

Founder Publisher: V. P. Sharma

Established: 1966

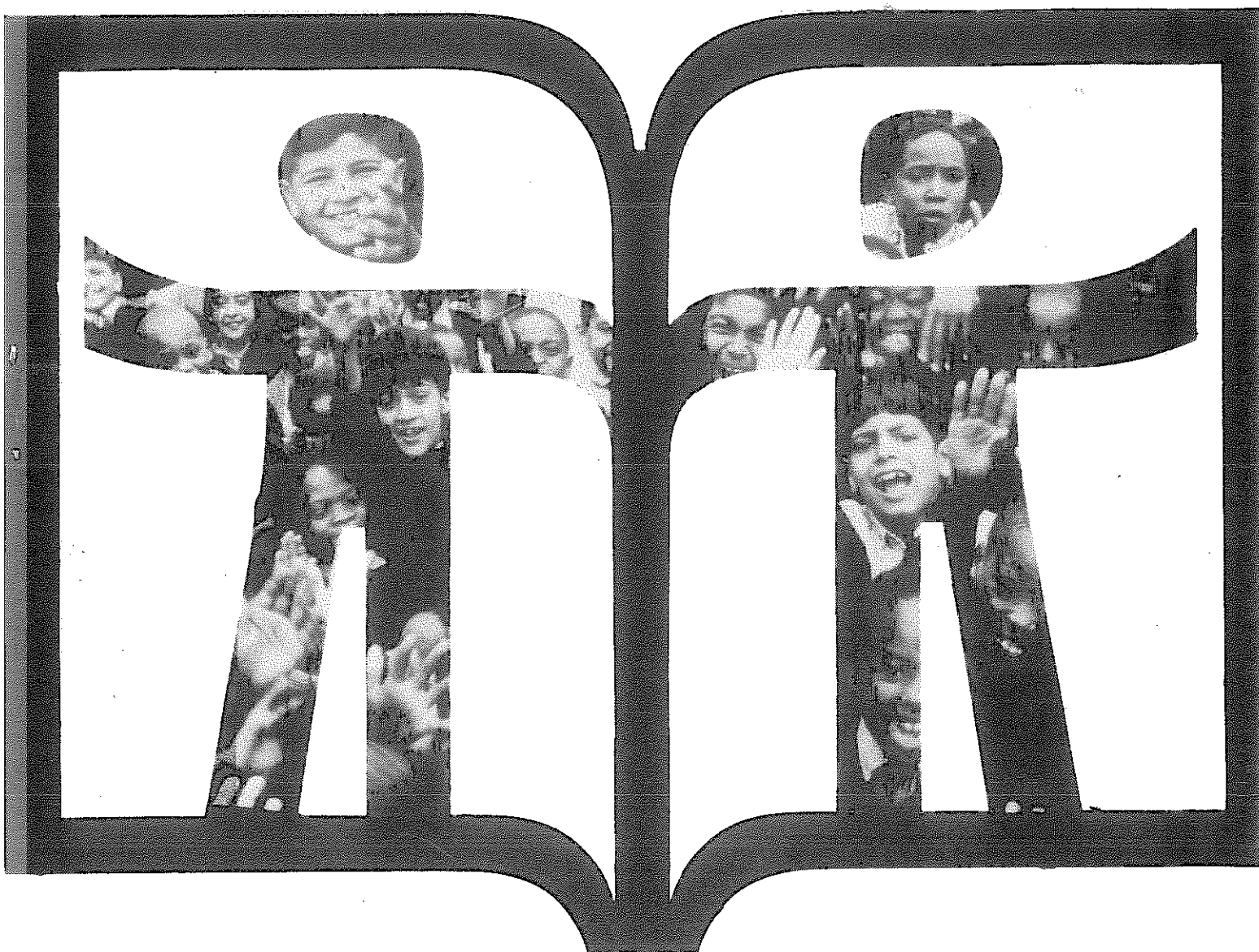
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JAN 1972

52

new
era

BOOKS FOR ALL



1972 UNESCO'S International Book Year

REMEMBER!

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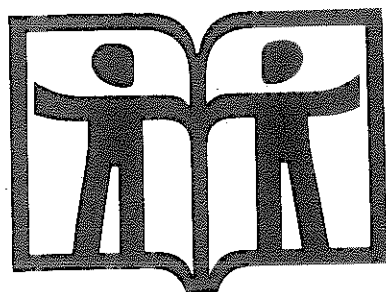
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BOOKS FOR ALL

BOOKS BUILD NATIONS

BOOKS MAKE FRIENDS



TWO MEN joining hands on the pages of an open book show international friendship and co-operation that is to be gained from books. Their straight and strong figures show the importance of books in nation building.

This is the symbol of the International Book Year designed by Michel Olyff for UNESCO — United Nations Educational Scientific and Cultural Organisation — which has declared 1972 the International Book Year.

During this year many national and international projects will be held for producing and distributing books especially in the new and developing nations. A World Book Fair is being held in New Delhi this month as part of the IBY activities. NEW ERA is one of the first magazines to have a full issue for the IBY this year.

This year, countries round the world will be encouraged by UNESCO to make people take a greater interest in books. For 1972 has been named the International Book Year by this world body, UNESCO.

The United Nations Educational Scientific and Cultural (UNESCO) is going to tell the world's people about the International Book Year (IBY) in many ways with the slogan, "Books for all".

UNESCO is planning to have a set of rules for books called an International Book Charter on writing, translating, producing, copyrighting and distributing books. This Charter will be presented and passed at the General Meeting of the UNESCO.

A special Unit has been set up at UNESCO headquarters in Paris to carry out many projects for making books popular all over the world this year and carry on with some of these projects even after 1972.

Here is a short list of some of the activities all over the globe to be held for the IBY.

International Book Fairs — which are regularly held at Brussels in Belgium; Frankfurt in Germany; Jerusalem in Israel; Cairo in Egypt; Nice in France and Warsaw in Poland will have IBY as their theme. For the first time, a World Book Fair is being held in Asia as part of the IBY — in New Delhi in India this month.

...Publishers have been asked to give special terms for developing countries to reprint their useful books.

Booksellers have been asked to hold National Book Weeks for young people and thus encourage them to read more books.

Writers and authors have been asked to meet the public by giving them talks and encouraging new writers by showing them how to

write books for publication.

Librarians — have been asked to make their libraries available for young readers to have debates and arrange special exhibitions.

Post Offices — have been asked to print special stamps for IBY and allow reduced rates for posting books.

Newspapers and magazines — have been asked to publish special issues to tell their readers about the IBY.

UNESCO is going to produce a special newsletter every month to tell member countries about IBY activities. It is also preparing a book called "The Book Hunger" to tell the world about the need for books and produce colour films and special radio and television programmes telling about the value and usefulness of books.

Schools — can hold their own book fairs, help their students to write their own books, start "book banks" to borrow books after pooling the students' books and help students to become more interested in books.

CONTEST

NEW ERA is perhaps one of the first children's magazine in the world to publish a whole issue for the IBY. And it also asks its readers to paint a poster showing the slogan "Books Make Friends". The poster must show how books help you to understand the world around you and to make friends with all people by reading and understanding them.

The prizes? Books, of course.

NEW ERA will present book prizes worth Shs. 100/- to the winners. Hurry to enter and win a book prize!

MAIDA MADE BY MAIDA MAID

Here is your chance of winning useful prizes in the 1972, Maida made by Maida maid Contest.



After the great success of this contest for the last two years, Maida Limited announces once again the following prizes

INTER-COLLEGE CONTEST

- | | |
|---------------|----------------------------------|
| | New kitchen utensils |
| FIRST | Non-stick pans worth Shs. 100/- |
| SECOND | Saucepan set worth Shs. 80/- |
| THIRD | Kitchen utensils worth Shs. 60/- |

INTER-SCHOOL CONTEST

- | | |
|---------------|----------------------------------|
| | New kitchen utensils |
| FIRST | Non-stick pans worth Shs. 100/- |
| SECOND | Saucepan set worth Shs. 80/- |
| THIRD | Kitchen utensils worth Shs. 60/- |

The Contest is open to bonafide pupils and students of primary and secondary schools, catering institutions and secretarial colleges.

The school with the highest number of awards will be represented with the roving trophy, The Maida Made by Maid Cup.

ALL YOU HAVE TO DO

1. Prepare any dish for two persons, using at least one Maida product.
2. Write its recipe.
3. Attach it to the entry coupon, printed here.
4. Bring it to the E.A.P. & L. Cookery Demonstration showroom on 17th February 1972, at any time between 8.30 a.m. and 3.00 p.m.
5. Maida Limited will pay 5/- to all entrants towards the cost of food-stuffs used in preparing the recipe. The food will, later, be donated to a home for needy children.

RULES:

1. The judge's decision will be final.
2. Maida can use the recipe for publicity or in any desirable manner.

MAIDA CONTEST COUPON

NAME	_____
CLASS	_____
SCHOOL	_____
ADDRESS	_____
AGE	_____

How would you like to swim with the fishes of the deep sea and see the wondrous beauty of ocean?

Or watch riots and killings during the French Revolution?

Or perhaps explore Africa with Dr. Livingstone?

Or climb the highest mountain in the world for the first time in history? Or step on the moon?

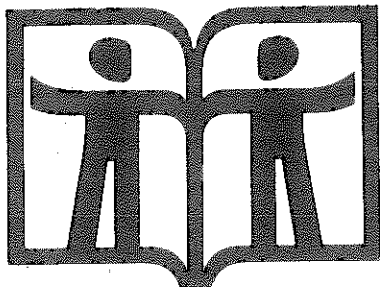
Wouldn't you love to do these things without getting yourself into any danger?

I am sure you would.

To take part in these great adventures you only have to turn to books always waiting for your attention.

Yes, you can see the beautiful colours of the deep sea fish if you go down into the seas with Commander J. Costeau in his book **THE SILENT WORLD**.

You can watch cartfuls of the kings and nobles being driven to a square where thousands of people shout at them and then cut off their heads with the falling of the guillo-



tine's blade in **A TALE OF TWO CITIES** by Charles Dickens.

You can walk from the East to the West Coast of Africa with Dr. Livingstone in his **"JOURNALS"**, the diary in which he wrote his adventures and discoveries.

And you can climb Mt. Everest in freezing cold with Sir John Hunt in his **THE ASCENT OF EVEREST**, or rocket into space with Neil Armstrong in **FIRST ON THE MOON**.

All this and much more is only possible if you read books.

When you want to see a friend, you may not find him at home or he may be too busy to talk to you.

When you want to see an important person you have to wait a long time before you can spend a few minutes with him or her.

But the world's greatest writers, thinkers, explorers, story tellers and poets are always waiting for you in their books.

They are ever ready to talk to you at any time. Whenever you pick up their books, they start talking.

In addition to having your classmates as your friends, make friends with Robinson Crusoe, the lonely sailor on a desert island

With these "book-friends" you will discover new worlds very different from your own. They will increase your knowledge, make you happy and give you joy.

When you grow up, you will have benefitted from their experiences and therefore will have greater understanding of different peoples and places.

Your book friends do not want anything from you except your time . . . and what better use of time can you make than reading good books.

Just as you must be careful in your choice of friends, so must you be careful in your choice of books. To guide you in this **NEW ERA** presents a list in this special issue as part of **UNESCO's** International Book Year project.

Keep this supplement with you and tick off the books as you read them. Take it to your library when you go there to select books.

Here's wishing you, **HAPPY READING!**

WHAT SHALL I READ

This question is asked by many of you after you have made up your mind to read.

You may not know the answer because unless you actually read a book you cannot find out if it is worth reading or not.

After reading a book when you discover that you did not like it then it is too late because you have already spent your valuable time in reading something worthless. To guide you for good reading, **NEW ERA** presents here a few wonderful books every intelligent child must read.

We have selected these books not because they are "good books" or "great books".

We have selected these books for you because they are interesting books, they will add to your knowledge and help you with your studies as well.

Most important of all, these books are a joy to read. You will enjoy yourself while you read and feel happy when you finish them.

They are also great books — "great" because they have not been forgotten although some of them were written centuries ago.

A few recent ones are also "great" because when you read them you feel that you are really living with the characters in these books. So that is why they are all great.

Almost all of these books are available in simple English.

"Every book is an experience" said someone. "A great book is a great experience."

WHY READ BOOKS?

BOOKS WORTH READING

● FAIRY TALES

THE HOUSE THAT JACK BUILT:

Also The Three Wishes; The Old Woman and Her Pig; Old Mother Hubbard and Her Dog.

MOTHER GOOSE: The Nursery Rhymes for all children from 2 years onwards.

GULLIVER'S TRAVELS by

Jonathan Swift: These ever popular tales of imaginary journey among giants and dwarfs are ever fresh for all ages.

PETER PAN by J. M. Barrie:

Long-loved tale about the boy who wouldn't grow up.

THE WIND IN THE WILLOWS by

Kenneth Graham: The little creatures of the river bank in a story both humorous and great.

THE WIZARD OF OZ by L. Frank

Baum: Wonderful adventures of little Kansas girl and her friend in the magical land of Oz.

THE ARABIAN NIGHTS: These

colourful tales of the glorious East full of sultans, slaves, dancing girls and sword fights.

GRIMM'S FAIRY TALES: A full

collection of these famous magic stories charms all ages at all times.

HANS CHRISTIAN ANDERSEN'S

FAIRY TALES: A fine bunch of these well-loved tales of the Ugly Duckling who changed into a swan and other stories.

ALICE IN WONDERLAND by

Lewis Carroll: The unforgettable adventures of a little girl in a strange land.

● ANIMALS

AESOP'S FABLES: Animal stories full of deep feeling and under-lessons for living.

BAMBI: THE STORY OF A DEER

by Felix Salten: A tender story full of deep feeling and understanding of wild creatures.

BLACK BEAUTY by Anna Sewall:

A Classic story of the trials of and old-time harness horse.

BORN FREE THE STORY OF

ELSA by Joy Adamson: Extraordinary photographs and story of a Kenya lioness raised as a pet and then returned to a life in the wilds.

PANCHATANTRA: A text in "the

wise conduct of life" shown by animal fables of ancient India.

● FICTION

THE ADVENTURES OF HUCKLE-

BERRY FINN by Mark Twain:

An immortal American boy in a story rich in the joy of living. Also: A Connecticut Yankee in King Arthur's Court.

AROUND THE WORLD IN

EIGHTY DAYS by Jules Verne:

Phileas Fogg's breathless journey to win a bet. Also: Twenty Thousand Leagues under the sea.

KIM by Rudyard Kipling: Colour,

romance and adventure in nineteenth Century India. Also: Captain Courageous.

TREASURE ISLAND by Robert

Louis Stevenson: Absorbing adventure of pirates on high seas and buried treasure in a lonely island.

ROBINSON CRUSOE by Daniel

Defoe: How a sailor lives by himself on a desert island.

KIDNAPPED by Robert Louis

Stevenson: Romantic adventures on sea and land.

LITTLE WOMEN by Louisa May

...Alcott: Delightful story of an old fashioned family.

THE MOONSTONE by Wilke

Collins: The first detective novel set in India and in England.

OLIVER TWIST by Charles Dickens

The 19th Century London of crime and poverty in which a little orphan grows up.

THE INVISIBLE MAN by H. G.

Wells: The first science fiction adventures in 19th century England.

ADVENTURES OF TOM SAWYER

by Mark Twain: Glorious tale of American boyhood in Missouri a century ago.

A CHRISTMAS CAROL by Charles

Dickens: Sentimental holiday tale of an old miser and a little child.

RIP VAN WINKLE AND THE

LEGEND OF SLEEPY HOLLOW

by Washington Irving: The story of a man who found the world changed when he woke up after many years.

SWISS FAMILY ROBINSON by

J. D. Wyes Grosset: Favourite story of shipwreck and survival on an island.

EXPLOITS OF DON QUIXOTE by

Miguel de Cervantes: The gentle knight and his faithful squire fight the enemies that were not there.

THE PRINCE AND THE PAUPER

by Mark Twain: Unforgettable tale of Edward VI and Tom Canty in London town.

THE INVISIBLE MAN by H. G. Wells: The first science fiction adventures in 19th century England.

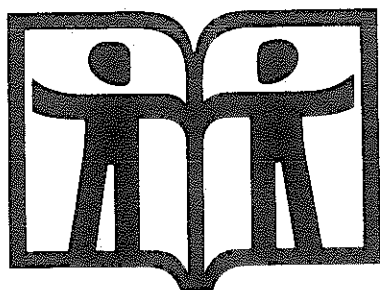
● HISTORY

THE ILLIAD: Homer's heroic tale of the siege of Troy. Still the best Greek story ever written.

THE ODESSEY: Homer's hero, Ulysses returns home after overcoming great odds.

A TALE OF TWO CITIES by Charles Dickens: A story of sacrifice and adventure in the French Revolution.

THE THREE MUSKETEERS by Alexander Dumas: Flashing sword fights and swift action in the court of Louis XIII of France.



THE LAST OF THE MOHICANS by James Fehimore Cooper: Brings the excitement of wild west to modern times.

AUTOBIOGRAPHY by Davy Crockett the man who fought Red Indians and created the legend of the wild west frontier.

THE AUTOBIOGRAPHY OF BENJAMIN FRANKLIN — the story of a great American scientist who helped to found U.S.A.

● GEOGRAPHY

KON TIKI by Thor Heyerdahl: Raft voyage from S. America to Easter Islands of the Pacific.

MOBY DICK by Herman Melville: Captain Ahab's hunt of the great white whale in the cold Antarctic Seas.

THE CONQUEST OF EVEREST by Sir John Hunt: A detailed account of how the highest mountain in the world was climbed.

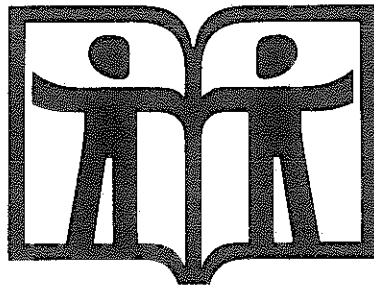
THE SILENT WORLD by Jacques Cousteau: The great 'Skin diver' describes undersea explorations.

TRAVELS OF MARCO POLO: Adventures of a great traveller through Europe and Asia to visit Kublai Khan of China.

GREEN MANSIONS by W. H. Hudson: A romance in the tropical forests of S. America.

● AFRICANA

FACING MOUNT KENYA by President Mzee Jomo Kenyatta: (School edition) The father of Kenya Nation tells you about the old Kikuyu way of life and its lessons for today.



HARRY THUKU, an autobiography Thuku — an important Kenyan leader presents his life and the fight for freedom.

I WILL TRY by Legson Kayira: The story of a young boy from Malawi who walked 2,500 miles to get college education.

KINJEKETILE by Ebrahim Hussein: The story of Maji Maji fight in Tanzania when the Germans failed in trying to force Tanzanians to bow down.

HISTORY OF ZANZIBAR by S. G. Anyang: The centuries old struggle of Africans to overthrow the Arabs on this beautiful island.

THE DEATH OF CHAKA by Seydou Badian: The last days of a great Zulu fighter told as a stage play.

THINGS FALL APART by Chinua Achebe: The Nigerian who went to Britain and came back to find that life with a big salary was still full of troubles.

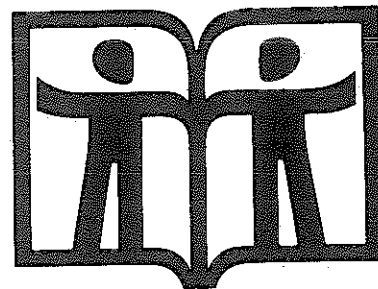
"THE TRIALS OF BROTHER JERO" by Wole Soyinka: A

religious preacher of West Africa claims powers to help others but not help himself.

MOSES SERIES by Barbara Kimenye: A school boy hero Moses gets in and out of trouble to the enjoyment of the readers.

"THE MUMO BOOKS" by Terry Hurst: The lovable Kenyan toto and his enjoyable adventures.

OUR GOVERNMENT by Thomas Mulusa: To become a good Kenyan you should find out how the Government works from this simply written book telling you about the history of the country and the work of the different departments.



TICK OFF . . . and find out!

From the list above tick off the books you have read. Now count them and see where you stand according to the table given below.

...Over 40 books — you are a "BIBLIOPHILE" — a lover of books — and if you continue you may become a walking ENCYCLOPAEDIA!

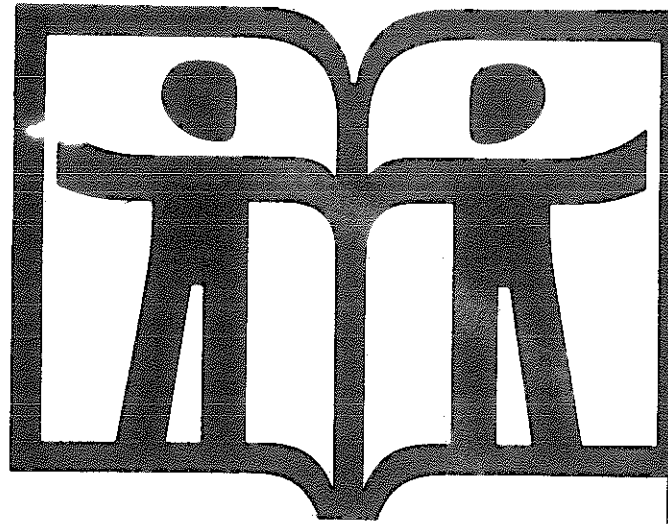
Between 40 and 30 — you like books and this greatly adds to your knowledge and enjoyment.

Between 30 and 20 — you are a well read pupil and can improve at your studies by turning to good books.

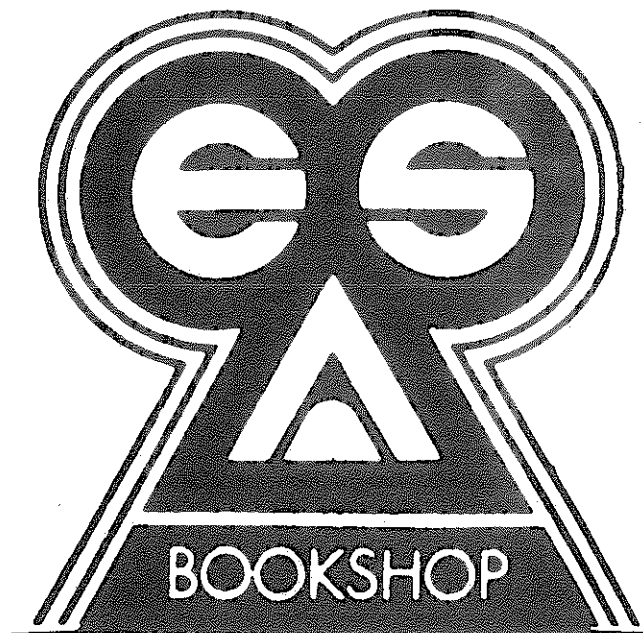
Between 20 and 10 — you have been introduced to good books but you still have to make friends with them.

Less than 10 — books hardly interest you and if this supplement has excited you to explore with books then it has been worth publishing in NEW ERA!

INTERNATIONAL BOOK YEAR



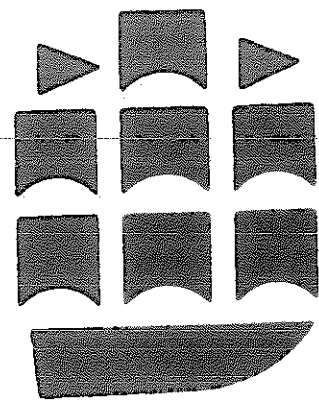
BOOKS FOR ALL AT



**THE
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- Nairobi City ● Church House, Government Road, Phone 20158
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- Kenya College ● Kahawa, Phone Templer 352
- Nairobi suburb ● Students Book Centre (1969) Ltd. Ngara
- Mombasa ● Myita Bookshop Ltd. Phone 5192, P.O. Box 1055
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- Kitui ● Kisa Bookshop, P.O. Box 40
- Thika ● Mt. Wanjiku Books Distributors, Phone 2482, P.O. Box 876
- Kisumu ● New Macha Bookshop Ltd. P.O. Box 65
- Maragoli ● M. B. B. Books Ltd. P.O. Box 75
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- Kitale ● Kitale Bookshop Ltd. Phone 54 P.O. Box 275

How to get your book published



First, write it.

If you have written it, you have a good chance of getting it published in East Africa as many local publishers, among them Longman Kenya, are looking for new writers who will interest a lot of people.

If you wait for the day the publisher will come to you to request you to write a book for them, it may never come. The reason is very simple: publishers only ask some very well known authors with many books to their name to write especially for them.

The new authors have to try and get their books published. The important thing is to have your book in a proper manuscript form.

This means getting the book neatly written or typed so that no mistakes can occur due to bad writing.

Publishing companies are sent a large number of manuscripts from many writers hoping to get their books published. They can only agree to publish some of these and they have to decide which are the best ones and will sell well.

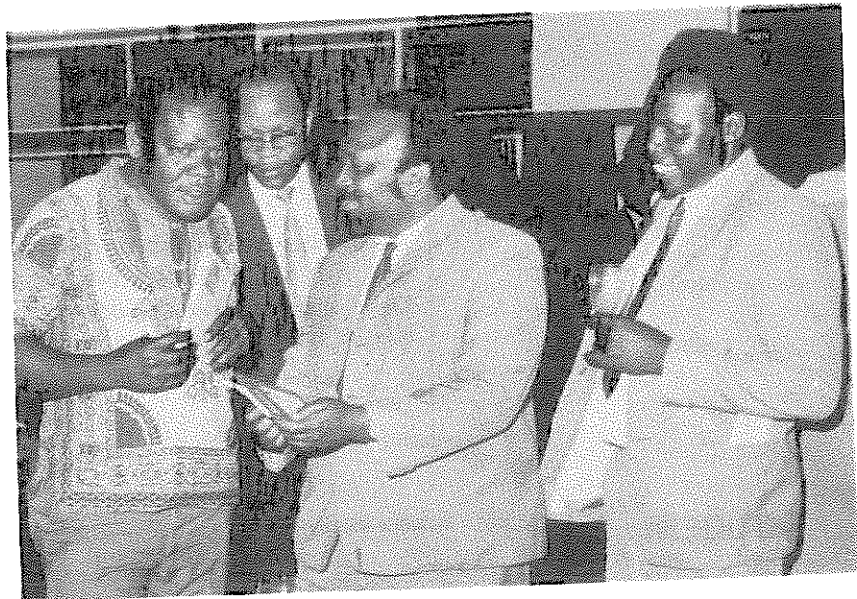
If you send a manuscript to a publisher, it will first go to the editors who will read it to

see what they think of it. They may also send it to someone outside the publishing company if it is a technical subject to get a special report on what it says and how it says it.

If the publisher thinks the manuscript will become a good book to interest a lot of readers

try to find another publisher. But sometimes it is not easy for a publisher to make up his mind and it may be several weeks before you get an answer.

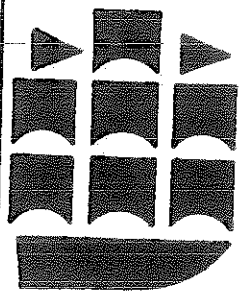
If the publisher agrees to take on a book, the manuscript is handed over to the production



or meet a special demand in schools or colleges, he will agree to publish it and fit it into his programme of new books that are being made ready.

If your manuscript cannot be fitted into a publisher's programme, it will be returned to you quickly so that you can

● Last December, the Hon. Robert Matano M.P. (centre) launched three new Kiswahili novels by authors Leo Odera Omolo (left) and John Buyu (right). Looking on is Longman Kenya Sales Manager, Thomas Openda.



In the last few years, the growth of Swahili publishing with Longman Kenya has been a big step forward to meet the educational needs of Kenya.

The Director of Education, Mr. Yuda Komora wrote a very popular book: "Usininyonye". Another popular writer is Leo Odera Omolo who has published no less than nine Swahili story books with Longman. Of these the most successful has been "Mtaka Yote Hukosa Yote". This book proved to be so enjoyable with the young readers that the author has recently written another book which starts where this one ends. The new book is called "Mikasa ya Joseph Juma".

An outstanding example of African history written by local historians and experts has been ZAMANI published jointly by Longman Kenya and EAPH.

This book presents perhaps the most up-to-date story of East Africa for university students and secondary school teachers. The book was published for the Historical Association of Kenya, and has sold several thousand copies in the USA thus helping to tell East African history overseas.

Another series for university and the adult readers has been Development Texts. Longman Kenya have published a number

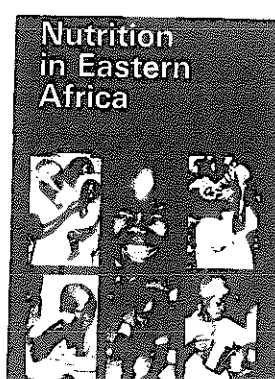
of books in this series which include titles such as East African Community Common Market, Agriculture in East and Central Africa and Struggle for the School, a history of the development of education in Kenya.

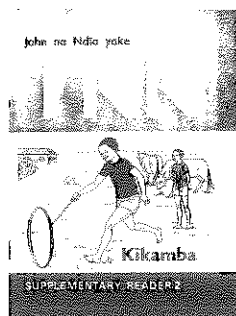
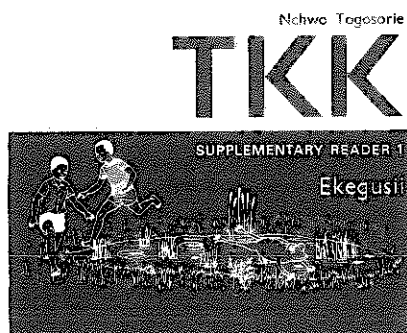
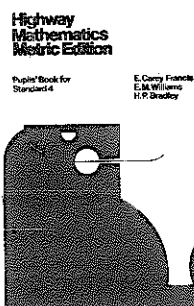
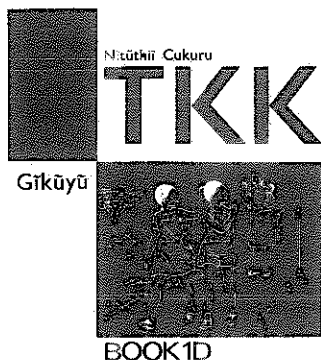
AGRICULTURE and health education are two of the areas in which Longman Kenya have just published some books in addition to an interesting selection of novels and story books in English and Swahili.

"Dairy Husbandry in Eastern Africa" by R. S. Musangi a senior lecturer in the Department of Veterinary Science of the University of Nairobi. A new metric edition of this book has just been published.

"Nutrition in Eastern Africa" and "Health Education in Eastern Africa" are two important books on health for all teachers and university students.

For secondary school Swahili students, Longman Kenya have just published a new novel "Mtugeni" by John Buyu, an experienced school teacher in Nakuru. Other novels showing the African way of life are "Mumbi's Brideprice" by J. N. Mbugua and "The Panga Raiders" by R. P. Nyanjui





SEVEN YEARS AGO, Longman Kenya Limited started as a Kenya company to publish and distribute books for the education needs of Eastern Africa.

And with the growth of education in this part of the world, Longman Kenya Limited has progressed ahead to publish an increasing number of books for young Africans in English and in their own languages — particularly Swahili.

In 1965, Longman Kenya built their own warehouse and offices to stock their books produced here and also the ones imported from other parts of the world, especially the U. K.

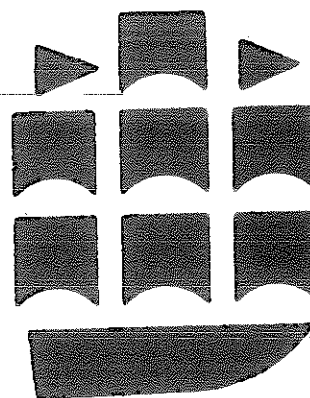
Since then the company has grown steadily — especially in the last two years. This has resulted in moving the Longman offices and showroom to Nairobi's city centre in Shell and BP House, Harambee Avenue.

The main aim of Longman Kenya is to publish books by local writers for the local schools and the local people. Longman today publishes education books for all levels — from the primary school to university level.

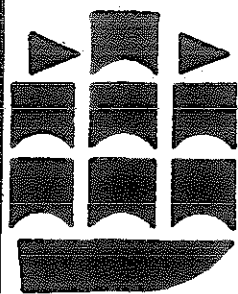
Over ten years ago, the name Longman became famous when its most popular series, Highway Mathematics, written by one of the great teachers of Kenya and the Headmaster of Alliance High School, E. Carey Francis, was used in all primary schools.

To help young Kenyans to start learning in their other tongues when they join the primary school, Longman Kenya publish their TKK series in no less than 14 languages of this country. TKK — Tujifunze Kusoma Kikwetu or "Let's learn in our language" — is one of the few locally published series of books, available in all these local languages.

Written by experts at the Kenya Institute of Education the TKK books start the education of primary school children in Standards one and two.



Learning with Longman



staff who deal with the printer and work with the editor to produce the book.

The publisher pays the cost of producing the book. These costs include the printer, the artist for drawing any pictures that may be needed and of course to you, the author for writing the book.

Many of you ask how much an author has to pay to get his book published. The answer to that is nothing. On the other hand the author gets something for having his book published.

The author is paid what is known as royalty. This is usually ten percent of the price set by the publisher. Thus if the price of a book is ten shillings; then the author will get one shilling for each copy that is sold.

This may not seem a lot but the publisher has to pay a lot of people: the staff working for him; the printer and he has to give a discount to the bookseller who buys from him.

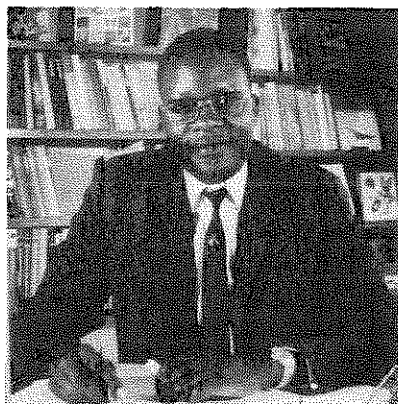
Among the publisher's staff are people who will see that the book sells as many copies as possible. They are part of what is called sales or promotion department. In Longman Kenya, this department is headed by Mr. Thomas Openda. He makes sure that the people for whom the book is being produced come to know about it. He does this by placing advertisements in newspapers and magazines.

Mr. Openda also answers all enquiries about Longman books and controls the work of the company's representatives.

Longman Kenya have two

representatives who travel round Kenya all the time telling people about new books. One of these is Mr. Simon Ogonya who visits bookshops to see that they have important books on their shelves for their customers and that they know about the new books so that they can order them.

The other Longman representative is Mr. A. K. Ismaili, who visits secondary schools. He does not sell direct to them but puts on an exhibition of books so that teachers can look at them and see them if they like.



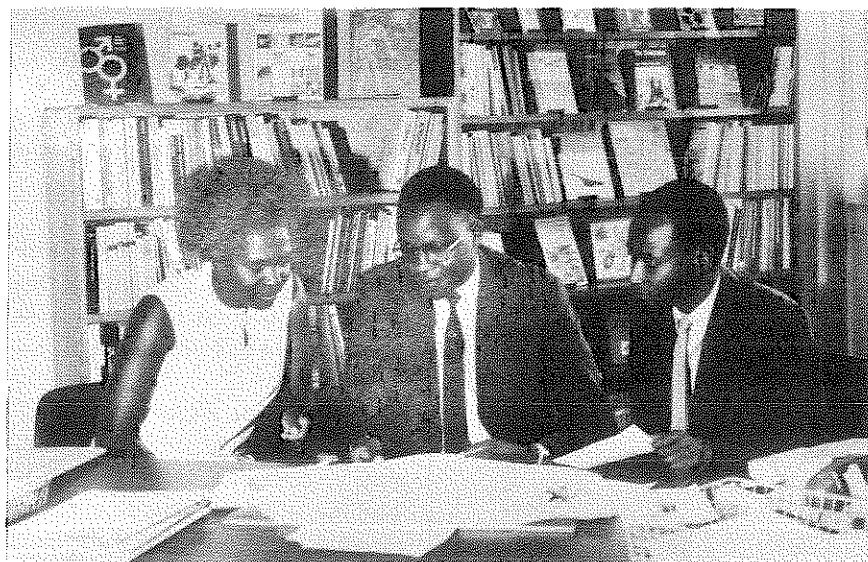
If they find a book useful for them and their students, then they place their order through a bookshop.

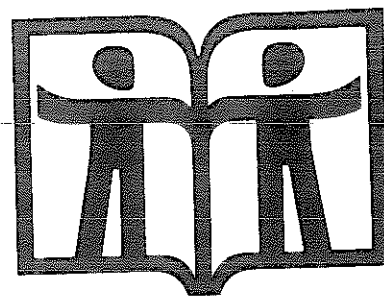
Publishing a book means a lot more work and effort and there is no room to tell you here all about it. If you have any questions or a book or are thinking of writing a book please write to:

Mr. Thomas Openda,
Longman Kenya Limited,
P.O. Box 45925,
Nairobi.

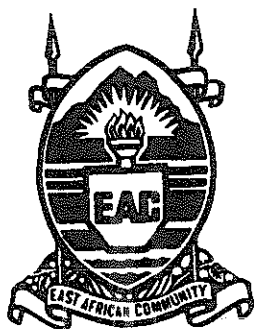
● Sales Manager Thomas Openda.

● Discussing the preparation of a new book are from left to right, Mrs. Pamela Oluoch, editor, Thomas Openda, Sales Manager and Tibursi Lyimo, who is responsible for production.





IN AFRICA TODAY



BOOK IS A DRUM

EVER SINCE man started to live on this earth, he has felt the need to talk and listen, to send and get messages and to tell others what he thinks. In short, to communicate with others.

Language and speech have developed to meet this need. But these were not enough, as the early man found out very soon. Sometimes the message was changed as it passed from one person to another. Sometimes, it had to be carried over long distances.

Thus the written word was invented. When you write down something, it tells the reader exactly what you have to say, as long as the reader knows how to read and can understand what he reads.

The written word today is perhaps the most powerful way of telling millions of people what the writer or author has to say. The writer can use a newspaper, a magazine or a book to tell his readers what he wants them to know. Just as many years ago, people in Africa used drums to send messages, today they are using books.

In addition to doing the job of a messenger the book is also a teacher. In schools, the teacher uses a book more than anything else. And the book can teach at home also.

Thus the job of producing a suitable book is a most important one. The East African Community therefore, started the East African Literature Bureau to publish and produce books to help the people of East Africa to learn and progress.

The East African Literature Bureau (EALB) aims at encouraging African authors to write and

East African Literature Bureau has

BOOKS FOR ALL

publish books for which there is a special need.

Thus profit making is not the most important aim of the EALB. It tries to educate and inform the people of East Africa about things they need to know about. EALB wants to give them the right messages from new African authors through the books it publishes.

EALB has been very successful in this task. To reach as many people in East Africa as possible, EALB publishes books for everybody.

EALB has to publish a lot of books, booklets read and write the adult literates. If these adult literates do not have anything to read after learning the alphabet, they will soon forget it. So EALB produces these materials for them which will be helpful to them in their daily lives.

EALB has felt a very great need for publishing more and more school books. This is quite natural as education makes big progress in East Africa and more and more young Africans attend the primary and secondary schools.

EALB also feels the need to produce books and magazines for the people at University level, and the researchers who are always adding to our knowledge.

The Students Book Writing Scheme started by EALB is aimed to get university students and others to write useful books to help others.

Thus in addition to producing books for the university community, EALB now publishes research and scientific journals such as East Africa Development and Research Journal, E.A. Journal of Tropical Hydrobiology and Fisheries and Pan Africa Journal.

It will soon start producing E.A. Medical Research Council Proceedings, and Eastern Africa Law Review. Thus EALB produces **"books for all"**.

"books for all."

Some of the best selling books it has produced include the famous guide **"Simplified Swahili"**. Now this is going to be produced in French for the French Speaking Africa.

Others include such titles as **"A History of Zanzibar"** and **"The Portuguese Period in East Africa"**. EALB also tells the people about themselves in such books as **"The Masai"** and **"The Kipsigis"**.

EALB has the top sales of Swahili books which are being read a great deal even outside East Africa. Last year, the sales of EALB books doubled in East Africa and shot up by no less than five times outside East Africa.

Thus EALB is helping to send the right message from East Africa to its people and the world.

FROM THE WRITER TO THE READER

MOST BOOKS are born in the minds of the authors. Sometimes the publisher asks an author to write a book. But in all cases, a book has an important message to give.

The message can educate the reader, inform the reader, guide the reader or entertain the reader. But the book must have a job to do in the message it gives to the reader.

When an author writes a book, he exposes himself fully. He tells the reader exactly what he knows, how much he knows and what he does not know. Therefore he has to be very careful not to make any mistakes as a book is an almost permanent form for his message which cannot be easily or quickly corrected.

EALB not only helps the people to learn from books but it also trains authors as one of its important aims is to train local authors.

There is still a great demand for good books properly written by African authors. Now that the three countries of East Africa are free; the Kenyans, the Ugandans and the Tanzanians must write their own history, stories, novels, guide-books and science books.

This is the job of EALB: to help local African authors to write books for their own people and the world. Only then can they give their

message to everybody.

Let us look at the different stages of producing a book:

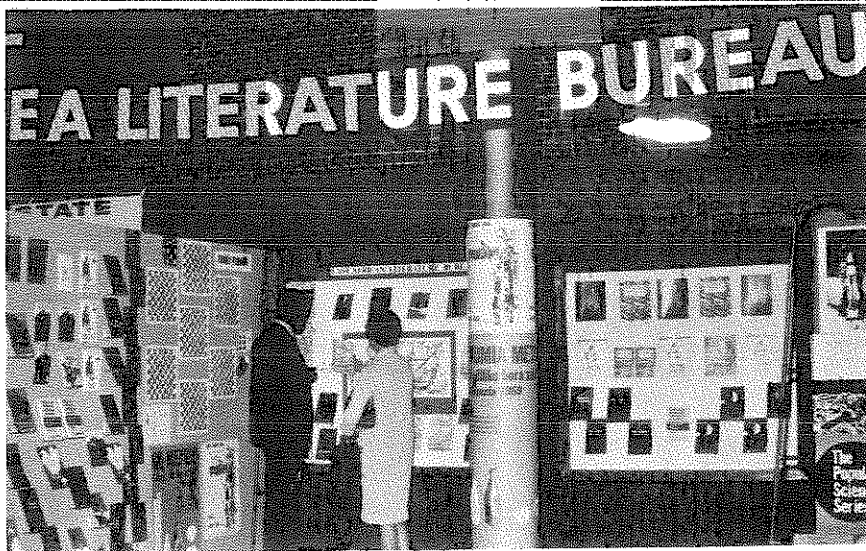
1. The author brings a book for publishing. The publisher decides if there is a need for that book. If the EALB thinks the book has a message and a need, then it starts to work to improve the manuscript or what the author has written. The manuscript has to be checked for any mistakes, facts and revised to get it as near a hundred per cent correct as possible after long talks with the author.

The editor at EALB also cuts out any repetitions in the book and makes it more readable for the public. All this is known as editing.

2. The next thing is to get the book printed. This means first making a layout of how it is going to look, getting some drawings or illustrations done, collecting any photographs which will appear in the book and getting a suitable cover designed which will make it attractive for the readers.

Then it is given to the printer and proofs are checked, drawings are checked and the cover is checked to make sure it is what the artist wanted.

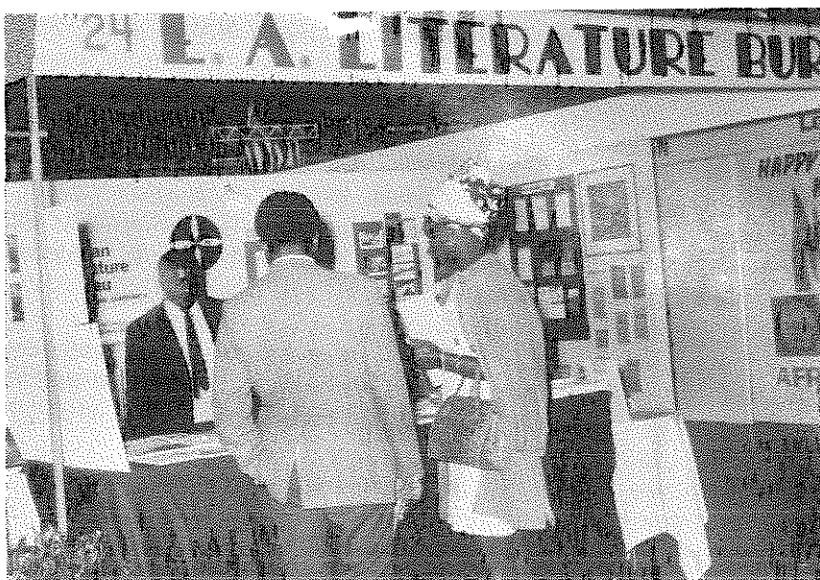
In producing and printing a book, the publisher makes sure that it will appeal to the public



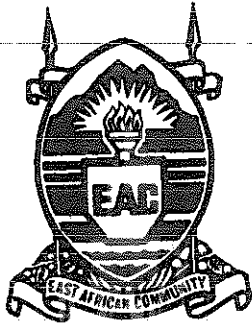
East African Literature Bureau displays its latest books at many exhibitions.



East African Literature Bureau stand at the Kenya Homes Exhibition.



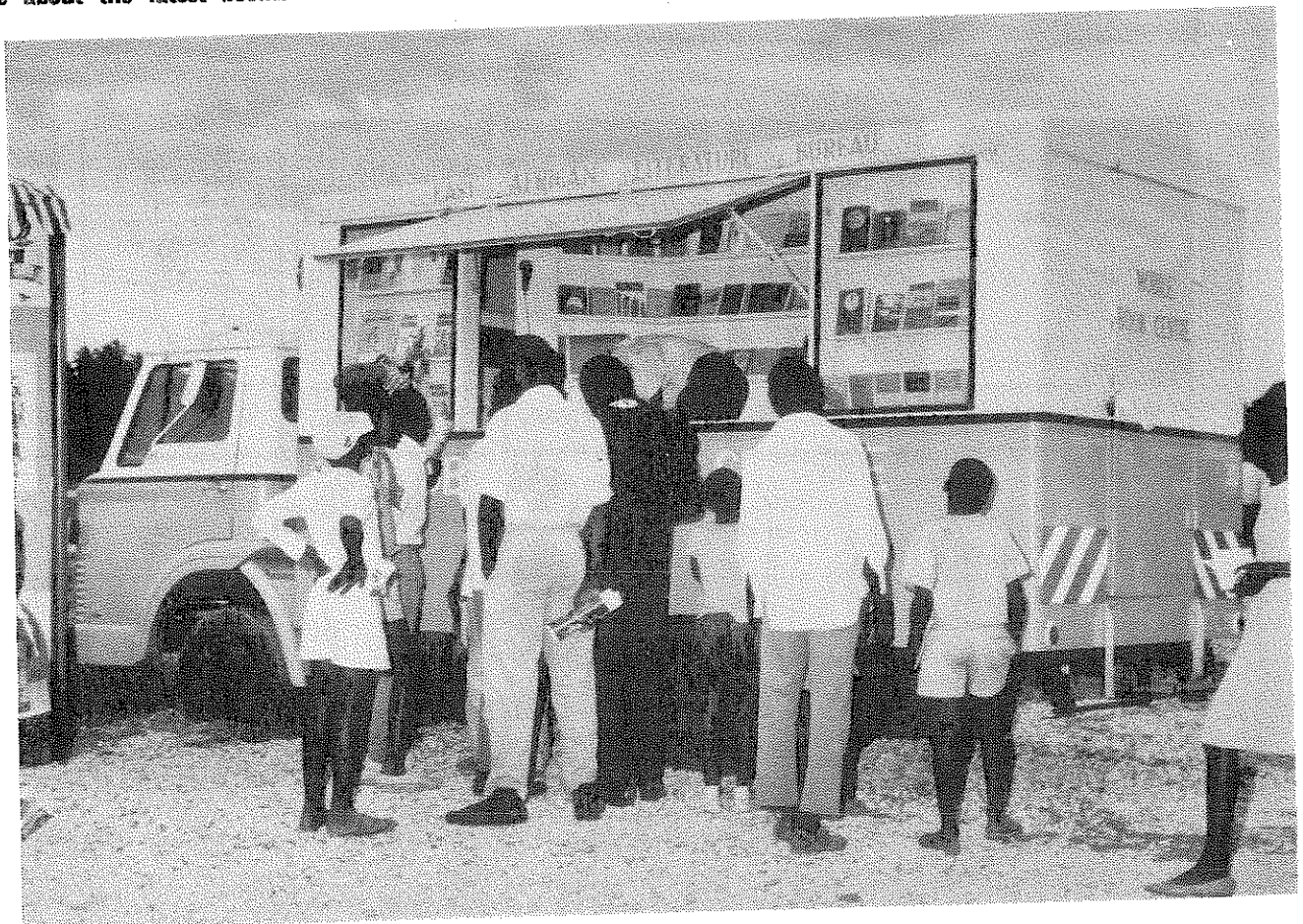
Many people look in at the EALB Stand at the exhibitions to promote books.



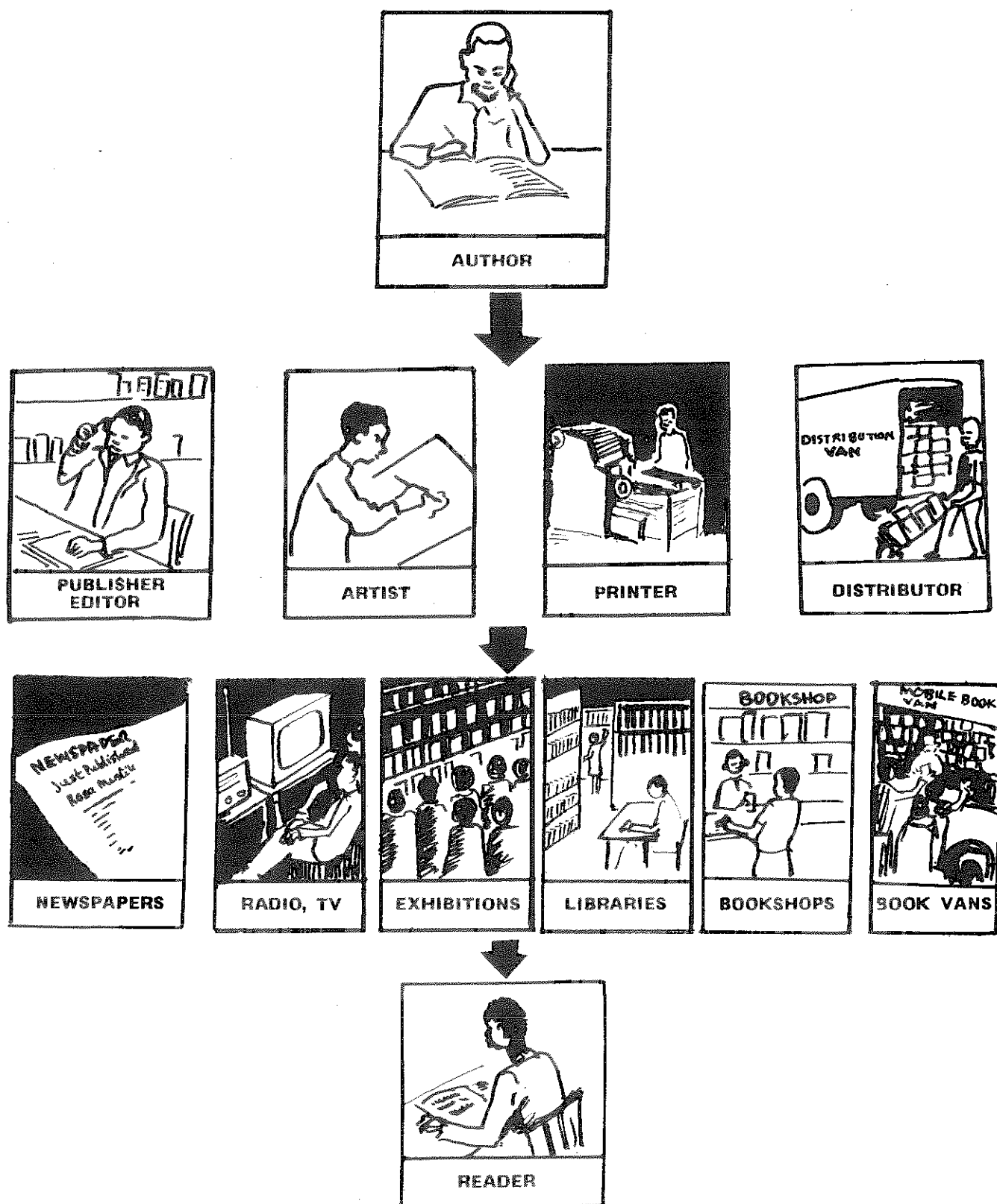
The director of the East African Literature Bureau, Mr. Noah Sempira (right) presents a prize to Mr. Hillary Correa an artist who made the winning poster for the Book Week held a few years ago. Looking on in the centre is Mr. Hilary N'gweno a well known journalist and EALB writer.



The EALB Book Van is a big attraction in the rural areas everywhere it stops to tell the people about the latest books.



EAST AFRICAN LITERATURE BUREAU



FROM THE WRITER TO THE READER

it wants to reach and cost as little as possible.

3. While the book is published, the publisher contacts the people or the group of people it will interest. This is done by trying to inform the lawyers on a book on law or the doctors about one on medicine or sending circulars to schools if a text book is coming out.

Sometimes advertisements are also published in newspapers and magazines and the local libraries are informed.

4. When a book at last rolls off the printing presses, it needs a lot of publicity by the publishers. There is usually a party to "launch" a book with the author and an important person making speeches.

Then there are newspaper and magazine advertisements which tell the public that an important new book has come out. The EALB sends out a monthly newsletter to all the bookshops in East Africa giving the basic details about a new book including the price. All libraries are also informed.

If a book is aimed to help school children, the Ministry of Education and the schools and colleges are informed to request them to start using it.

The newspapers and magazines are sent free review copies of the book so that they may read and tell the public what they think of the book.

EALB also has a number of Book Vans going round the bookshops and rural areas telling the people what new books it has published.

EALB tries to rent a stand at many exhibitions and fairs to tell the public what books it has to offer. Once a year, it prints a complete catalogue which it sends to booksellers and schools, libraries and other institutions. Last year it published 30,000 copies of this catalogue to send all over the world.

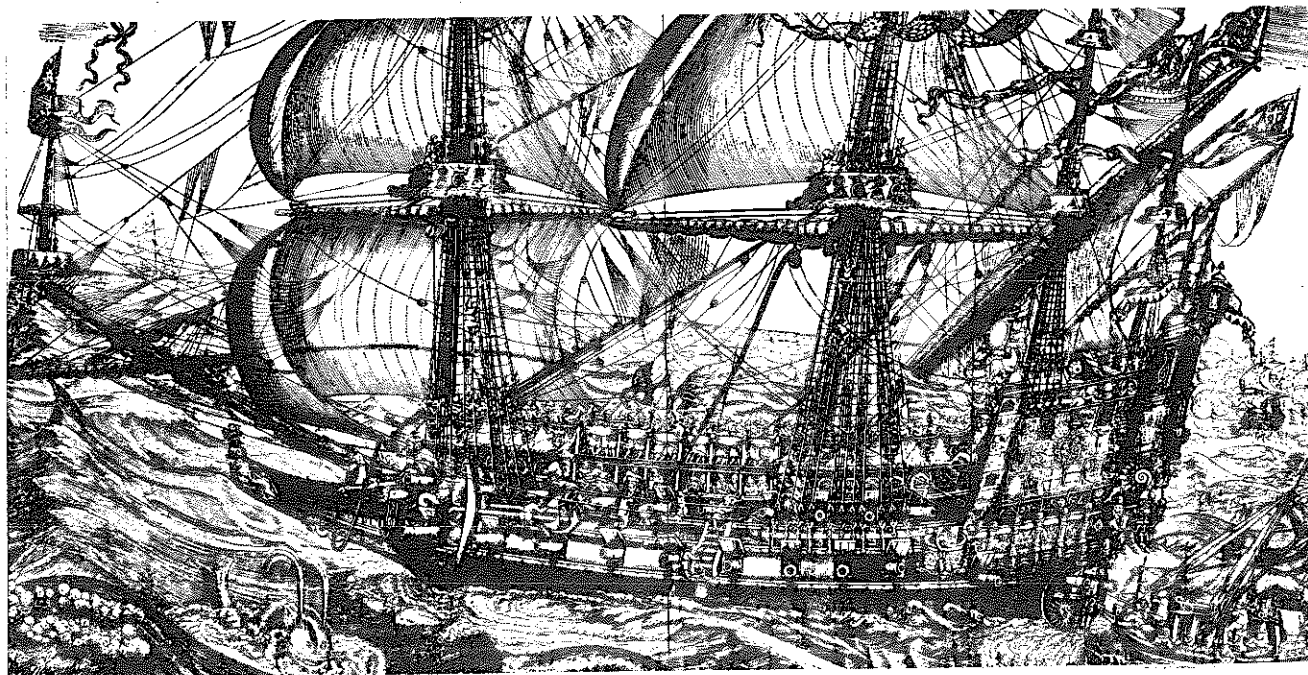
5. The EALB books are actually distributed by a number of well known companies in East Africa, who are its main agents and keep stock.

In Kenya, The ESA Limited, a subsidiary company of the ICDC has recently been appointed the EALB agent.

The huge warehouses of ESA in Falkirk Road Nairobi now carry large stocks of EALB books which are also sold through a Kenya wide network of bookshops which the ESA has started under its ESA/ICDC Scheme to help local Africans to enter the bookselling trade.

In Dar es Salaam, the Tanzania Elimu Supplies are the EALB agents and stockists while in Kampala, the Uganda Bookshop Limited are the EALB agents and stockists.

Thus EALB books reach out to the 30 million people of East Africa to learn and to progress.



COMING COMING 1972

Law and its Administration in a One Party State: edited by F. M. Kassam and R. W. James of the Law Faculty of the University of Dar es Salaam

Publication date: May, 1972.

This is a collection of speeches by Telford J. Georges, former Chief Justice of Tanzania. It gives a very clear picture of the relationship between Justice and society in a one party state, illustrated by Tanzania. Ideal for students, administrators and legal professionals.

A Study in Organisational Conflicts: by Goran Hyden

Publication date: May, 1972.

This is the first title in a series of six East African Management and administration by different researchers on the subject. The background of co-operatives their problems efficiency versus management and distribution is clearly brought into the lime light. Recommended for students in universities, co-operatives colleges, Nordic projects and administrators.

In a Brown Mantel: by Peter Nazareth

Publication date: March, 1972.

A political novel with a unique style and approach not seen on East African literary scene. With unquestionable success, the author creates a personal through which he observes comments and laughs at the society of the novel.

For those who like reading good political novels!

An Econometric Analysis of Tea: by Dan Ethrington

Publication date: August, 1972.

Another in the Crop Series, the book gives a very interesting econometric analysis of the Tea Industry in Kenya. The results are of vital importance to students, government planners, Tea board members, research fellows and farmers.

Never Forgive Father: by George Kamau Muruah (social novel)

Publication date: April, 1972.

Mr. Muruah observes the city scene with a very sharp cularly on Kenya. The book is unique in the sense logical insight is considerable and the novel is a breakthrough in the portrayal of urban life in East Africa.

Readings in African International Relations Volumes I to IV: by Y. Tandon (Senior Lecturer, International Relations Executive Director, Makerere Institute in Diplomacy).

Publication date: 1st Volume April, 1972.

African International Relations has no text books and readers and students have to refer to many books on any related subject. The writer has put in IV volumes carefully prepared extracts, with extensive pieces by him as editor all the information he can gather to make it easier for the student and the General Reader.

Insurance and Law in East Africa: by Joseph B. Byamugisha

Publication date: June, 1972.

The book is serious, thorough and scholarly. It introduces the reader to East African Legislation and insurance, to the formation of the insurance contract and generally to its duration, termination and to some of its most critical incident. The legal basis and application to insurance in East Africa is treated with authority and confidence.

African Indigenous Education As Practiced by the Acholi: by J. P. Ocitti

Ocitti's books is a commendable attempt to give relevance to the values of traditional education as practices by the Acholi. Relevance here being defined as not only that which has application to today's problems but also as that which probes the past to provide a background to our search for the "African personality".

Coffee in the Kenya Economy: by J. K. Maitha

Publication date: May, 1972.

This is the first title in a series on a number of other agricultural products on an East African Scale particularly on Kenya. The book is unique in the sense that not before have we had in the E.A. market a detailed econometric study of the coffee industry in Kenya with application to the other two countries. Coffee is the main cash crop in Kenya and students in higher institutions, members of coffee boards and research stations will particularly find the analysis very useful.

Growing Up: by Davis Sebukima

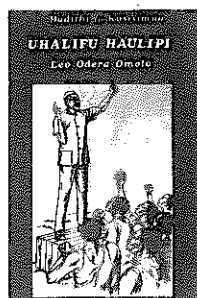
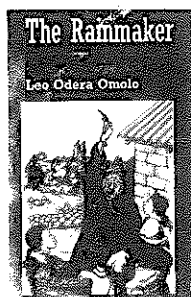
Publication date: August, 1972.

An anthology of twelve short stories by an outstanding Uganda actor of long experience that depicts the various aspects of behaviour and conflict in the growth of the young.

Coming from Longman

LONGMAN KENYA have some exciting and useful books coming out during the International Book Year.

A new Swahili course for secondary school students "Kusoma na Kufahamu Kiswahili" — "Read and Understand Swahili" — is coming in four books leading upto the East African School Certificate Examination.



To help students to pass their EACE English paper, "English Language Practice for School Certificate" written by an experienced teacher of English Malkit Singh is already in the bookshops.

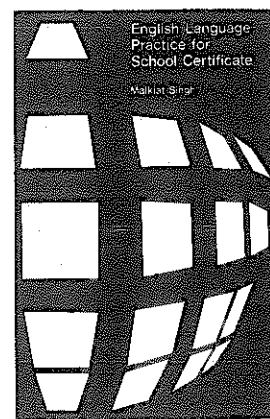
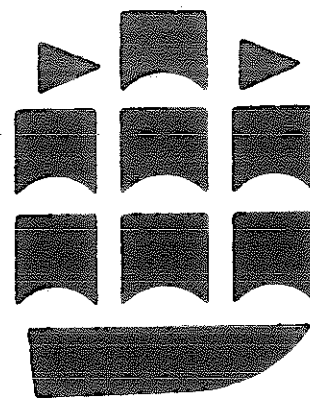
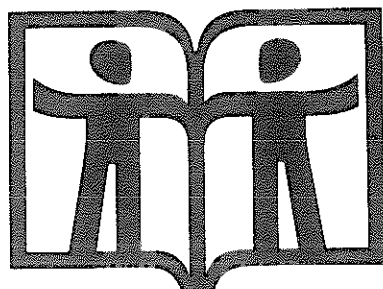
The author, Malkit Singh, has been teaching English for many years in schools and has also written another Longman book for CPE pupils: "Primary English Objective Practice".

This year a full scale and detailed geography of Kenya is to be published by Longman "Kenya — a study in human and economic geography" by Dr. Reuben Ogendo who is a senior lecturer in Geography at the University of Nairobi and Francis Ojeny, a lecturer in the same department. The book should be of great help to all University geography students and secondary school teachers of this subject.

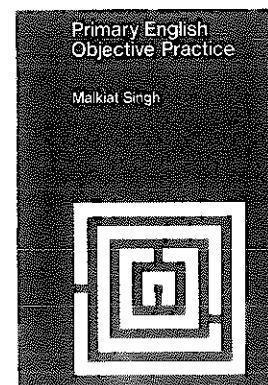
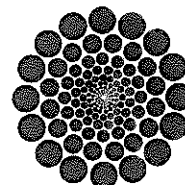
The metric edition of Highway Mathematics for standards six and seven are expected this year.

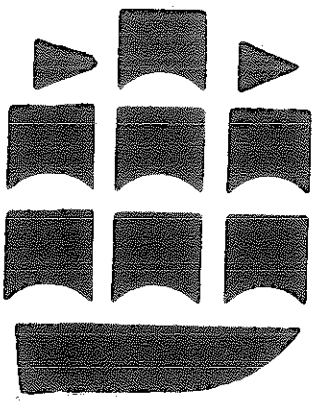
For the general public and University arts students, Longman will be publishing "Popular Culture in East Africa" edited by Taban Lo Liyong a well known poet and writer. This book will present the oral literature of East Africa and thus should be most useful for secondary schools and university.

Thus Longman Kenya will help to add to local educational books during the International Book Year.



Development
Texts
Agriculture in
East and Central
Africa
An Overview
Peter F.M. McLaughlin

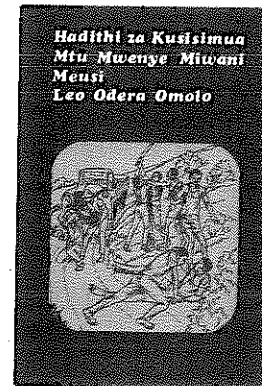
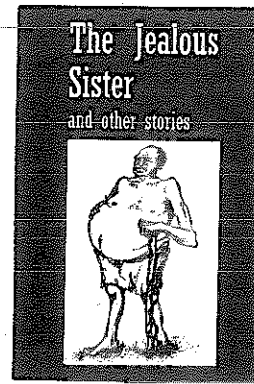




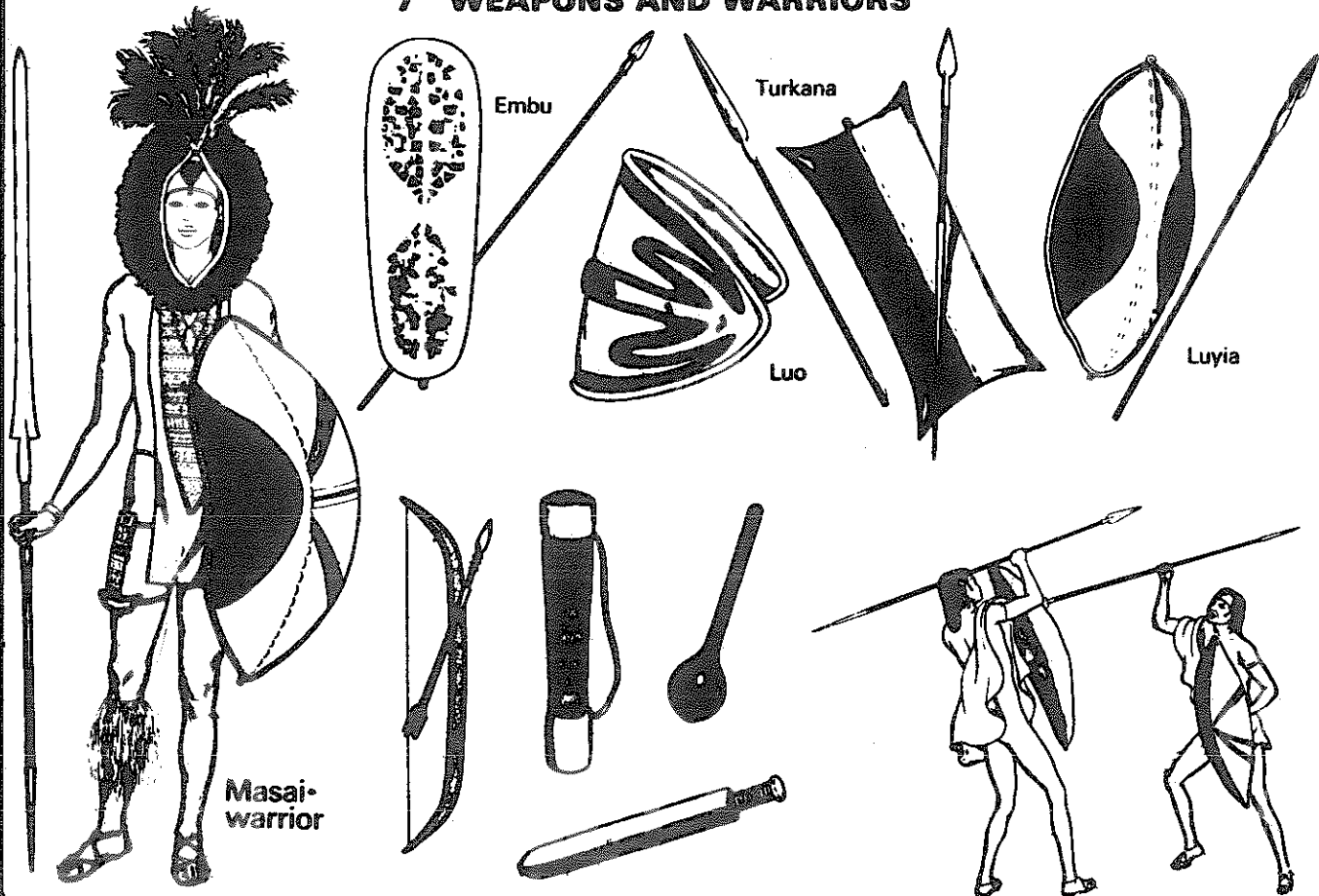
Longman wall charts

For primary schools Longman Kenya have published some Kikuyu tales called "The Hen and the Hawk" and "The Jealous Sister" These are bed time stories for young children which they have listened to for ages from their old grandmothers.

To teach history properly in the primary schools, Longman Kenya has published a set of wall charts. An assistant director of education, John Osogo, has put together Kenya History Wall charts and a Teacher's Book "Traditional History of Kenya" to go along with this set: Kenya History Wallcharts". These charts solve most of the problems of teaching history in standard three of primary schools when used along with the books.



7 WEAPONS AND WARRIORS





The first English novel by a Masai

LONGMAN KENYA published the first English novel by a Masai author last year. Written by a former Masai moran Henry Ole Kulet, the novel has already proved a success.

In this novel, "Is it possible?" Kulet asks if a Masai can live in two worlds — the world of his fathers and grandfathers and the modern age.

Kulet is the son of a well known Masai elder in the Narok District. When he was an eight year old boy, all headmen and chiefs were ordered by the Government to choose boys to

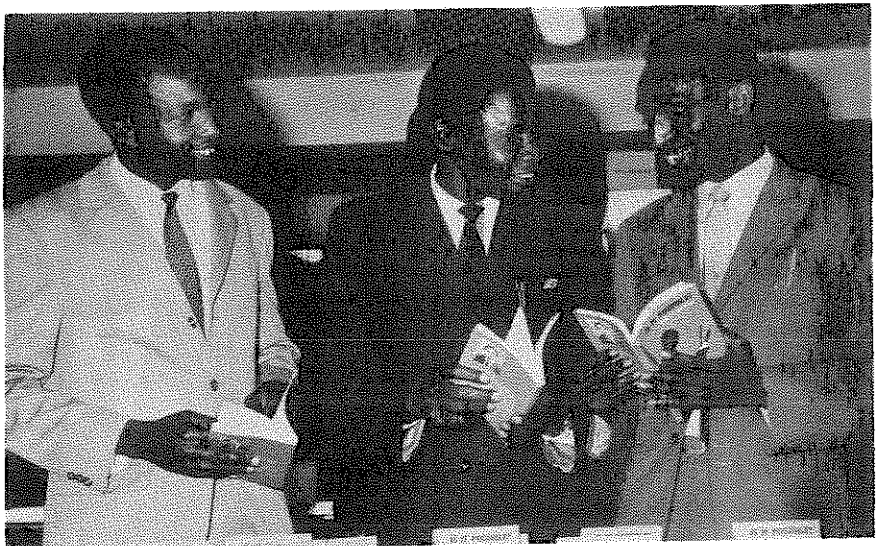
send to school

Since Kulet was forced to go to school by law, his father sent him to live with some relative to be far away from school. But he attended a day primary school there.

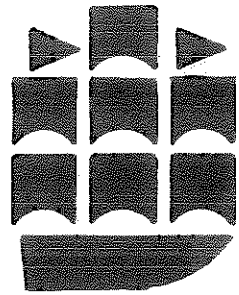
He passed his KAPE and went on to Narok Secondary School to obtain a School Certificate in 1966. He left the old way of life of looking after the cattle

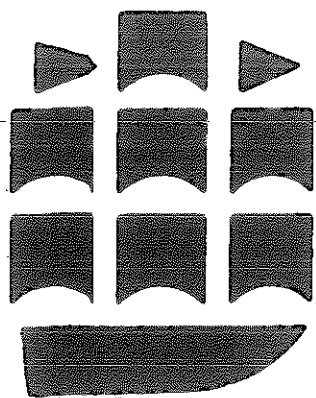
and took up a job to educate his brothers and sisters who came up after him. In this novel "Is it possible?" Kulet describes the two worlds of looking after cattle and learning at school.

Kulet holds a job with the Kenya Farmers Association and is also working on his next novel, "The Cattle Raiders" where he tells of the adventures of a Masai moran.



● Mr. Yuda Komora (centre) the Director of Education, who launched **IS IT POSSIBLE** by Henry Ole Kulet (right). On the left is the M.P. for Narok North, Mr. M. T. Ole Marima.



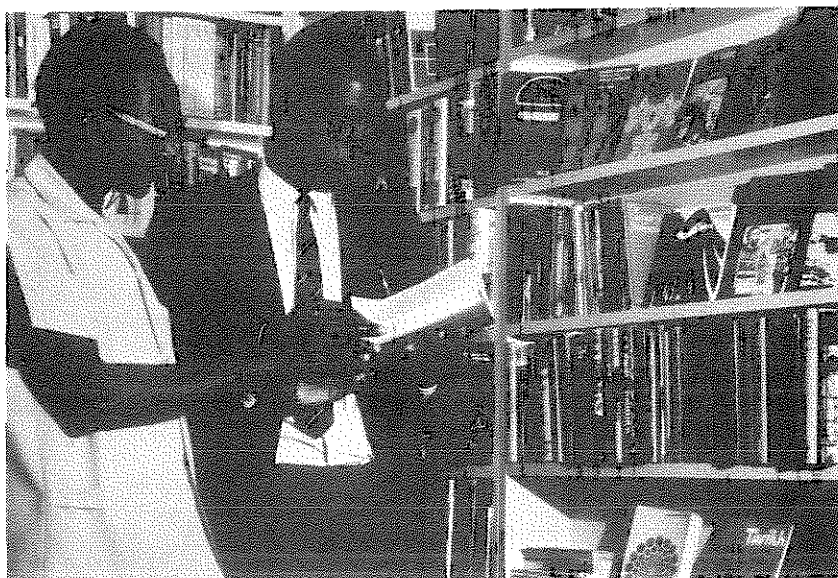


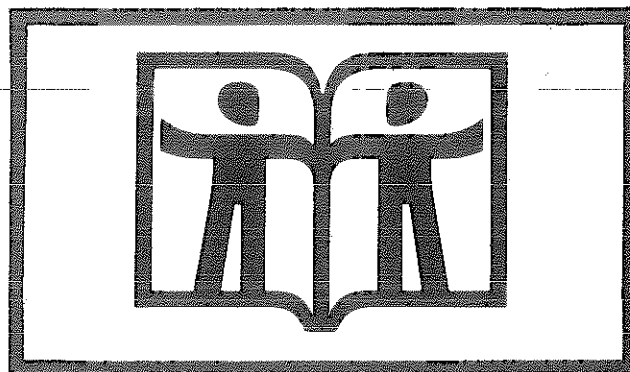
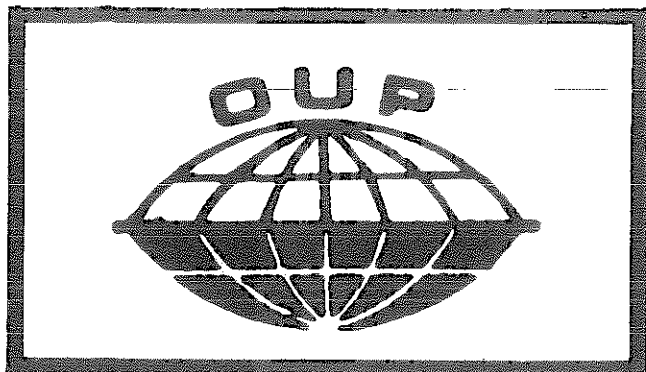
Welcome to Longman Kenya

● A. S. Yahya (right), Longman's Swahili Editor discusses the content of new books with A. K. Ismaili, Educational Representative, who will show them to schools throughout Kenya.



● A corner of the new Showroom on the second floor of Shell and B.P. House. Jeremiah Ayimba (right) shows a visitor a recent publication. The full range of Longman books is on view permanently in the Showroom.





FROM THE quiet old town of Oxford in England to the modern new offices in Nairobi, the story of Oxford University Press covers almost five centuries.

It is a story of spreading the written and printed word and thus increasing knowledge all over the world. Founded in 1478, Oxford University Press (OUP) is the largest university press in the world today.

It was set up to publish books at about the time when the first printing press by William Caxton was set up in England. It was a time when most people knew only one book — the Bible. And the Oxford University Press printed the Bible and later on started to print dictionaries and works of reference.

Even today, these two books are an important part of the activities of the OUP. The New English Bible published in 1970, sold six million copies in the first year.

To look up any word, its use and meaning, the Oxford English Dictionary is the standard work. Even in courts of law, the accepted meaning of a particular word is the one given in an Oxford dictionary. The most complete dictionary published by OUP is made up of 13 big volumes. Recently, the same dictionary has been published in micro-form in only two volumes. To read the small print, a magnifying glass is now given free with this dictionary.

The book list of OUP covers every subject, for as years passed, OUP began to publish books in all subjects. The Press publishes books on almost every subject at nearly every level — from the primary to the university.

And what's more, OUP has offices in all parts of the world to serve different areas. OUP has more book titles in print than any other university publisher in the world today.

WITH THE spread of education in East Africa, OUP started an office twenty years ago in Nairobi.

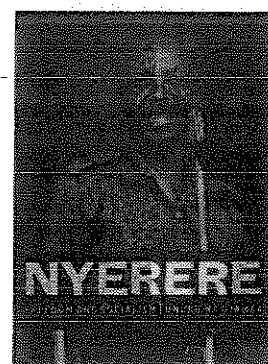
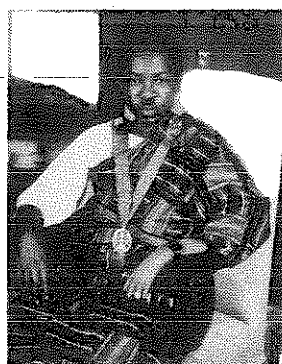
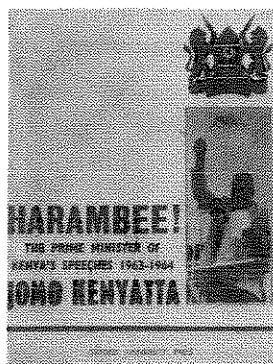
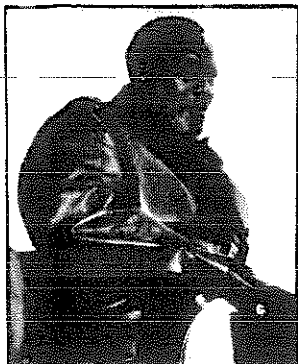
At that time almost every primary school child started to learn English with the Oxford Readers for Africa. But the OUP had other books too, on all school subjects.

Ten years ago, OUP set up a full independent publishing office in Nairobi under the name of Oxford University Press Eastern Africa Branch. The Press then started to encourage East Africans to write books for their own children and for themselves.

Today OUP offices are also found in Addis Ababa, Kampala, Dar es Salaam and Lusaka, and the Nairobi headquarters has a staff of 35 people to help meet the book needs of this region.

OUP Eastern Africa publishes about 40 new books a year, for primary and secondary school and the university, mainly in English and Swahili. As more and more people learn to read and write in Swahili, OUP hopes that it will publish more Swahili books in the future.

OUP also imports many books from the U.K. and exports locally published to the U.K. and all parts of the world. The OUP office in London imports more books from its office in Nairobi than from any other office except the United States. This just shows how popular and useful are the books published from the local OUP offices.



'Harambee' by OUP

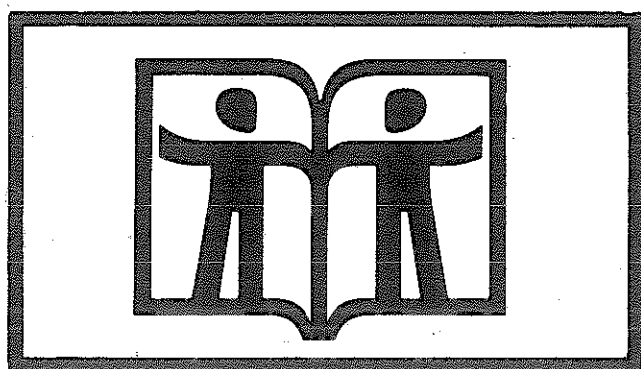
THE FIRST major book published by the OUP in Nairobi was "Mau Mau Detainee" by J. M. Kariuki, in the year of Uhuru, 1963. It made big news because it was the first time an African had told his side of the story of the "Mau Mau" movement.

A year later, OUP published a book called "Harambee" which contained the speeches of President Jomo Kenyatta. Coming at the time when Kenya became a Republic, this book presented the ideas of the father of the nation.

Later on, OUP was honoured to publish yet another book by President Mzee Jomo Kenyatta: "My people of Kikuyu". This little book tells young Kenyans about the way of life of the Kikuyu people in the olden days. It is a most suitable book for the primary schools.

Last year, OUP published the life of another Kenyan leader, Harry Thuku, just before he died. It is a book of great value to Kenya since it tells about the freedom fight of leaders like Harry Thuku.

Recently a Swahili translation of this book has been published. In years to come, historians will read this book whenever they want to know something about this Kenyan leader, and the Kenyan leader, and the country's early politics.



'Uhuru na Ujamaa' by OUP

PRESIDENT MWALIMU Julius Nyerere of Tanzania is a great reader, writer and speaker. And Oxford University Press Eastern Africa has published no less than seven of his books for the world to read and get to know the thinking of this great African leader.

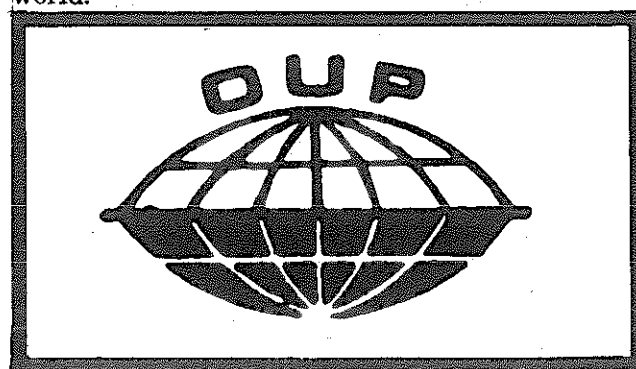
It all started with the love President Nyerere had for the drama written by the greatest English writer, William Shakespeare. In 1963, OUP published "Juliasi Kaizari" a Swahili translation by President Nyerere of Julius Ceaser by Shakespeare.

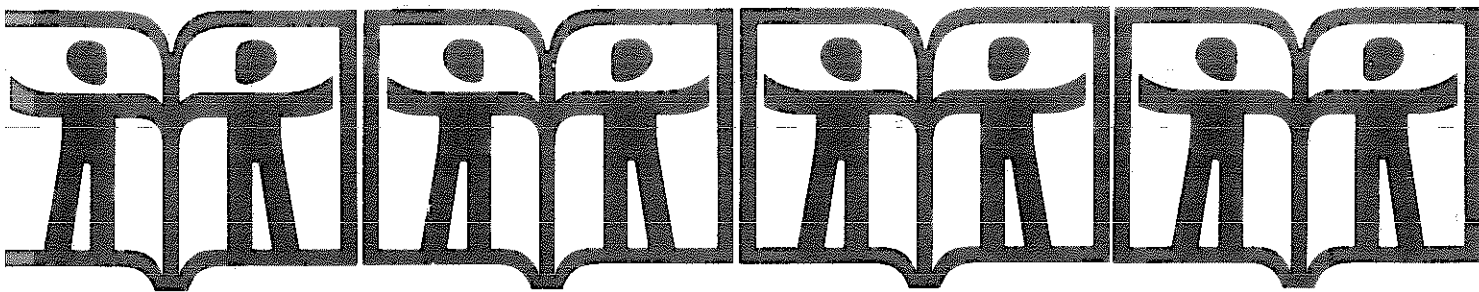
Later, OUP published other books by President Nyerere. The most popular among them is "Essays on Socialism" which has been translated into many languages including German, French, Dutch and Swedish.

President Nyerere's first book of speeches "Freedom and Unity" was published by OUP and later followed with another volume "Freedom and Socialism" a few years later. In these books, he explains in simple language what policies he is trying to adopt for Tanzania and why.

His book "Essays in Socialism" has been published as a paperback in the United States.

So popular are President Nyerere's books that they have sold over 250,000 copies all over the world.





New Drama from Africa

NEW DRAMA from Africa and New Fiction from Africa are two of the series of OUP books which are helping to explain the Africa of yesterday and today to the world.

The story of the great African General, Chaka; the story of the Maji Maji Revolution; the story of freedom fighting in the Congo; are three of the heroic tales of yesterday's Africa told in "The Death of Chaka", "Kinjeketile" and "The Thousand" — three books from the New Drama from Africa series.

"Not Now, Sweet Desdemona", "The Elephants", "Mashetani" and "The Burdens" are four of the plays of Africa today in the same series.

kinjeketile
ebrahim n. hussein



nda

**the
thousand**

murray carlin



nda



BARBARA KIMENYE

MIRIAM KHAMADI WERE

**The Boy in
Between**



Oxford Library for Eastern Africa

Davis Sibukima

A SON OF KABIRA



Oxford Library for Eastern Africa

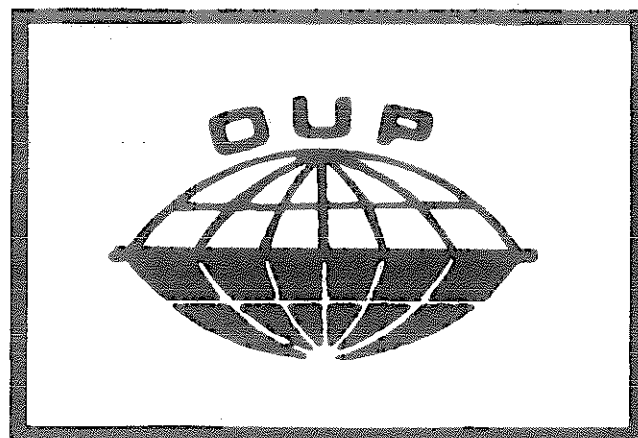
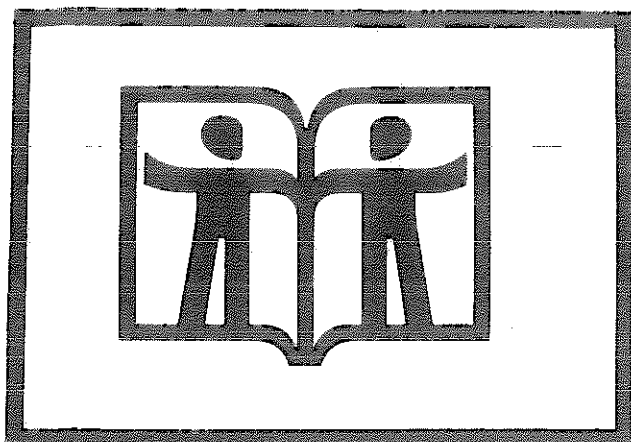
New Fiction from Africa

In New Fiction from Africa the first three to be published have proved most popular. These are "A Son of Kabira" by Davis Sibukima, "Restless Feet" by Laban Erapu and "The Boy in Between" by Miriam Khamadi Were.

In New Fiction from Africa Series more interesting novels and stories are being published in the coming months by OUP. There is "The Bull's Horn" by Tumusiime-Rushedge; "The Coming of the Dry Season" by Charles Mungoshi; "The High School Gent" by Miriam Khamadi Were, and "Murder in Majengo" by Majorie Oludhe Macgoye.

Barbara Kimenye has written another enjoyable series of adventure books for the smaller school children.

This is the famous Moses series in which East Africa's school boy hero gets in and out of exciting scrapes for the pleasure of the young readers. For the very young ones, her two books to be published soon, "Martha the Millipede" and "Sarah and the Boy" should prove most popular.



African History from OUP

SOME OF the coming OUP books take a serious look at African history. Among them are "The History of the Kikuyu upto 1904" by Godfrey Mariuki which shines new light on the historical movements and ethnic (or tribal) integration of this important Kenyan tribe.

Another is "Pan Africanism from Within" by Ras Makonnen who has lived through the early years of the fight for African freedom in Europe and Africa. Guyanan by birth, but now a citizen of Kenya, he worked with Jomo Kenyatta and Kwame Nkrumah in Britain before the Second World War, and later joined them in Africa to promote Pan-Africanism. Now he writes about those days in his new book.

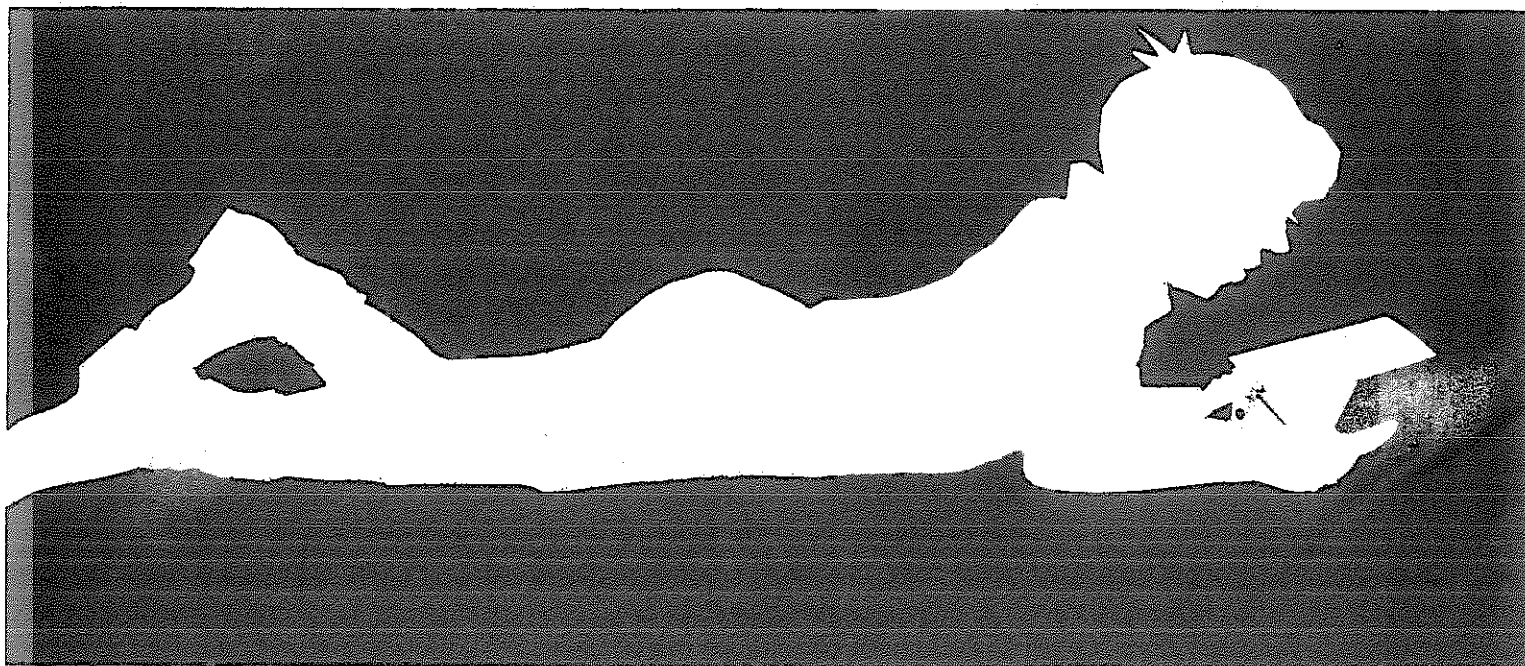
Rev. Ndabaningi Sithole, a great freedom fighter in Zimbabwe who is still in jail, also writes about freedom fighting in another OUP book published recently; "Obed Mutezo". This is the life story of Mr. Sithole's fellow freedom fighter and shows the difficult struggle of the people to achieve liberation.

The first "African Encyclopedia" at a reasonable price and in single volume is soon being published by OUP. African writers, scientists, historians and experts from all over the continent are writing for this book which will be a most useful source of reference for all students of Africa.

A SPECIAL SUPPLEMENT IN

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Mr. Joel Wanyoike

**YOU
LUCKY
CHILDREN**

A SWIMMING POOL at Shauri Moyo, a sports stadium at City Park and a sports centre at Kaloleni are some of the good things to be started for Nairobi's primary school pupils in this new year.

The City Education Officer Mr. Joel Wanyoike, announced these good news for pupils. He also announced that no less than ten new primary schools will be built for 3,000 more of pupils who try to get educated in Nairobi.

The Schools will be built at Farasi Lane, Harambee Estate, Aerodrome Road Estate, Kimathi Estate, Outer Ring Road Estate, Mathare Valley, Kayole Estate, New Kibera Estate, Riruta Satellite and Kahawa.

He praised the efforts of the five Divisions of Nairobi's schools last year. The Eastern Division was tops in athletics and games and had started the first ever Children's Theatre Group shop.

The Western Division had held the first Divisional Get Together Party and the Southern Division had greatly improved the education standards in most of the schools.

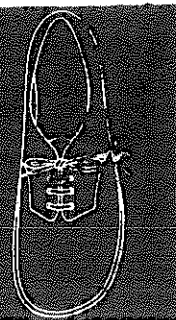
This year Mr. Wanyoike hoped that each Division would have a Teacher's Centre; a school band; a drama group and a sports centre.

"In 1972" said Mr. Wanyoike, "I would like to see more team work between everybody in an effort to give the best education possible to all children. And it can be done!"



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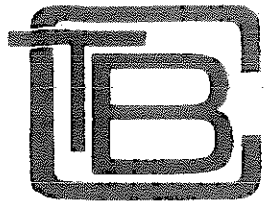


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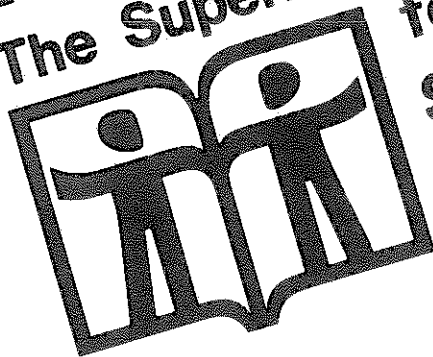


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Mr. Knowall

Q. Who invented the Periscope and what is it used for?

(Sunita Aggarwal, Highridge P. S.)

☐ Thomas H. Doughty, It is used for seeing things while remaining under level e.g. submarine.

Q. Rumours say the Russian medical researchers have discovered a cure for cancer Is it true?

(Nitin C. Parmar, Pumwani Secondary School)

☐ No

Q. How did the scientists come to know that the sun is 93 million miles away from the earth and that it is a hot gas?

(Gabriel Charles Robert Obiya, St. John's P. S.)

☐ They have instruments to calculate it. The sun is a burning mass and there must be gas to support this burning.

Q. Who invented the first steam engine? (ii) Who introduced the aeroplane? (iii) How can I write to your direct address?

(Vitalice Charles Odour, Martin Luther P. S.)

☐ Thomas Savery, (ii) The Wright Brothers, (iii) P.O. Box 46854, Nairobi.

Q. What is the name of the best sumolist (a sumo wrestler) in the world, and

where does he/she come from?

(Kamau Maina, Martin Luther P. S.)

☐ Toho of Japan.

Q. What do we call this figure?

5,882,000,000,000,000,000

(Githegi Njega, Morrison P.S.)

☐ 5.882 Sextillion.

Mr. Knowall offers a prize!

A book prize for the best question asked to Mr. Knowall will be awarded in every issue of **NEW ERA**. The question thought to be the best by Mr. Knowall will be printed at first and the prize will go to the pupil who asks it.

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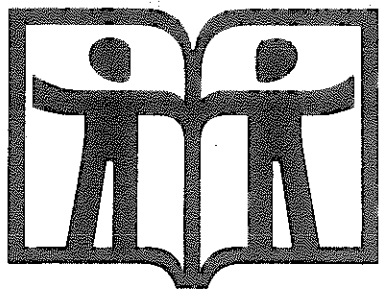
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This Issue Next Issue

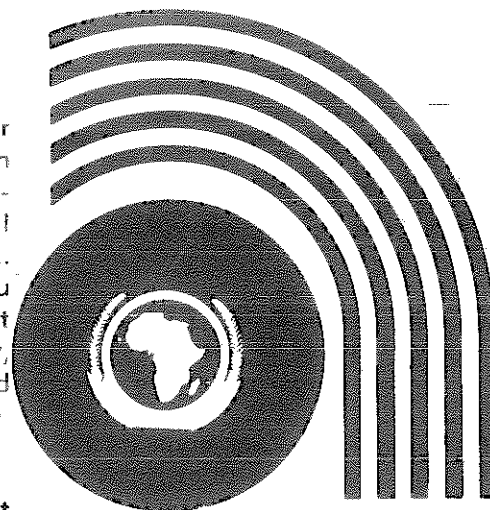
NEW ERA starts off 1972 named as the International Book Year by the UNESCO with its biggest issue for so far. This giant issue contains... a ...special... section explaining the Unesco's IBY, the importance and value of reading books and a list of some of the great books of the world which every student should read.

A special section on newly published books on Africa has been added. NEW ERA also offers a prize poster contest to mark the IBY. In addition, all the leading book publishers and book distributors tell you about their work and the new books that are coming out this year. There are details of The Maida Made by Maida Made Cookery Contest with big prizes for schoolgirls.

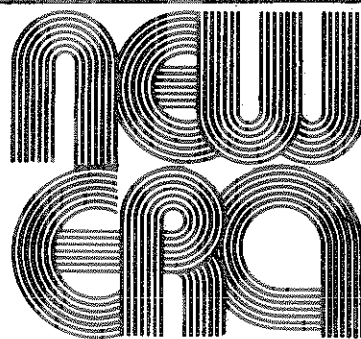


The First All Africa Trade Fair is only a few weeks away when the eyes of the world and especially free African countries will turn to Nairobi's Jamhuri Park. NEW ERA No. 53 will tell you who is holding this fair, why is it being held, what will it show, when you can go to see it and what special events you can see it.

All the important details about this historic Fair will be found in special articles and pictures in your favourite magazine. In addition, there will be special sections on some local industries. Of course, the popular Mr. Knowall, Talk Back, and sports news will also be found in NEW ERA the magazine you cannot afford to miss.



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