

Cool Ideas reported by Shelf Awareness this year
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- Cool idea for a summer's day: On its website, [Harvard Book Store](#), Cambridge, Mass., showcases "summer reading recommendations by great writers from our 2008 author event series." Featured authors include Charles Baxter, Junot Diaz, Jorie Graham. Margot Livesey, Richard Price and Adriane Tomine.
- Handselling by the number. Can you find "your perfect novel" just by turning to page 69? In the [Guardian's book blog](#), Charlotte Stretch experimented with Marshall McLuhan's theory of choosing a book by reading that particular page: "If you like it, then chances are you'll like the rest of it too."
- Cool idea of the day: to celebrate an 11% gain in holiday sales and their "expertise in handselling online," [Mystery Lovers Bookshop](#) owners Richard Goldman and Mary Alice Gorman closed the Oakmont, Pa., store yesterday and took the longtime staff to see the Metropolitan Opera's Macbeth by Verdi in a Met at the Movies presentation. Gorman noted that while "this may seem strange to some, to a couple and staff who enjoy no meetings or manuals in management style, it makes much sense."
- Cool idea of the day: Harry W. Schwartz Bookshops, Milwaukee, Wis., and 99.1 WMYX's morning show, Jane & Kidd in the Morning, starring Jane Matenaer and Kidd O'Shea, have created Jane & Kidd's Book Club. The club features authors who will appear at a lunch and do book signings. The first club event will take place on Thursday, September 20, at the InterContinental Milwaukee Hotel and host Lorna Landvik, who will promote her new novel, The View from Mount Joy (Random House, \$24.95, 9780345468376/0345468376). Attendees, who pay \$39.95, will have lunch and receive an autographed copy of the book.
- Cool idea of the Day: [Redbery Books](#), Cable, Wis., recently began using the tagline: Books: The Ultimate Stimulus Package.
- Cool (or yummy) idea of the day: During the second annual Edible Book fundraising event at the Lilly Library, Florence, Mass., visitors could taste 16 dishes inspired by books. [Masslive.com](#) reported that the delectable tomes ranged from "a cake based on The Golden Compass by Philip Pullman to a platter of horse shaped cookies inspired by Cormac McCarthy's All the Pretty Horses." The "Best in Show" award went to John Riley, owner of Gabrielle's Books, Northampton, who made Aristotle's Second Book of Poetics, a fictional book in Umberto Eco's The Name of the Rose.

"I love old books and I love food, so I thought this would be a fun event to enter," he said. "I used baklava for the pages because if you leave the edges exposed it looks just like old pages. For the cover I used lavash flat bread covered in espresso and the labels on the book were made with marzipan and licorice."
- Cool idea of the day: for an April 4 event featuring Margaret Cezair-Thompson, author of The Pirate's Daughter; Deborah Noyes, author of Angel and Apostle; and Pamela Thompson, author of Every Past Thing, the [Odyssey Bookshop](#), South Hadley, Mass., has chosen the theme: "Women Who Take Risks and Break the Rules."

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- Cool Idea of the Day: yesterday at the Bull Durham Playhouse and Coffee Shop in Jefferson, Tex., the Pulpwood Queens (and Kathy Patrick and Beauty and the Book) offered a free screening of the Powell's Out of the Book production of *The Coldest War*, about the book by the late David Halberstam, and *Darius Goes West*, a film about the effort by Darius Weems, a 15-year-old with Duchenne Muscular Dystrophy, who had never left his hometown of Athens, Ga., and friends to travel to Los Angeles to convince the MTV show *Pimp My Ride* to customize his wheelchair.
- Cool idea of the day: Harvard Book Store, Cambridge, Mass., has launched a Signed First Edition Club, which features signed first printings of newly published books that are selected for both "literary merit and potential collectibility." The books will be sold at list price.
- Another cool idea of the day: as part of its "grand opening on the square" events, [Wordsmiths Books](#), which is moving several blocks to the main square in Decatur, Ga., is hosting the Fifth Annual Edible Book Fest on Saturday, March 29. Participants make edible art that has something to do with book shapes or content such as a scene or a character from a book, book covers or book structure. All ingredients must be edible, whether they are chocolate, cheese, vegetables, etc. Judges will select winners in a variety of categories, and prizes awarded. All proceeds will benefit Literacy Volunteers of Atlanta.
- Cool Idea of the Day: RiverRun Bookstore, Portsmouth, N.H., has initiated a program "to raise awareness about the need for affordable housing in the Seacoast, benefiting six local nonprofits addressing the issue," according to [Seacoastonline.com](#). During 2008, "for two months at a time, RiverRun will feature information about a different local nonprofit agency addressing the issue of housing and those affected by the lack of affordable housing in the region. At the conclusion of each two-month period, the featured organization will also receive two percent of RiverRun's gross earnings. United Way of the Greater Seacoast has partnered with RiverRun to work with the recipients and help spread the word."
- Cool idea of the day. Inkwood Books, Tampa, Fla., is hosting what it says is one of its most popular events: a discussion of books the staff loves--and doesn't love--for book group members and book group wannabes. Purchases made during the evening are discounted 15%, there are goodie bags and attendees may take galley proofs of future titles. Best of all perhaps, the store will offer wine and sweets, supplied by Vintage Wine Cellars and Toffee to Go.
- Cool and tasty idea of the day. University Book Store, Seattle, Wash., and the [Seattle Post-Intelligencer](#) co-sponsored a "Nigella Express" contest. More than 100 recipes were submitted by contestants vying for the "chance to be first in line at Nigella Lawson's Seattle appearance November 13, to win an array of food-related swag and to have their recipes published in the P-I." University Book Store's Stesha Brandon "prepared recipes for nine finalists and presented them at the Bargreen Ellingson test kitchen in Sodo for the three judges." The P-I includes winning recipes in the appetizer, entrée and dessert categories, all chosen because they "were tasty as well as representative of 'express' food."
- Cool Idea of the Day: Bookstore Memories in Just Six Words Mary Gay Shipley, owner and founder of [That Bookstore in Blytheville](#), Blytheville, Ark., is celebrating the store's 32nd birthday by inviting fellow booksellers, authors, and readers to write, e-mail or call in "their own unique TBIB experience in six words," Shipley said in an e-mail of more than six words. "The idea comes from Ernest Hemingway's six-word story, 'For sale: Baby shoes, Never worn.' So much is conveyed in those six words. *Smith Magazine* has collected thousands of six-word memoirs. If whole lives can be summed up in six words--well, it just seems that we are not asking too much. We plan to collect and publish your offerings. We even have another anniversary chair to put them on."