CONVENTION continued from page 1

moment you enter and you'll find equal luxury in the exquisitely decorant rooms and suites.

A special convention rate of \$90 per night, single or double, is available to convention attenders. A suite can be had for \$120. Tax is extra. Reservations can be made by calling

800-621-8311 Nationwide 800-572-7839 In Illinois Also see page 24. To obtain the special rate, merely identify yourself as a TAA member.

Air Transportation

Special fares are available to conventioners and companions on United Airlines and Midway Airlines through River Oaks Travel Service.

Midway Airlines®

WHAT FLYING SHOULD BE"



- 5% off any published fare, including special excursion and promotional fares. All rules and restrictions apply.
- 40% off unrestricted coach fares (Y class)

To obtain these discounted fares or the lowest available on any other airline, call

River Oaks
TRAPEL

800-422-1221

The usual TAA member rebates do not apply to convention travel.

Ground Transportation

Transportation from both Midway Airport and O'Hare Airport directly to and from the Allerton Hotel is available with Airport Express, Continental Air Transport. Normal travel time to O'Hare is 45 minutes and to Midway is 30 minutes. Tickets may be purchased (by check only, payable to River Oaks Travel) through River Oaks Travel, 1701 River Oaks Drive, Calumet City, IL 60409.

	O'Hare	Midway
One Way	\$12.50	\$9.50
Round Trip	\$22.00	\$16.50

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a successful author has a stream of income from various publications.

Whether you are a young struggling author or an experienced and successful author, the advance (and/or grant) is what keeps the standard author-publisher contract from being totally illusory. But for the advance clause, the author-publisher contract requires the author to perform the entirety of his or her part of the bargain before the publisher is in any way obligated. The publisher need simply say that the manuscript is not "satisfactory", and all of the author's work is for naught.

The advance clause then becomes the equalizer, the insurer of good faith, your assurance that the book contract is not merely a cattle call to compete against several other authors signed by the same publisher to see who produces the book they really want.

The advance represents the publisher's willingness to put forth venture capital, to share in the risk of a creative enterprise. The publisher who puts forth a substantial

advance has a stake in expediting publication and making provision for adequate promotion.

So how much is enough? While there is no rule of thumb, I would urge you on a first edition to try for one half the expected royalties from the first edition, or in the alternative, the total of the projected first year's royalties.

Advance For Revised Edition

Most contracts provide that the provisions concerning advances (and/or grants) shall not apply to future editions. There are valid arguments for a reduced advance for revised editions, but it is not wise to allow the publisher to eliminate advances altogether. It is true that by the time a second edition is prepared, the author should be receiving royalties from the first edition, and thus the economic necessity argument (i.e., starving professor, etc.) loses some impact. It is also true that a second edition does not demand as much time as the first.

However, there are cosmetic revisions and there are substantive

revisions, and the latter can be very time intensive. It is also my experience that what ultimately turns out to be a cosmetic revision (one with enough new razzle dazzle to trick adopters or committees into thinking it is substantively different), may well have been worked up by the authors as a substantive revision. In any event, the arguments recited above for insuring the publisher's commitment to the (revised) work by requiring a significant advance remain just as compelling whether your text is in the first or the seventh edition.

There are basically two approaches you can take to insure an adequate advance for revised editions. The first approach simply states that in second and subsequent editions, the author shall be paid an advance in the amount of some certain percentage of the advance paid for the first edition. Given the publisher's arguments of increased cash flow for the author and reduced time commitment, 50% of the first edition's advances may be fair.

The second approach is to preserve the matter of advances as a