

Stephen King has already scared the daylight out of America in "Salem's Lot" and "Carrie." Which leads us to believe readers will be coming back for more of the same in "The Shining."

It's the story of a boy who has "The Shining."

A boy who, because he is clairvoyant, foresees his own death.

We're backing "The Shining"

with a Signet Superseller advertising and promotion campaign that includes a 60 second radio commercial. And a specially designed silver cover that will dazzle you.

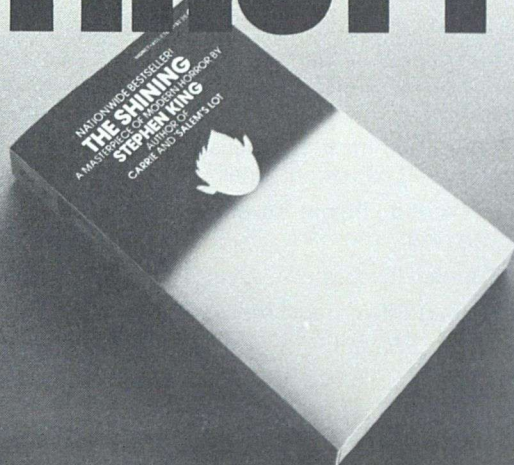
What's more, there will also be floor and counter displays, bookmarks, lip cards and other silver point of sale materials that will tie in with the book's cover. And in the future, Stanley Kubrick's movie

version of "The Shining" starring Jack Nicholson will be released. All of which should make this book's sales picture even brighter.

Now you know why we predict great things for this story of a boy who can see the future.

From Signet in January. 
 New American Library Order Dept.,
P.O. Box 120, Bergenfield, N.J. 07621

FEAR NOT. STEPHEN KING'S NEW BOOK IS AS TERRIFYING AS HIS FIRST TWO.



7872/\$2.50