



*Letter from New York City*

*November 2020*

Dear Readers,

We have arrived at a very important moment here in the United States: today is Election Day. We know that books may be the last thing on your mind right now. If we can persuade you, however, please consider supporting your local indie bookstore this week and in the coming several weeks. If you don't have a local indie bookstore, **find one** somewhere else. Get some holiday shopping done early. Buy yourself a book, in person or online, if you need a pick-me-up. Donate to the **Book Industry Charitable Foundation (binc)**. Our bookshops need our help more than ever over these next few months. Let's not let them down.

Now, there is a little quiz below, and a couple of other uplifting things, if you are in the mood for that. And we even have a few virtual events planned that could provide welcome distraction in the coming weeks. Scroll down for more information about those.

Take care, and stay safe,

The NYRB Classics Staff

### *Innovative Bookselling*



*Photo courtesy of Nina Cochran*

Booksellers all over the country are finding new ways to reach their customers, and we've recently learned of a couple that we find especially inspiring.

First, the Vermont-based Northshire Bookstore has opened a unique holiday **"pick-up pop-up"** just over the border in Williamstown, MA (pictured above and below). Northshire admirer, the writer and director Stacy Cochran, came up with the idea for a special no-browse bookstore, with customers **placing orders online** and picking up books at the installation. The storefront has been converted into a sort of bookshop diorama: instead of browsing customers, the space is "peopled" with a collection of painted wooden figures by a local artist. The shop has also been decorated with Victorian furnishings on loan from an antique shop down the street, and a record player spins vinyl that you can buy from the bookstore. It's a sort of hopeful paean to the days when we can all be back browsing together in cozy bookstores.



*Photo courtesy of Nina Cochran*



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