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BUSINESS OF LITERARY GREATNESS

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by

Michael Nowlin

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*For
Caroline,
Colin & Renata
with love and joy*

It would be a misfortune also to seem to say that the author who misses popularity is necessarily an artist, or that even temporary success is not to be admired. But in American letters we are beginning to wonder why our great successes are so transitory; why a writer who sells more copies of his first book than did Thackeray or Dickens, does not continue like them to reach a large public with succeeding books; and why he does not, like them, continue to be read after he has ceased to write.

John Erskine, "Spotlight or Fame?," *Bookman*, July 1922

Great art is the contempt of a great man for small art.

F. Scott Fitzgerald, *Notebooks*

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