail Price: \$24.99

Sample Table of Contents:

- | | | |
|---------------|------------------|--------------|
| 1. Gyutan | 8. Nankotsu | 15. Chorizo |
| 2. Shiro | 9. Sunagimo | 16. Atsuage |
| 3. Reba | 10. Asuparabekon | 17. Bonjiri |
| 4. Toriniku | 11. Tebasaki | 18. Tsukune |
| 5. Piman | 12. Shiitake | 19. Butabara |
| 6. Ginnan | 13. Negima | |
| 7. Enoki Maki | 14. Mentaiko | |

Introduction

i. What is Yakitori?

Over the past few years, Japanese cuisine has seen a significant jump in popularity. Few foods are as hip as sushi, and undoubtedly raw fish is the first thing that comes to mind when most outsiders think of Japanese food. But there is something else, something that is just beginning to summit the mountain of trendy: Yakitori.

Yakitori is a style of Japanese food in which different types of meat and/or vegetables are skewered and then grilled. The end product is similar to a shish kebab, but the flavors of Yakitori are very different. Typically, the dishes come in one of two varieties: Salty or Salty-Sweet. Each of these is prepared using very specific seasonings: The Salty-Sweet variety employs a special sauce known as tare, while the Salty variety makes heavy use of salt (obviously) as well as spices such as cayenne, shichimi, and wasabi. The flavors of Yakitori are indeed a result of these unique seasonings, but what really sets them apart are the things being seasoned.

Beef tongue, chicken liver, green peppers filled with cheese, seeds of the Ginkgo Biloba tree, and deep-fried tofu are just a few of the many popular Yakitori offerings. Of course, the one thing that they all have in common is that they are served on a stick, but aside from that there is no limit to the possibilities of these dishes. And don't let the Salty or Salty-Sweet categories fool you! Within each of these varieties is a PLETHORA of alternatives. Want to wrap your Yakitori in bacon? It's been done. Feel like adding some American flare to your Yakitori? Try BBQ sauce on that chicken liver. What Yakitori offers is a new way of viewing and consuming traditional Japanese cuisine.

ii. Why Haven't I Heard of It?

As is the case with any trend, things take time to enter mainstream culture. So yes, as of right now, Yakitori is still pretty under the radar. But no less of an authority on food than Anthony Bourdain states that he “adores good Yakitori”—so much that a Yakitori-ya is his favorite spot to eat at in New York City. Bourdain's good buddy, the renowned chef Eric Ripert, also prefers yakitori when he's going out for Japanese. And one of America's hottest chefs, the restaurateur David Chang, had this to say after visiting Tokyo's Masakichi Yakitori-ya: “While eating it, I'm thinking about when can I schedule to eat here again this week.”

Obviously, the buzz around Yakitori is building in a big way. But unfortunately, outside of Japan, Yakitori-ya are still pretty scarce. With this in mind, we decided to bring Yakitori's exciting flavors right into your home. With these unique, mouthwatering recipes you will become a master of Yakitori—right before it becomes the next nationwide culinary sensation!

Salty-Sweet Tsukune with Yuzu Mayonnaise

This particular Yakitori features a Japanese-style chicken meatball, paired with the classic spicy-sweet tare sauce and a special yuzu mayo for dipping!

Prep Time: 25 Minutes, Plus 2 Hours to Chill

Cook Time: 20 Minutes

Serves: 12

Ingredients:

- 2 pounds ground chicken
- 1¾ cups panko bread crumbs
- 2 tablespoons sake
- 1½ tablespoons mirin (sweet Japanese rice wine)
- 1 tablespoon white soy sauce
- 1 tablespoon bean paste
- ½ tablespoon kosher salt
- 1½ teaspoons cornstarch
- 1 teaspoon ground white pepper
- 2 eggs, lightly beaten
- 1 scallion, minced
- 1 2-inch piece ginger, peeled and finely grated
- ¼ medium yellow onion, grated
- Vegetable oil, for greasing
- Yuzu mayonnaise for dipping
- Togarishi to taste

Directions:

1. In a large bowl, combine all of the ingredients, save the vegetable oil, tare, yuzu mayo, and togarashi. Mix until uniform and sticky. Cover in plastic wrap and refrigerate for 30 minutes.
2. Wet your hands to prevent the mixture from sticking. Divide the mixture into 12 evenly sized balls. Shape each ball into an oval and skewer. Place the skewers on a parchment-lined baking sheet, cover in plastic wrap, and chill for 1½ hours.
3. Set a barbecue grill to medium-high heat and preheat your oven broiler. Brush the meatballs with vegetable oil and place them under the broiler for 2-3 minutes. Transfer the meatballs to the grill and cook, turning as needed, for 12-15 minutes until lightly charred and cooked through. For the last minute of cooking, brush the skewers with the tare.
4. Transfer the skewers to a platter and brush with more tare. Serve with yuzu mayo and togarashi spice on the side.

Tare

Tare is one of the few absolute necessities if you're going to start making Yakitori! As it is used in almost all of the salty-sweet recipes, it should be kept on hand at all times! Luckily, with this simple recipe, you won't have to use store-bought tare!

Prep Time: 5 Minutes

Cook Time: 25 Minutes

Makes: ½ Cup

Ingredients:

- ½ cup low-salt chicken broth
- ¼ cup mirin (sweet Japanese rice wine)
- ¼ cup reduced-sodium soy sauce
- 2 tablespoons sake
- ¾ teaspoon light brown sugar
- ¼ teaspoon freshly ground black pepper
- 1 garlic clove, crushed
- 1 scallion, chopped
- 1 piece peeled ginger (¼ ounce), sliced

Directions:

1. Combine all ingredients in a heavy saucepan. Bring mixture to a boil while stirring continuously until the sugar dissolves.
2. Reduce heat to medium-low and let simmer for about 20 minutes, until the mixture has reduced to ½ cup.
3. Strain sauce into a bowl and discard the solid ingredients.
4. Let cool and store in an airtight container in the refrigerator. Tare will stay fresh for up to two weeks.

Famous Last Lines

Project Overview:

From epic novels to modern short stories, the closing words of any text carry a lot of weight. Famous Last Lines features more than 300 of the most memorable final lines in the history literature, as well as brief passages explaining their significance to the respective work. Spanning classics such as *Of Mice and Men* and *Lolita*, and lesser-known works such as *Continental Drift* and *The Names*, Famous Last Lines will provide readers with a comprehensive collection of brilliant conclusions.

Project Specifications:

Format: Hardcover

Page Count: 320 pages

Trim Size: 5 x 7.4 inches

Audience: Adult Non-Fiction

Suggested Retail Price: \$24.95

Sample Table of Contents:

- | | | |
|--|-------------------------------------|------------------------------|
| 1. The Great Gatsby (1925) | 9. The Handmaid's Tale (1986) | 17. As I Lay Dying (1930) |
| 2. The Adventures of Huckleberry Finn (1885) | 10. Don Quixote (1605) | 18. Blood Meridian (1985) |
| 3. 1984 (1949) | 11. The Catcher in the Rye (1951) | 19. Emma (1816) |
| 4. Lolita (1955) | 12. Slaughterhouse-Five (1969) | 20. Frankenstein (1818) |
| 5. Bartleby the Scrivener (1853) | 13. A Farewell to Arms (1929) | 21. Catch-22 (1961) |
| 6. Gravity's Rainbow (1973) | 14. The House at Pooh Corner (1928) | 22. Moby-Dick (1851) |
| 7. The Stranger (1942) | 15. Native Son (1940) | 23. Sister Carrie (1900) |
| 8. Finnegans Wake (1939) | 16. Prisoner's Dilemma (1988) | 24. Wuthering Heights (1847) |
| | | 25. Naked Lunch (1959) |

Where the Wild Things Are (1963)

Maurice Sendak

“Max stepped into his private boat and waved goodbye and sailed back over a year and in and out of weeks and through a day and into the night of his very own room where he found his supper waiting for him—and it was still hot.”

According to Maurice Sendak, the publishers of *Where the Wild Things Are* took great issue with “hot” being the last word of his 338-word story. The publishers felt ‘hot’ was too violent and wanted it changed to the less forceful ‘warm.’ Of course, Sendak refused to concede this point. As he explained, and as fans of the book came to understand, the whole point of the book is heat, in an emotional sense. The monsters (which Sendak modeled after his aunts and uncles) are the very embodiment of rage. It is only when Max leaves the monsters behind that he can return home and, finally free of his anger, enjoy a new kind of heat: the comfort of a meal with his family.

The Great Gatsby (1925)

F. Scott Fitzgerald

“So we beat on, boats against the current, borne back ceaselessly into the past.”

The final line of *The Great Gatsby* has haunted readers since publication. As narrator Nick Carraway stares out over the dark Long Island Sound, he considers all that he has witnessed while existing in the orbit of Jay Gatsby. Daisy’s green light had been a beacon of hope for Gatsby, but it, and the optimism of the Jazz Age, have been extinguished, forcing an entire generation to turn its eyes once again to the past.

Frankenstein (1818)

Mary Shelley

“He was soon borne away by the waves and lost in darkness and distance.”

On a rainy evening in 1816, 18-year-old Mary Shelley entered into a sort of competition with her husband, Percy Bysshe Shelley, and their friend Lord Byron. The objective was simple: write a scary story. The young woman went far beyond this prompt, penning a novel that would go on to be considered one of history’s greatest.

The subject of the book, Frankenstein’s monster, is often thought of as purely malevolent. But, in fact, he is a rather introspective, and sympathetic, character. Society’s rejection of him causes the creature to seek vengeance, but before long he realizes that evil only fosters even greater evil. Unable to live with himself, the creature puts himself out to sea, in the hopes that his life will end in the cold, anonymous deep.

The Little Illustrated Book of Chinese Gods

Project Overview:

By now, Western Civilization is so caught up in the concept of a single God that very few of us ever stop to consider whether there might be another avenue; never mind explore whether that avenue may be a more effective means of dealing with the day-to-day world.

But the Ancient Greeks, the very individuals who provided us with the foundation of our civilization, believed in a number of Gods. And a majority of the citizens in China, the world's largest nation and an increasingly large player on the global stage, continue to employ polytheistic worship.

Polytheism replaces the mystery and awe of the all-encompassing God with the relatability and accessibility of multiple Gods and Goddesses, each of whom is charged with a specific task. Instead of reaching out to the Almighty, the devotees of polytheism can turn to a particular deity when a specific need arises in their life. And they can do so confidently, assured that they are not overstepping any boundaries, certain that they are looking for solutions in exactly the right place.

In an increasingly confusing world, being able to easily approach the divine can seem very appealing. The Little Illustrated Book of Chinese Gods offers those who may be intrigued by this form of worship an introduction, profiling a number of the Gods and Goddesses the proud, capable people of China continue to turn to. Providing a detailed, concise description of each deity as well as a colorful picture, The Little Illustrated Book of Chinese Gods is the perfect introduction to this foreign world, an ideal means to find out if you want to continue along the polytheistic path.

Project Specifications:

Format: Paperback

Page Count: 240 pages

Trim Size: 4 x 6 inches

Audience: Adult Non-Fiction

Suggested Retail Price: \$12.99

Sample Table of Contents (subject to change):

- | | | |
|-------------|----------------|----------------------|
| 1. Shangti | 4. Nuwa & Fuxi | 7. Zao-Shen |
| 2. Guanyin | 5. Caishen | 8. Niu Lang & Zhi Nu |
| 3. Yan Wang | 6. Chang'e | 9. Menshen |

- | | | |
|-------------|-----------------|--------------|
| 10. P'an Ku | 14. Xiwangmu | 18. Nuwa |
| 11. Yudi | 15. Yinyanggong | 19. Shennong |
| 12. Doumu | 16. Tian | 20. Wudi |
| 13. Pangu | 17. Fuxi | |

Introduction

Education in the West too frequently treats polytheism as though it were a practice of times past, a system of belief and worship that no longer holds sway in the modern world. But this ignores our own history, as well as many religions in China, where members of the world's largest nation continue to turn to the same deities and utilize the same methods that their ancestors did. They do so because polytheism allows them to break the mystery of the world into small, understandable pieces. They do so because their deities are not vague beings that sit in the vast nothing before creating the universe—they each have origin stories, and well-defined characters, making them relatable, and graspable.

This system of belief, and China as a whole, can often seem as though it exists much further than half a world away. But, obviously, polytheism holds considerable value for these people; otherwise, it would not have helped them flourish for so long. It may be time to think of polytheism as something other than outdated, time to put our biases aside, explore a little further, and see whether there aren't a few Gods or Goddesses which can help us in our own lives.

Yan Wang

Also known as Yama, Lord Yama King, and Yang-Wang-Yeh, Yan Wang sits in judgement of those passing from one world to the next—his responsibility as the King of Death. Though he was said to be a ruler of the Underworld, there was nothing devilish about his court—if anything, Yan Wang sentenced with too much leniency. In fact, he was so forgiving that the Jade Emperor, King of the First Court of Hell, sent him to the Fifth Hell of Wailing, Gouging, and Boiling for causing overcrowding in Heaven.

Caishen

Believed to be one of the most frequently worshipped Gods in all of ancient China, the God of Wealth earned his popularity through continual acts of generosity to those who proved themselves worthy. Shrines to him can be found in homes and businesses to this day, but it is not right to think of his devotees as materialistic—Caishen's promises of riches include happiness in life and security in employment.

While the story of Caishen's precise origin is hard to pin down, the common thread through the many tales portray him as a virtuous man who was killed unjustly, a cruel fate requiring the reward of numerous happy devotees.

Origins of a Company

Project Overview:

From the humble acorn grows the mighty oak. A cliché, certainly. But, as with all platitudes, within lies a fundamental truth. Particularly when considering the great companies of our world. It can be hard to believe, but even those organizations which are now global powerhouses were not always the giants they now are. Like all big things, they had to start out small; whether it be in a two-car garage or a tiny kitchen in Atlanta, Georgia.

Origins of a Company will feature 202 unbelievable and inspiring success stories. From Google to Geico, McDonald's to Macy's, and every type of company in-between, find out how bold entrepreneurs turned their ideas into reality—and riches.

Project Specifications:

Format: Hardcover

Page Count: 320 pages

Trim Size: 5 x 7.4 inches

Audience: Adult Non-Fiction

Suggested Retail Price: \$24.95

Sample Table of Contents:

21. Apple	28. Virgin Records	35. Heinz
22. Google	29. JetBlue	36. Quaker
23. Pizza Hut	30. Stewart's	37. Ford
24. Disney	31. Cracker Barrel	38. General Motors
25. The Washington Post	32. McDonald's	39. Amtrak
26. Twitter	33. Vitamin Water	40. Walmart
27. Facebook	34. Hershey's	

Introduction

Your day-to-day requires a great deal, both to fulfill the duties of your job, and to provide some pleasure.

And almost everyone drifts through without giving these motions a second thought. But a rare few stop to consider the gaps. To ask: Why don't we have this? Why can't we do that?

These gaps are opportunities: to connect, quicken, satisfy, change. And when they become clear, the individual has a chance to become immortal: just look at Henry Ford, Mark Zuckerberg, Milton Hershey, and a number of others whose names ring out.

There are also those who sought to perfect an imperfect concept. Maybe they weren't the first to recognize the gap, but they were the ones who were able to fill it the best. Companies like Geico, Pizza Hut, JetBlue, and The Washington Post all provide sought-after goods and services, despite not having invented the space in which to do so.

These companies make the ease of contemporary life possible for the rest of us. Don't believe it? Take a second and reflect. If you have a smartphone, you can thank Apple, Google, or Samsung. Amtrak and Starbucks have reduced the pain of commuters for decades now. Have you reconnected with a long-lost friend, or had a valuable discussion with your favorite author? Thank Twitter and Facebook.

By recognizing the components of our lives, and looking a little further into their humble origins, we come to understand ourselves, and our world, a little better. And it may even be possible to lift ourselves up to where we can provide something that enriches the lives of those around us, to arrive at a point where we can see those opportunities that millions pass by every single day.

The Hershey Company

Milton S. Hershey had a fair amount of clout in the candy business before he even embarked on his most famous endeavor—he opened the Lancaster Caramel Company in 1886 and sold it 14 years later for what would now amount to upwards of \$30 million.

But by the time of that windfall, he'd already fallen in love with the future: chocolate making. A trip to the World's Columbian Exposition in 1893 caused him to remark: "Caramels are just a fad, but chocolate is a permanent thing." By 1896 Hershey was building a milk-processing plant; by 1899 he had introduced the Hershey process, where the quality of milk had less bearing on the quality of the chocolate than it had previously. By 1900, production of the now-famous Hershey Milk Chocolate bar had begun.

Just three years later, he broke ground on a new plant in his hometown, Derry Church, Pennsylvania. As the company grew, Derry Church's economy became increasingly dependent on the plant, to where it was eventually renamed after its favorite son, and his famous candy bar.

The second candy for the brand was the Hershey Kiss, which was introduced in 1907 and made iconic in 1921, when machine wrapping allowed for mass production and the addition of the paper ribbon.

Hershey would go on to create and acquire various candies over the subsequent decades, and the company's fingerprints are all over the candy aisle—whether it be M&M's, or the king of American candy: Reese's Peanut Butter Cups.

Brunch Cocktails

Project Overview:

Sunday morning means one thing: brunch. After sleeping off the previous night, people head to their favorite neighborhood spot to meet up with friends and discuss the events of the night before. And no brunch is complete without a little hair of the dog! Mimosas, Bloody Marys, and Fuzzy Navels are all brunch classics, able to close out one week, and ease you into the next. But there are times when even the most festive folks just want to hang out at home. Well, now they can. With Brunch Cocktails (title to change), anyone can enjoy their favorite boozy breakfast beverages without ever leaving their house!

Brunch Cocktails will feature over 100 step-by-step recipes featuring fruity, spicy, hot, and cold cocktails, plus beautiful photographs that showcase each drink and make it easy to impress your friends! Brunch Cocktails will not only change the way you view the weekend, it will make your place the new go-to spot in the neighborhood.

Project Specifications:

Format: Hardcover

Page Count: 352 pages

Trim Size: 5.4 x 7.2 inches

Audience: Adult, Culinary

Suggested Retail Price: \$24.99

Sample Table of Contents:

1. Introduction	5. Whiskey	9. Tequila
2. Tools	6. Vodka	10. Brandy
3. Mixologist Terms & Techniques	7. Bourbon	11. Vermouth
4. Gin	8. Rum	12. Other

Introduction

i. The Experience

Brunch-goers range from the occasional to the religious: some indulge only when they get 10 hours of sleep and wake to a cloudless sky; others frequent various locales twice a week in search of the perfect cocktail-waffle-fried chicken combination. The perfect meal for

those who refuse to jump out of bed right away, but don't want to waste a moment once they do, brunch conjures happy images of friends, mimosas, and huevos rancheros.

But what about those days when going out to a restaurant just isn't in the cards: when the weather is disagreeable, when someone failed to make a reservation, when there's still a whole week between you and payday? Luckily, there's now a viable solution to this potential disaster, where you cannot only beg out of the gathering, but trump it.

ii. The Cocktails

All right, you got everyone to come over, you've got some OJ, some champagne ... all set, right? Maybe. But take a second, open your mind, open your liquor cabinet, and envision a more expansive late-morning experience. Do this, purchase this book, and you'll be whipping up drinks that surpass the high-end spots in no time—all from the comfort of your own kitchen.

Mimosa

A stone-cold classic. If you're preparing to host your first brunch, you'll want to master this—as it's the beverage most closely associated with the meal.

Ingredients:

- ½ oz. Triple Sec
- ½ oz. fresh orange juice
- 3½ oz. chilled champagne
- 1 slice of orange, optional

Directions:

Pour the triple sec, orange juice, and champagne into a champagne glass and stir. If desired, add the orange slice as a garnish!

Irish Coffee

Start your day off the right way – with some sweetness that will put some pep in your step!

Ingredients:

- 1 cup fresh, hot coffee
- 1 tablespoon brown sugar

- 1½ oz. Irish whiskey
- Heavy cream, lightly whipped

Directions:

Pour the coffee into a mug until $\frac{3}{4}$ full. Add the brown sugar and stir until dissolved. Stir in the Irish whiskey, pour the heavy cream into the coffee over the back of a spoon, and serve hot.

Bloody Mary

A fan favorite, but not a cocktail for the faint of heart!

Yield: 6 Cocktails

Ingredients:

- 3 cups tomato juice
- 3 tablespoons lemon juice
- 3 tablespoons lime juice
- 1½ tablespoons Worcestershire sauce
- 1 tablespoon horseradish
- ½ teaspoon Tabasco™ sauce
- ⅓ cup pickle juice
- ½ teaspoon black pepper
- ½ teaspoon celery salt
- 6 oz. vodka
- 6 stalks of celery from the heart, with leaves

Directions:

1. Place the tomato juice, lemon juice, lime juice, Worcestershire sauce, horseradish, Tabasco™ sauce, and pickle juice in a blender and blend until well-combined. Add the black pepper and celery salt, stir, and refrigerate for at least 2 hours.

2. When ready to serve, remove the Bloody Mary mix from the refrigerator, and divide it evenly between six glasses. Add an ounce of vodka to each glass, stir, and then add ice. Garnish each drink with a stalk of celery and serve!

The Little Handy Book of Handshakes and Greetings

Project Overview:

Have you ever reached out in anticipation of a dap, only to be met with a closed fist that is expecting a bump? Have you ever found yourself in a foreign land and been confused by the local niceties?

You're not alone. Luckily, with *The Little Handy Book of Handshakes and Greetings*, never again will you find yourself in either of these awkward predicaments! From traditional greetings to the hippest handshakes, we will ensure that you always know how to say hello!

Featuring illustrated, step-by-step techniques as well as location-specific greetings, *The Little Handy Book of Handshakes* takes the clumsiness out of everyday interactions.

On the go? Don't worry! Our book is small enough to fit in a pocket or purse, guaranteeing that world travelers and homebodies alike will gain confidence!

Project Specifications:

Format: Paperback

Page Count: 208 pages

Trim Size: 6 x 6 inches

Audience: Adult Humor

Suggested Retail Price: \$12.95

Sample Table of Contents (subject to change):

- | | | |
|-----------------|-----------------|-------------|
| 1. U.S.A. | 7. China | 13. France |
| 2. Canada | 8. Japan | 14. Norway |
| 3. Brazil | 9. India | 15. Germany |
| 4. Mexico | 10. Philippines | 16. Italy |
| 5. South Africa | 11. Australia | 17. Spain |
| 6. Morocco | 12. U.K. | |

Introduction

Greetings! That was easy for me, but since I'm writing, I get to dictate how this goes. What of the poor soul stranded in the hallway, facing an approaching acquaintance that warrants some form of friendly acknowledgement. Or the everyman explorer, who happens to find himself in a foreign country with no earthly idea how to communicate something as simple as "Hi, I'm friendly."

We all know the handshake, the dap, the hug. But when, and where, should they be employed? Fear this quandary no longer! This guide will teach you everything you need to know about the world's numerous physical greetings!

The American Handshake

Otherwise known as "The Classic," this technique is employed by everyone from the most powerful CEOs to the average good ole boy! Two tips will set you on the path to success: Make it firm and make it dry!

1. Approach the handshake recipient.
2. Extend your arm fully, sticking your hand out so that it is parallel to the ground.
3. Lock the nook between your thumb and palm into the recipient's nook.
4. Squeeze and shake like you mean it.

The "Eskimo" Hello

You sure you want to do this one? Really? OK, but it might be your funeral.

1. Incline your face towards the recipient's face.
2. Close your eyes and rub the tip of their nose with your nose.
3. Apologize for doing something weird.

Fist Bump

Keep this one locked and loaded whenever a bar, a beer, or a basketball is nearby!

1. Ball your hand into a fist, as if you are about to pummel an enemy.
2. Yell, "Wassup!" and stick your fist in the recipient's face.
3. If they are hip, they will bump your fist with their own and yell, "Wassup!"
4. Good work. Now go watch some sports.

Illustrated Idioms: A Visual History

Project Overview:

Any idea how many expressions you use on a daily basis? Whatever you think it is, chances are it's a whole lot more. Common idioms are so ingrained in our collective consciousness that we turn to these phrases without even thinking!

Meeting someone new? Better 'Break the ice.'! Forgiving a longtime enemy? You must be 'Burying the hatchet.'! Boss catch you sleeping on the job? You just got 'Caught red-handed.'!

By now, these expressions are so familiar that we rarely stop to wonder how they came to mean what they do.

But, thanks to Illustrated Idioms, no longer will we remain in the dark. Featuring 202 true stories behind the most popular colloquial metaphors of the English language, you'll see the world in a whole new light after reading how these popular expressions came to be!

Project Specifications:

Format: Hardcover

Page Count: 320 pages

Trim Size: 5 x 7.4 inches

Audience: Adult Non-Fiction

Suggested Retail Price: \$24.99

Sample Table of Contents:

- | | | |
|--------------------------------|---|--------------------------------|
| 1. It's Raining Cats and Dogs! | 11. Cold Shoulder | 18. To Pull Someone's Leg |
| 2. When Pigs Fly! | 12. Mind Your Own Bee's Wax | 19. Basket Case |
| 3. Jump the Shark | 13. Big Wig | 20. Close, but No Cigar |
| 4. Loophole | 14. Straight from the Horse's
Mouth | 21. Bark Up the Wrong Tree |
| 5. Red Tape | 15. Cold Enough to Freeze the Balls
off a Brass Monkey | 22. Bite the Bullet |
| 6. Break a Leg! | 16. Heard it Through the Grapevine | 23. Cat Got Your Tongue? |
| 7. Piece of Cake | 17. Always a Bridesmaid, Never a
Bride | 24. Caught Red-Handed |
| 8. Graveyard Shift | | 25. To Go the Whole Nine Yards |
| 9. Saved By the Bell | | |
| 10. An Arm and a Leg | | |

Introduction:

i. The Idiom's Place in Language

From the poor man, to the poet, to the prince, we all communicate through language. But sometimes, things get lost in translation. The vernacular of a younger generation might sound foreign to seasoned speakers; the specific lingo of every subculture alienates and confuses outsiders. For these reasons, there has always been a common thread running through language, something which grounds conversationalists in familiarity: idioms.

Whether down south or up north, in the east or out west, we all know what it means to 'Wet our whistle,' or 'Mind our own bee's wax.' We know what it means to hear something 'Through the grapevine' or 'Straight from the horse's mouth.' All of us know the implications of a 'Cold shoulder' and the consequences of 'Counting one's chickens before they hatch.'

Very few of us dig deeper. Since we can immediately grasp the purpose each of these expressions serve, we can use them in everyday conversation without another thought. But to do this is to miss the intrigue and nuance that usage keeps hidden, to overlook the mystery that envelops so much of our speech. Who is this piper we have to pay? Why is it a cat that gets our tongue? By investigating how these idioms came to be, and understanding why they are so relatable, we can come to understand the world we live in, and the nature of the people who inhabit it, that much more.

"It's Raining Cats and Dogs!"

The earliest recorded instance of this idiom's use is 17th Century England. Though nobody knows the original source of this widely used phrase, there are a few theories which have gained traction over the years.

One now-disproven theory suggested that the phrase had something to do with the roofs of houses at the time. The average roof was thatched, meaning that it was constructed of dry vegetation such as straw. It was suggested that dogs and cats used to nestle under these straw roofs for warmth, and when it would rain heavily the straw would become slick, causing them to slide off, thus: "Raining cats and dogs." However, this origin has been debunked, with a number of people pointing out that in order for them to slide off the roof they would have to be residing on the exterior, a notion which, considering the unpleasantness of being caught out in the rain, makes little sense.

Others have pointed to mythology as the source of the idiom, specifically the Norse god Odin. Odin, the god of storms, was said to be accompanied by dogs and wolves wherever he went. Seeing that sailors blamed Odin for torrential downpours, it is not that far of a leap to make the connection between Odin's pets and the expression, but the absence of cats from this story does not instill confidence.

Regardless of its precise origin, scholars have pointed to a particular excerpt from Richard Brome's 1653 comedy *The City Wit or The Woman Wears the Breeches* as the first appearance of the expression: "It shall raine ... Dogs and Polecats." As for what inspired Brome to pen it, we may never know.

“When Pigs Fly!”

Who hasn't had a hopeful request shot down by this popular expression?

While it may bring up an unfortunate memory, you should know that sadness and disappointment you're recalling wasn't the intent of this one, as the likeliest cause for its birth is humor.

The first recorded iteration of this idiom appeared in a 1616 John Withal proverb, in which he sarcastically remarked: “Pigs fly in the ayre with their tayles forward.” Quite curiously, the phrase stuck almost immediately, despite similar versions that utilized animals such as snails, dogs, and cows circulating previously. Something about the flying pig was impossible for people to let go of—either the absurd image, or the pleasant way in which it rolls off the tongue.

“Jump the Shark”

The day when a beloved show “Jumps the Shark” is something we all dread. When it happens, every true fan recognizes it at once.

As luck would have it, this very situation led to the coining of the phrase: it occurred on the American television classic *Happy Days*, when “The Fonz” literally jumped over a shark while water skiing. The episode, titled “Hollywood: Part 3,” aired during the fifth season of the program. While it was widely acknowledged that the show was past its prime, this shameless ratings grab sealed the show's fate, sending fans away in droves.

Eight years later, radio broadcaster John Hein coined the phrase while talking about this particular episode, giving birth to the phenomenon that continues to be employed to describe moments of obvious decline.

- ii. Retrograde
- iii. The Cruise Room
- 10. Washington
 - i. Tavern Law (Needle and Thread)
 - ii. The Heritage Room
 - iii. Knee High Stocking Co.
- 11. Florida
 - i. Stache
 - ii. El Carajo International Tapas and Wines
 - iii. Foxhole
- 12. Michigan
 - i. The Oakland
 - ii. The Relief & Resource
 - iii. The Ghost Bar
- 13. Maryland
 - i. The Owl Bar
 - ii. The Gibson
 - iii. Harold Black
- 14. Massachusetts
 - i. backbar
 - ii. Brick & Mortar
 - iii. Wink & Nod

Introduction

i. A History

The growth of cities in the United States during the early 20th century led to dramatic increases in population density; major problems sprouted where once there was, at most, mere contempt.

And many saw alcohol as being behind this increased antagonism. The result of this movement was Prohibition, which stretched from 1920 to 1933 in most states.

Enter the speakeasy, an establishment that experienced tremendous success despite knowingly violating the 18th Amendment of the U.S. Constitution. You'd think these popular watering holes couldn't have escaped the notice of law enforcement, but through the indifference of some officers, and the bribery and patronage of others, they managed to thrive. In the end, the speakeasy became so widespread that it became impossible for the police to effectively enforce national law.

Eventually, as organized crime became rampant in a number of cities, many recognized that Prohibition was doing more harm than good, and the law was abolished. You'd think that would mark the end for these underground spots, but the desire for secrecy is not easy to overcome—even in these much more liberal times, many speakeasies exist.

ii. The Modern Speakeasy

Enough about how we got here: let's focus on the here and now. The experience a speakeasy offers satisfies a few desires straight out of your formative years: Accessing a room via hidden door, the feeling that you're part of an exclusive group of people. If getting in somewhere is an experience in and of itself, it stands to reason that there's plenty to be excited about once you're inside.

Maybe you'll frequent the very spot where generations past imbibed the forbidden, as is the case at the Ipswich. Or perhaps you'll run into a star straight from the stages of Broadway, which is a common occurrence at Bar Centrale. Whatever the makeup of the clientele, you're always sure to experience the ambiance only a speakeasy can provide.

Bar Centrale

324 West 46th Street
New York, NY 10036
United States
212-581-3130
Est. 2005

“We’re just the kind of place where you would generally know what you like to drink,” general manager Mary Hattman told Amelia Lester of the New Yorker. Hidden in a brownstone and indistinguishable from the apartment buildings around it, this discreet post-theatre destination offered no cocktail menu until a few years ago.

Many a Broadway actor can be found frequenting the place after curtain call, company that you might keep (or at least appreciate firsthand) if you’ve made a reservation far in advance.

Midnight Cowboy

313 East 6th Street
Austin, TX 78701
United States
512-843-2715
Est. 2012

Located in a former brothel, Midnight Cowboy strives to keep the spirit of its licentious forerunner alive through their strict ‘house rules.’ Guests of this popular speakeasy are encouraged to engage in mildly flirtatious conversation with the staff and other guests, all while making sure to maintain an air of respect and keep things PG-13. To make sure the constant, lively stream is never broken, the use of cellphones and other electronics is strictly prohibited.

Keeping with this theme, Midnight Cowboy’s inspired cocktail menu is titled “The Art of Conversation,” and features classic libations with a unique twist.

What to Try:

The aptly named Icebreaker is a great way to start any evening.

Ingredients:

- | | | |
|--------------|--------------------------|----------------------|
| - Ford’s Gin | - Star anise | - Saffron rice syrup |
| - St-Germain | - White peppercorn green | - Rice wine vinegar |
| - Caraway | tea | - Basil Birds & Bees |

Birds & Bees

207 South Broadway, Basement

Los Angeles, CA 90012

United States

213-537-0510

Est. 2017

Down a staircase located at the back corner of a parking lot next door, Birds & Bees offers a new haunt to those looking to see the 1950s done up in industrial chic. Steel, cement, and wood dominate the scene, which is a nod to generations past and, perhaps, to the LAPD gym that previously occupied the space.

The bar rotates cocktails seasonally, and makes sure to resurrect those previously lost to history. Ever heard of a Smuggler's Eye Opener? How about the Cloak and Dagger? Head to Birds & Bees, and you will.

The space seats 120 guests, offering everything from bar stools to couches in the hopes of making comfort and conversation as accessible as they once were.

Franklin Mortgage & Investment Co.

112 South 18th Street

Philadelphia, PA 19103

United States

267-467-3277

Est. 1920s

For the most part, modern speakeasies can do little more than imitate the originals, since the days of bars being hidden out of necessity are long gone. However, one of the old guard still proudly serves drinks under its original identity: The Franklin Mortgage Investment Co.

Established in the 1920s by Max "Boo Boo" Hoff as a front for an illegal liquor running operation, this establishment still serves classic cocktails at the once-shady institution; only now, they do it legally.

What to Try:

The Death of the Duke utilizes Aquavit, a popular Scandinavian liquor, to make a refreshing but classic cocktail.

Ingredients:

- Aquavit
- Amontillado Sherry
- Cynar
- Lemon
- Ginger

The Owl Bar

1 East Chase Street

Baltimore, MD 21202

United States

410-332-0888

Est. 1903

As an homage to the hushed-up attitude of the bygone Prohibition era, a nursery rhyme appears embedded above the back bar at this establishment: “A wise old owl sat on an oak/
the more he saw the less he spoke/
The less he spoke the more he heard/
why can't we all be like that wise old bird?”

The Owl Bar was originally named The Belvedere, which once played host to some of history's most celebrated drinkers: F. Scott Fitzgerald, David Copperfield, Theodore Roosevelt, and John D. Rockefeller all bellied up to the bar. If the walls of this watering hole could talk, they would have quite a story to tell.

The bar closed down and reopened as The Owl Bar in 1976, and continues to serve civilians and socialites alike.

The Marketplace: A Culinary History

Project Overview:

With each passing day, shopping becomes a much less personal experience. We order our clothes online, download entertainment straight onto our televisions and tablets, and have groceries delivered through personal shopping services. The days of mom and pop establishments serving freshly baked breads and cured meats to grateful locals are almost gone. But, thankfully, some places have stood the test of time.

From the bazaars of the Middle East to the vendors in the Bronx, *The Marketplace: A Culinary History* will profile the most unique food markets in the world. Featuring a detailed history of marketplaces across the globe, as well as recipes utilizing each market's celebrated wares, *The Marketplace: A Culinary History* will transport you to a time when shopping was an adventure!

Project Specifications:

Format: Hardcover

Page Count: 320 pages

Trim Size: 7 x 10 inches

Audience: Adult Non-Fiction & Travel

Suggested Retail Price: \$24.99

Sample Table of Contents:

- | | | |
|--|--|-------------------------------------|
| 1. North America | iv. Mercado Municipal, Sao Paulo (Brazil) | 4. Europe |
| i. Hunts Point Cooperative Market, Bronx (United States) | 3. Asia | i. Borough Market, London (England) |
| ii. St. Lawrence Market, Toronto (Canada) | i. Kowloon City Wet Market, Hong Kong | ii. Cours Saleya, Nice (France) |
| iii. La Central de Abasto, Mexico City (Mexico) | ii. Kreta Ayer Wet Market, Singapore | iii. La Vucciria, Palermo (Italy) |
| iv. Mercado de la Merced (Mexico) | iii. Or Tor Kor Market, Bangkok (Thailand) | iv. Kauppatori, Helsinki (Finland) |
| 2. South America | iv. Tsukiji Fish Market, Tokyo (Japan) | v. Grand Bazaar, Istanbul (Turkey) |
| i. Ver-o-Peso, Belém (Brazil) | v. Noryangjin Fish Market, Seoul (South Korea) | 5. Africa |
| ii. Mercado Central, Santiago (Chile) | vi. The Hodeida Fish Market, Hodeida (Yemen) | i. Khan Al-Khalili, Cairo |
| iii. La Vega Central, Santiago (Chile) | | ii. 1 Fox – The Sheds, |

Newtown (South Africa)
iii. Kimironko Market,
Kigali (Rwanda)

6. Oceania
i. Sydney Fish Market, Syd-
ney (Australia)

ii. Harbourside Market,
Wellington (New Zealand)

Introduction

i. Markets of the World

For many, the idea of a marketplace conjures images of the ‘old country,’ or summer Sundays when a farmer’s market springs up in the town square. These associations are not surprising, since authentic marketplaces are so few and far between these days—it’s hard for small vendors to compete with huge grocery store chains and subscription services that deliver prepackaged ingredients right to your door. But despite competition from more convenient options, some of the world’s most prominent marketplaces have not only continued to survive, but thrive. The reason for this can only be attributed to the experience and the quality of the products they provide.

ii. The Experience

Shopping at a bustling market is an adventure. You can go in having no intention to buy anything and leave with 15 items you didn’t even know you wanted! Perhaps you had stuffed vinegar peppers in mind, but the siren song of ripe peaches was too strong to resist. Is \$3 for a fresh avocado is too rich for your blood? Then haggle the price down to \$2.50! Walking down the rows of tents and stalls is like entering a wonderland of confections, concoctions, and cuisines—and they are all made by the hands of someone who truly cares about the result!

iii. The Products

We cannot deny that supermarkets are convenient. You can go in with a list of items and finish shopping in less than 10 minutes without breaking the bank. But in shopping at these stores you are sacrificing something essential: quality. Sure, you can get shredded cheese for a dollar, but what you are really getting is processed junk. Those cold cuts you buy by the pound? Nothing but over-salted scraps. When you shop at a marketplace, you know you are getting the absolute best, because that is the only thing keeping them in business. What they cannot offer in convenience, they make up for by offering the juiciest fruit, the freshest vegetables, and the best meat money can buy.

Tsukiji Fish Market

Tokyo, Japan

Prior to 1918, food was actually a difficult thing to come by in Japan. The majority of the nation’s culinary products came in the form of seafood, and most of what fishermen caught was used to supply the Tokugawa shogunate of Edo Castle (which sat atop present-day Tokyo). What little food was not bought up by the royals was shipped to a small market near

Nihonbashi Bridge. The trouble was, since this market was one of the only locations where citizens could purchase food, salesmen were able to charge outrageous prices. These dire circumstances led to the Rice Riots of 1918, and brought about the establishment of new, wholesale institutions by the Japanese government.

But this huge leap in progress was setback by the devastating earthquakes of 1923, which destroyed the major food markets, and much of Tokyo. Slowly, the country rebuilt, and in 1935 the modern Tsukiji Fish Market was unveiled.

Since opening, the Tsukiji Market has been supplying the world with all kinds of seafood, from cheap seaweed to luxurious caviar. But of all the fishy wares found at the market, none are as significant as the bluefin tuna. These highly prized fish are so revered in Japan that the country consumes more than 80% of the tuna caught in the Atlantic and Pacific Oceans. Eager chefs, restaurateurs, and businessmen arrive at the market as early as 3 a.m. to begin bidding on the humungous bluefins, and, depending on the size, the price can reach over one million dollars for just one.

However, this extravagance is an outlier—the market offers countless other ingredients and dishes for far less money.

Tuna Tataki

Cook Time: 10 Minutes

Yield: 2 Servings

Ingredients:

Tuna:

- ½ pound sashimi-grade yellowfin tuna
- 2 tablespoons extra virgin olive oil

Tataki Sauce:

- 1 green onion
- 1 inch of ginger, peeled
- 3 tablespoons ponzu
- 2 teaspoons sesame oil
- 1 teaspoon soy sauce
- 1 teaspoon white sesame seeds

Directions:

1. Slice onion thinly and grate ginger.
2. Combine the Tataki Sauce ingredients in a bowl and set aside.
3. Heat the olive oil in a non-stick frying pan.
4. Sear the tuna for 30 seconds on each side.
5. Remove the tuna from heat. When cooled, slice it into ¼-inch pieces.
6. Pour sauce over tuna and serve.

West Side Market

Cleveland, Ohio

Designated one of “10 Great Public Places in America,” Cleveland’s West Side Market first opened its doors in 1840, although the location and name have changed over the years. At first, the market encompassed no more than a single tract of land across from the market’s current station. By 1868, however, a growing number of immigrants in the Cleveland area created a greater demand for fresh goods, and a one-story, wooden framed building was built on the site of the outdoor market, and the new center was dubbed the Pearl Street Market.

By 1902, Cleveland’s rapidly growing population once again necessitated a bigger shopping space, and construction began across the street. This new center, the West Side Market, was erected in 1912.

Since then, the market has played home to countless vendors, but there has always been a significant focus on Irish, German, and Polish cuisines, due to the large immigrant populations that settled in Cleveland. It should be no surprise then that the West Side Market is known far and wide for its succulent sausages, bratwursts, and kielbasa.

Bratwurst-Potato Skillet:

Cook Time: 55 Minutes

Yield: 2-4 Servings

Ingredients:

- 2 teaspoons extra virgin olive oil
- 2 potatoes, halved and sliced
- 4-6 bratwursts, cooked and cubed
- 1 red onion, sliced

- ½ red pepper, sliced
- ½ yellow pepper, sliced
- 2 tablespoons teriyaki sauce
- 1 tablespoon orange juice
- ½ teaspoon dried basil
- ¼ teaspoon black pepper
- Mustard of your choice

Directions:

1. In a large skillet, heat the oil over medium heat.
2. Cook the potatoes in the skillet, while turning occasionally, until they are lightly browned and crisp, about 20 minutes.
3. Add the bratwurst, onion, red pepper, and yellow pepper to the skillet.
4. While stirring occasionally, cook until the vegetables are crisp and heated through, about 10-15 minutes.
5. Combine the teriyaki sauce, orange juice, basil, and pepper in a small bowl.
6. Add the sauce to the skillet, stir to combine, and cook until heated through, about 5-10 minutes.
7. Serve with your preferred mustard.



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