Sex, Sex, Sex: Up Front In Bookstores Near You

By EDWARD WYATT

Porn stars may not keep many things hidden, but whatever secrets they had are now on the shelf at the local bookstore.

A wave of confessionals and self-help guides written by current or former stars of pornographic films is flooding bookstores this year, accompanied by erotic novels, racy sexual-instruction guides, histories of sexual particulars and photographic treatments of the world of pornography.

While many bookstores have long maintained sections devoted to erotica or sexuality, rarely have those books been as prominently positioned as some of the current crop, which have been elbowing their way onto display tables at the front of the major chain bookstores.

Every generation has a book or two that sets pulses quickening and generates frantic debate about pornography, community standards and the lowering of the bar for what is acceptable. But the latest flurry of sex books, coming at a time when sexual images already dominate advertising, entertainment and the Internet, is clearly finding awide audience.

Publishers, for their part, insist they are not simply churning out dirty books.

"I don't publish pornography," said Judith Regan, president and publisher of Regan-Books, an imprint of HarperCollins. "I publish smart books about sex. A lot of petry to imitate what I do but they don't

Ms. Regan's most recent offer to Make Love Like a Porn Str ary Tale," a memoir by probably the most succes the adult-film busine Strauss, a former r for The New Yor!

The book, y best-seller li (with clip of sex

Also headed for stores this fall is "XXX: 30 Porn-Star Portraits" (Bullfinch Press) by the photographer Timothy Greenfield-Sanders, with an introduction by Gore Vidal and essays on the intersection of pornography and culture by Salman Rushdie, Nancy Friday, John Malkovich and others.

History of the Orgasm" (Grove Press), as Continued on Page 4

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