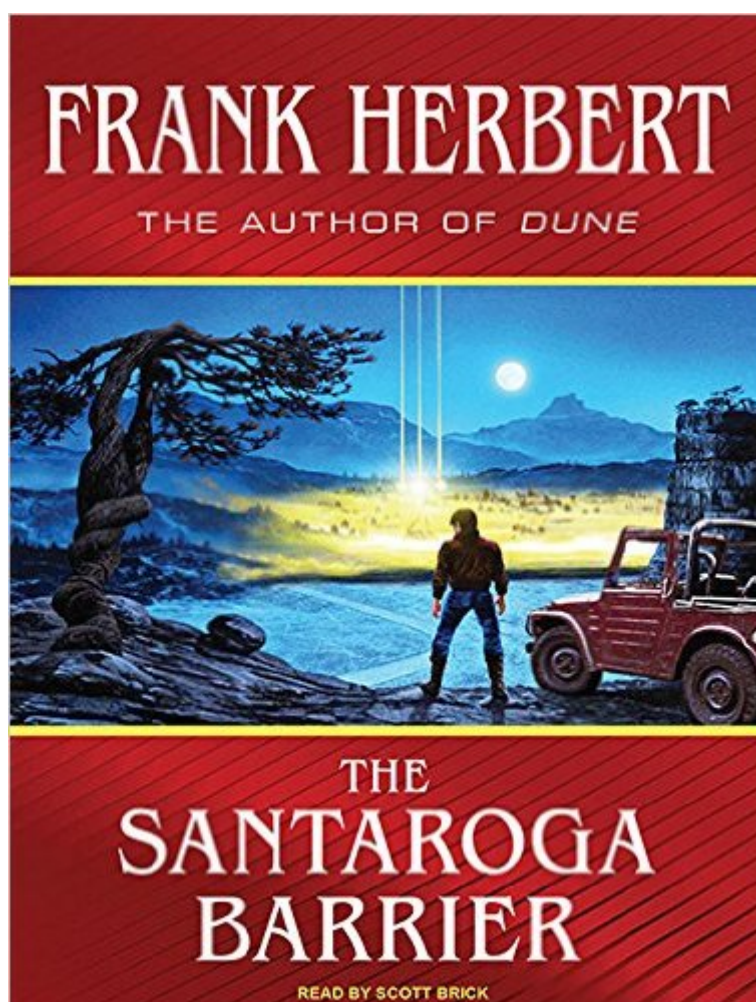


The book was found

The Santaroga Barrier



Synopsis

Santaroga seemed to be nothing more than a prosperous farm community. But there was something...different...about Santaroga. Santaroga had no juvenile delinquency, or any crime at all. Outsiders found no house for sale or rent in this valley, and no one ever moved out. No one bought cigarettes in Santaroga. No cheese, wine, beer, or produce from outside the valley could be sold there. The list went on and on and grew stranger and stranger. Maybe Santaroga was the last outpost of American individualism. Maybe they were just a bunch of religious kooks.... Or maybe there was something extraordinary at work in Santaroga. Something far more disturbing than anyone could imagine.

Book Information

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Average Customer Review: 4.2 out of 5 starsÂ Â See all reviewsÂ (34 customer reviews)

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Fantasy

Customer Reviews

The Santaroga Barrier by Frank Herbert features an odd choice for a hero; Dr. Gilbert Dasein, a psychologist from the University of California at Berkeley, employed to do of all things a market study. Meyer Davidson, agent of a powerful investment corporation, one that owns a chain of retail stores, was upset about what was termed in the marketing world as the "Santaroga Barrier," Santaroga being a small farming community and town located in an idyllic mountain valley in California. Davidson was upset that his corporation - as well as others before him - had failed utterly in selling a variety of products to the people of Santaroga. No one in Santaroga bought cigarettes- those very few that were sold were bought by transients, people stopping in the community's one service station to buy gas - nor did they buy any wine, beer, produce, or cheese brought from

outside the valley. The people of Santaroga would only eat vegetables, fruits, cheese, beer, and wine raised or made within the valley. A great many Santarogans worked to produce these items only for local consumption, as they "didn't travel well." The largest of these institutions was the Jaspers Cheese Cooperative, a large factory-like complex that employed many in the little town. Dasein, with the help of the head of the university's psychology department, Dr. Chami Selador (working outside Santaroga), uncovered a few more interesting facts, notably that outsiders never found a house to rent or buy in the valley, no one moved out, and Santaroga never reported any mental illness, juvenile delinquency, or crime to state officials. All businesses, including the bank and the gas station, were locally owned.

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