

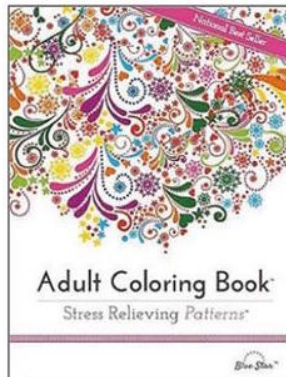
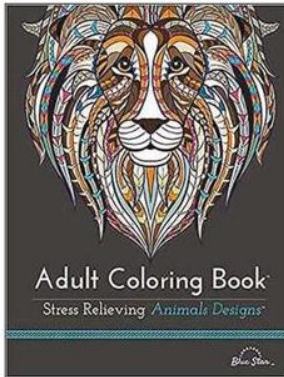


# Books & Writers



## Stressed out? Try coloring!

*Adult coloring books are making a mark in non-fiction sales*



*Two popular Adult Coloring Books from Blue Star books. The book's cover says "...coloring, like dancing or falling in love, does not have a point. It is the point."*

**By David R. Altman**  
Books & Writers Editor

So, I was sitting in the recliner finishing up *Killing Reagan* (maybe the best of Bill O'Reilly's *'Killing'* books) when I glanced over at my wife who was looking at a Mary Maxim catalog (it's a 'specialty' catalog mostly dealing with arts and crafts and, yes, I had to ask to find that out).

Anyway, she's looking at a page that deals with adult coloring books. So I asked, "what is an adult coloring book", thinking it might be something not entirely appropriate for coloring-book age children.

"It's not like that," she smiled.

These were highly detailed pictures for adults to color—and it turns out it has become a bit of phenomenon in the search for stress reduction techniques among over-stressed (who is not?) adults in the U.S.

One of the biggest selling

segments of the non-fiction genre is adult coloring. Seriously, I am not making this up.

According to Publisher's Weekly, sales in adult nonfiction have risen five percent in the first nine months of this year, some of it due to the 100,000 copies of two coloring books for grown-ups: *Creative Haven Creative Cats Coloring Book* by Marjorie Sarnat and *Adult Coloring Book: Stress Reduction* (one in a series by Blue Star books).

But Johanna Basford's *The Secret Garden* and *Enchanted Forest* have combined to sell more than 671,000 copies (and they are categorized, perhaps more appropriately, as juvenile non-fiction).

I love to color with my grandkids—and they are now at the age where they can stay inside the lines (which I can no longer do). Still, I keep the crayons they give us at Cracker Barrel. And I have to admit, coloring is a quiet activity (no phones, no iPads,

just crayons).

But coloring books for adults? I mean, what will we see next: Lego Sets for fifty-some-things or Game Day parties featuring Minions? Who comes up with this stuff (I wish I had)?

So, if you're still stressed out from the Georgia/Alabama game or what's happening in Washington, break out your kids' old crayons and go get one of these books, one of which reminds us that "...coloring, like dancing or falling in love, does not have a point. It is the point."

*Electronic or print? 'It Don't Matter Who's in Nashville', Print is still the King*

Four out of the last eight books I've purchased have been e-books (either at Amazon or through independent book-sellers), which is apparently a bit more than the national average.

How about you?

Do you have Kindles or other devices (I use my iPad, as it's easier to read, although I've learned the hard way not to read it while holding the device above my head as I'm lying in bed).

A new study finds that hardcovers and paperbacks are still outselling e-books, which is hard to believe, given the growth in electronic sales.

It's been nearly 9 years since the Kindle was launched, and many folks felt that would be the end of books as we have come to read them. Not so.

A study by Nielsen Books and Consumer for the first half of 2014 (the latest data available) shows that of the millions of books sold in the U.S., nearly 42 percent were paperbacks and 25 percent were hardbacks, with e-book sales making up just 23 percent of overall sales.

Dennis Abrams, writing in *publishingperspectives.com* quoted one e-book executive that said these findings are "...good news for everybody, not just print lovers, as different formats have different strengths...which makes for a healthy market."

And, as we read in the *Progress*, the traffic generated by last month's Friends of the Library used book sale indicates that lots of folks still like the feeling of turning the page instead of tapping the screen.

**Keep print alive! support our local library.**

*[David R. Altman has been nominated for Georgia Author of the Year by the Georgia Writer's Association for his first book of poetry, Death in the Foyer. He lives part time in Jasper, and can*

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