

Popular Witchcraft: Straight from the Witch's Mouth,
Featuring High Priest Anton LaVey
New Edition for the 21st Century

DRAFT COPY. SAMPLE ONLY.
POSTED DURING DESIGN PRODUCTION OF BOOK.

SAMPLE OF POSSIBLE PRESS RELEASE

Nonfiction, Occult, American Studies,
Self-Help, New Age,
Women's Studies, Gay Studies

“Jack Fritscher reads gloriously!”
–*San Francisco Chronicle*

Author, ordained Exorcist, and Winner National “Best Book of the Year” Award,
has appeared on *Oprah*, CNN, and with Camille Paglia on BBC Channel 4

Everything you wanted to know about witchcraft,
but were afraid to ask!
Fast moving as a television documentary,
but reads deeper by the “Rule of Three!”

Witchcraft for Your Inner Angel!

This new edition restores to the respected classic
what censorship once omitted,
and tells revelations that could not be told before!

Witches lead the liberation movements
of sex, race, and gender transforming American culture.

Written by a genuine—but fallen—exorcist,
this tell-all pentagram of a book will entertain sophisticated witches
without offending sensitive readers
who wish a fast, smart, and deep introduction to the occult.

This sweeping survey is a primer for students
of pop culture, the occult, and American studies,
particularly of gender histories within women's studies and gay studies.

Chasing Satan, exorcist Fritscher's own voice
channels witches' voices
through direct interview, secret writings, pop music,
Hollywood plots, Broadway lyrics, and sexual politics.

Written with a wicked sense of humor,
this is a charmed and charming book of witchcraft
for those who love it,
those who fear it,
and those who need it for money, health, sex, and power.

You can read this book on a plane or in a classroom.
You can hand this book around a study group,
or keep it under your bed.
Or you can burn it—and see what happens!
But once you touch it, you will know it has touched you,
and that you have been touched by it,
more than you know,
because witchcraft is the number one religion in the world.

Witchcraft is not a revealed religion.
Witchcraft rises from inside you—the human person—from your intuition,
from your feelings, from your Inner Angel.

You practice magic everyday,
and don't even know the spells you are casting
or the spirit-angels you are hailing,
because the rational world does not want you to know
the real self-help power you can conjure.

In the huge world-library of the occult,
this entertaining book is a refreshed and respected classic
that will make you laugh,
and maybe make you say, "Oh, no," and then say, "Oh, Yes!"

Popular Witchcraft is so intelligent and sensual that
"the shiver you feel
will start in your head
and slowly work its way down!"

"Highly entertaining. Informative. The best interview Anton LaVey has given to date."

—**Marcello Truzzi, *Fate Magazine***

“Fritscher’s highly perceptive and witty survey contains one of the finest interviews with Anton Szandor LaVey ever published. LaVey’s uncensored perspectives on Christianity, feminism, drug use, homosexuality, tattooing, and racism, as well as his tart evaluations of certain ‘occult superstars,’ are crowned by his most revelatory discussion of the nature of Satan.”

–**Magus Peter H. Gilmore, High Priest of the Church of Satan, New York**

Critics Notice the Author

“Jack Fritscher writes wonderful books.”

–**Geoff Mains, author of *Urban Aborigines*, in *The Advocate*, Los Angeles**

“Fritscher is first and foremost an extraordinary American writer,”

–**Nancy Sundstrom, *Independent magazine***

“Jack Fritscher’s gift for language makes me think of the poet Dennis Cooper.”

–**Ian Young, *The Body Politic*, Toronto**

“Fritscher writes with a blessed combination of erotic ingenuity and poetic intelligence...delightfully wry, ironic...and urgent!”

–**Richard LaBonte, *In Touch*, Los Angeles**

“What an unsettling, surprising, and scandalous...writer!”

–**John F. Karr, *Manifest Reader*, San Francisco**