

'Prophet' Profit Big Success

By Ellis Grossman

NEW YORK — (NEA) — After explaining her problems to a marriage counselor recently, a Long Island housewife was handed a copy of "The Prophet" by Kahlil Gibran and told to "go home and read it."

Small wonder, for Gibran's quasi-biblical sentiments are often quoted in "with-it" marriage ceremonies. To many, "The Prophet" gives off a special aura.

Fifty-one years after its first publication, the small book of philosophical teachings written and illustrated by Lebanon's best-known poet remains a publishing phenomenon. Over the years, sales have built steadily from an initial 1,500 in 1923 to the current 400,000 annually, with the total now reaching well beyond 5 million.

The book appeals mainly to the campus. New generations of students from West Point to Harvard to Berkeley buy it at Christmas and the first glimpse of spring.

Experts muse about the causes underlying the book's success, but the publisher, Alfred A. Knopf, isn't looking a gift prophet in the mouth.

"It just seems to sell," says Chairman William Koshland, "that's all we know."

cause Gibran was contesting the establishment, and they felt he was insulting the church in terms of certain liberties and doing away with the patriarchal way of life.

It is ironic, therefore, that Gibran, who lived the last 20 years of his life in Greenwich Village where he died in 1931 at the age of 48, was unknown in Lebanon until fairly recently.

"Only in the past five or six years has the book been selling there," says Dahan. "When Gibran died, he specified in his will that a percentage of his royalties go to his native village, Bisharri."

"The question of his inheritance became a famous case because his sister was still alive in Boston, and there was a quarrel over who was representing the village — the mayor or a special committee. The committee won and the village has received \$3 or \$4 million so far. They've built a Gibran museum, a library and a tomb for him and have given fellowships."

For Kathryn Loder, a New York actress, Gibran's work has become a way of life. In her one-woman show, "Echoes of Gibran," she uses movement, word, chant,



KAHLIL GIBRAN: Omar Shariff or Dustin Hoffman?

"The Prophet" is 96 pages long, in hardcover only, and consists of 28 brief chapters, each treating one aspect of life. That housewife, for example, would have turned to "On Marriage" wherein the prophet, Almustapha, commands, "Sing and dance together and be joyous, but let each one of you be alone, even as the strings of a lute are alone though they quiver with the same music."

And she would have checked out "On Love": "For even as love crowns you so shall he crucify you. Even as he is for your growth so is he for your pruning."

The poetry, says Dr. Joyce Brothers, is "an early equivalent to 'Jonathan Livingston Seagull' or 'Love Story' or Rod McKuen's work. It's really very bad, but it provides an excuse to do the kind of meditating that everyone needs, especially young people in college who are most idealistic and are experiencing an identity crisis. Who am I? Why am I living? It's comforting to think there are easy answers to the verities of life."

"People want easy answers without paying the price," agrees Al Carmine, Off-Broadway author and composer and the pastor of Judson Memorial Church. And a kindred spirit, Arthur McGill, Bussey Professor of Theology at Harvard Divinity School, says, "I have a sense of life as being difficult choices and no matter what you choose, you lose. That's one part of life Gibran doesn't touch."

"He appeals to vividness and coherence and simplicity. I think abstract reasoning is a fundamental problem in our civilization. It's so false to human existence that people find satisfaction in imagery and Gibran is extremely powerful in converting ideas into parables and images."

Gibran's conceptions are mild enough from today's vantage point, but in 1923, his thinking got him expelled from the Lebanon Maronite Church. Percy Dahan, Director of the Lebanese Tourist and Information Office in New York, explains:

"When 'The Prophet' first came out, the church condemned it in Lebanon because Gibran was contesting the establishment, and they felt he was insulting the church in terms of certain liberties and doing away with the patriarchal way of life."

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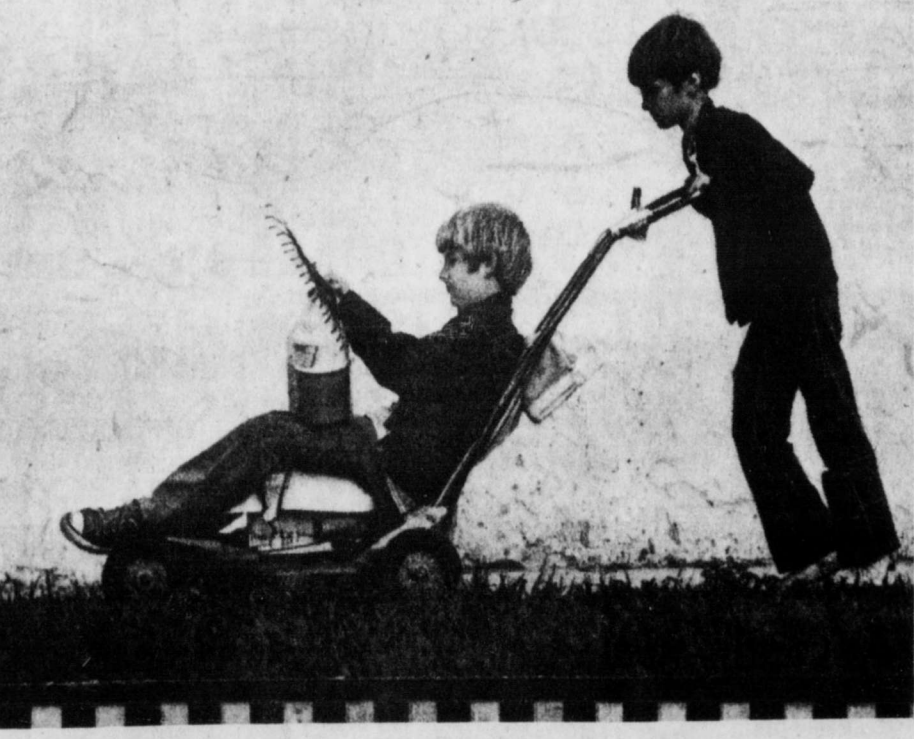
PLAYFUL PUSSYCATS — A playful lion cub annoys his lazy brother at the Denver, Colo., zoo. Both are recent births at the zoo born to Holly, a long-term resident there. (UPI Telephoto)



FLOWERY FELINE — When you are a tiny cat and short of pussy willows, what nicer place can you find to spend a sunny afternoon than in a bunch of daffodils? Tessie, a ward of the Zanesville, Ohio, animal shelter, hopes someone will come along and take her home with them along with the flowers. (UPI Telephoto)



CLEANLINESS IS — Saint George is an ordinary 225-pound St. Bernard and Dallas, Tex., resident Allie Martin is an ordinary human being. Sometimes, what he thinks is good for his dog . . . like taking a bath . . . doesn't meet with the dog's approval. The result is a bath for both. (UPI Telephoto)



PUSHY PARTNER — The two boys above are partners in an Orlando, Fla., lawn moving business. But it looks as if Russell Woodall, 10, is the boss as he gets a ride from David Carey, nine, as they go from one job site to another. (UPI Telephoto)

Legal Notice

No. 0008
FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 74-716

The following persons are doing business as:
DESERT AUTOMATIC GARAGE
DOORS 2912 Plamior Ave. Palm Springs, Calif. 92262
DAVE SCZAWINSKI
1005 Fathom Ave.,
Seal Beach, Calif. 90740
LISA HOWE
1250 Adams
Costa Mesa, Calif.

This business is conducted by a general partnership.

Signed DAVE SCZAWINSKI
Filed RIVERSIDE COUNTY
MAY 1, 1974
DONALD D. SULLIVAN, Clerk
By D. Seidl, Deputy

This statement was filed with the County Clerk of Riverside County on date indicated by file stamp above.
Published May 8, 15, 22, 29, 1974.

Legal Notice

No. 0009
FICTITIOUS BUSINESS NAME STATEMENT
FILE NO. 74-820

The following person is doing business as:
AU PETIT PARIS SALON DE MASSAGE 1563 N. Palm Canyon Drive
DANA KAY TROUPE
360 W. Racquet Club Rd.
Palm Springs, Calif. 92262

This business is conducted by an individual.

Signed DANA K. TROUPE
Filed RIVERSIDE COUNTY
MAY 1, 1974
DONALD D. SULLIVAN, Clerk
By D. Seidl, Deputy

This statement was filed with the County Clerk of Riverside County on date indicated by file stamp above.
Published May 8, 15, 22, 29, 1974.

Legal Notice

No. 0007
SUPERIOR COURT OF THE STATE OF CALIFORNIA, COUNTY OF RIVERSIDE

No. Indio 4450
Estate of MARY ANN RUSIGNUOLO, Deceased.

NOTICE IS HEREBY GIVEN to the creditors of the above named decedent that all persons having claims against the said decedent are required to file them, with the necessary vouchers, in the office of the clerk of the above entitled court, or to present them, with the necessary vouchers, to the undersigned at the office of SANDRA S. SAWYER & VOLNEY F. MORIN, 1341 No. Cahuenga Blvd., Los Angeles, Calif. 90028, which is the place of business of the undersigned, within four months after the first publication of this notice.

Dated April 16, 1974.

ANDRES TORRES
Administrator of the estate of the above named decedent

SANDRA S. SAWYER & VOLNEY F. MORIN
1341 No. Cahuenga Blvd.
Los Angeles, Calif. 90028
(213) 464-7447
Attorneys for Administrator
Published May 1, 8, 15, 22, 1974.

Legal Notice

No. 0060
NOTICE OF SALE OF REAL PROPERTY AT PRIVATE SALE
6062
10542
No. NE P-16582
In the Superior Court of the State of California, for the County of Los Angeles.

In the Matter of the Estate of SELMA E. ANDREWS, Deceased.

Notice is hereby given that the undersigned will sell at Private sale, to the highest and best bidder, subject to confirmation of said Superior Court, on or after the 28th day of May, 1974, at the office of SECURITY PACIFIC NATIONAL BANK, REAL ESTATE TRUST DIVISION, ATT'N O.A. GRANDE, 312 W. 30th Street, Fourth Floor, Los Angeles, California 90012, County of Los Angeles, State of California, all the right, title and interest of said decedent at the time of death and all the right, title and interest that the estate of said decedent has acquired by operation of law or otherwise other than or in addition to that of said decedent, at the time of death, in and to all the certain real property situated in the County of Riverside, State of California, particularly described as follows, to-wit:

PARCEL 1 — Lot 2, Block A, Palm Highlands, in the County of Riverside, State of California, as per map recorded in Map Book 18, Page 10, in the office of the County Recorder of said County.

"more commonly known as: 425 Sonora Road, Palm Springs, California.

PARCEL 2 — Lot 1, Block R, Los Palmas Estates, in the County of Riverside, State of California, as per map recorded in Map Book 15, Pages 15 and 16, in the office of the County Recorder of said County.

"more commonly known as: 587 Camino Del Sur, Palm Springs, California.

PARCEL 3 — Lot 13, Block A, Palm Highlands, in the County of Riverside, State of California, as per map recorded in Map Book 18, Page 10, in the office of the County Recorder of said County.

"more commonly known as: Avenida Palmera and Via Salida, Palm Springs, California.

PARCEL 4 — Lots 30 and 31, Block S, Palm Desert Unit No. 1, in the County of Riverside, State of California, as per map recorded in Map Book 21, Pages 81 through 84, in the office of the County Recorder of said County.

"more commonly known as: Grapevine Street and Golden Rod Lane, Palm Desert, California.

Terms of sale cash in lawful money of the United States on confirmation of sale. Ten per cent of amount bid to be deposited with bid.

Bids or offers to be in writing and will be received at the aforesaid office any time after the first publication hereof and before date of sale.

Dated this 7th day of May, 1974.

C.R. MALLIN and
SECURITY PACIFIC NATIONAL BANK
Executors of the Will of said Decedent.

HARN & HARN
301 E. Colorado Blvd., No. 900
Pasadena, Ca. 91101
By William S. Johnstone, Jr.
Attorney at Law, CUYA PACIFIC NATIONAL BANK, Co-Executor
Published May 15, 16, 22, 1974.

Legal Notice

No. 0063
IN THE SUPERIOR COURT OF THE STATE OF CALIFORNIA IN AND FOR THE COUNTY OF RIVERSIDE

NOTICE OF SALE OF REAL PROPERTY AT PRIVATE SALE
L. BURKE, Deceased.

NOTICE IS HEREBY GIVEN that the undersigned, F. GILLAR BOYD, JR., Executor of the Estate of MOLLY L. BURKE, deceased, will sell by private sale, to the highest and best bidder, upon the terms and conditions herein-after mentioned, and subject to confirmation of said Superior Court, on May 31, 1974, at 10 o'clock P.M., or thereafter within the time allowed by law, at the office of DILLON, BOYD, DOUGHERTY & PERRIER, 225 South Civic Drive, Palm Springs, California, all rights, title and interest in the estate of said decedent at the time of her death, and all rights, title and interest in said estate as acquired by operation of law or otherwise, other than, or in addition to, that of said decedent, at the time of her death, in and to the real property situated in the County of Riverside, State of California, described as follows:

Lot 4, Block D, Garnet Gardens Unit No. 1, as shown by Map on file in Book 22, page 23 of Maps, Records of Riverside County, California.

Bids of offers are invited for said real property and must be in writing and will be received at the office of the attorneys for the above entitled estate at any time after the first publication of this Notice and before making said sale. Said sale will be made on the following terms:

Cash, lawful money of the United States, to the full amount of the sale price, or part cash and part deferred payments, the deferred payments to be evidenced by a promissory note secured by a Deed of Trust on the real property sold and the terms of said note and Deed of Trust shall be subject to the approval of the Executor and of the Court. Taxes and insurance will be prorated and adjusted to date of transfer of title.

All bids must be accompanied by cash or certified check for 10% of the amount of bid.

The Executor reserves the right to reject any and all bids.

DATED: May 17, 1974.

F. GILLAR BOYD, JR.,
Executor of the Estate of MOLLY L. BURKE,
Deceased
DILLON, BOYD, DOUGHERTY & PERRIER
Attorneys at Law
Suite 13 Professional Park
225 South Civic Drive
Palm Springs, California 92262
225-1297
ATTORNEYS FOR EXECUTOR
Published May 22, 23, 29, 1974.

Legal Notice

No. 0061
NOTICE OF TRUSTEE'S SALE
PETTY, James Earl
No. SH 41573
SPS 40658

On June 12, 1974, at 1:00 o'clock P.M. WILLIAM BEZUHLY as duly appointed Trustee under and pursuant to Deed of Trust recorded January 3, 1970, as instr. No. 434 of Official Records in the office of the County Recorder of Riverside County, State of California, WILL SELL AT PUBLIC AUCTION TO HIGHEST BIDDER FOR CASH (payable at time of sale in lawful money of the United States) at the main street entrance of the Riverside County Courthouse in the City of Riverside, California, all right, title and interest conveyed to and now held by him under said Deed of Trust in the property situated in said County and State described as:

Lot 43 of Palm Springs Gateway Estates, Unit No. 1, in the City of Palm Springs, County of Riverside, State of California, as per map recorded in Book 38 Pages 38 and 39 of Maps, in the office of the County Recorder of said county.

The street address and other common designation, if any, of the real property described above is purported to be: 766 Gateway DR., Palm Springs, CA 92260.

The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein.

Said sale will be made, but without covenant or warranty, express or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by said Deed of Trust, to-wit: \$15,741.06, with interest thereon, as provided in said note(s), advances, if any, under the terms of said Deed of Trust, fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust.

The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and a written Notice of Default and Election to Sell. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located.

Date: May 7, 1974.

WILLIAM BEZUHLY
as said Trustee
William Bezuhly
Authorized Signature
Published May 15, 22, 29, 1974.

Legal Notice

No. 0090
SUPERIOR COURT OF CALIFORNIA, COUNTY OF RIVERSIDE
CASE NO. INDIO 4415
NOTICE OF HEARING ON PETITION BY EXECUTOR PURSUANT TO SECTION 851.5 OF PROBATE CODE AND DECLARATION OF CLAIMANT
Estate of RUTH DANIELS, aka RUTH AMINOFF, Deceased.

NOTICE IS HEREBY GIVEN THAT ALFRED J. GERGELY has filed herein a PETITION BY EXECUTOR PURSUANT TO SECTION 851.5 OF PROBATE CODE AND DECLARATION OF CLAIMANT reference to which is made for further particulars, and that the time and place of hearing the same has been set for June 19, 1974, at 9:00 A.M., in the courtroom of Department No. D PALM SPRINGS of said court, at 1150 North Indian Avenue, at the Courthouse in the City of Palm Springs, California. Dated: May 13, 1974.

By LEONARD A. BOCK,
Attorney for Executor

LEONARD A. BOCK
465 N. Palm Canyon Drive
Palm Springs, Calif. 92262
Telephone: (714) 225-8686
Attorney for Executor
Published May 21, 22, 28, 1974.