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# 'She's the cards'

## You know — the ones with poems and seagulls

NEW YORK (AP) — Susan Polis Schutz partners bow she used to go from college bookstore to college bookstore, selling posters with her poetry and her husband's illustrations.

They had left their Colorado home to live out of a pickup truck, touring the country, letting the poster sales pay for the trip.

Her free verse reflected the in language of the times — finding love, celebrating the goodness in life, and getting more in touch with yourself.

**THAT WAS** in 1972. And it's virtually the same today.

But Mrs. Schutz now has a wider audience. The "60s person" who stopped at campuses in cutoff jeans and a T-shirt is one of the more popular poets in America.

Her "look on the positive side" philosophy, backed by her husband Stephen's airbrushed white suits, orange shoes and seagull stilton effects, are printed in books which are excerpted and made into greeting cards. The books alone have sold an estimated 28 million copies.

The quotes turn up in gift shops, bookstores and card racks throughout the nation and overseas.

**BUT SHE** says she doesn't really write for the public:

"I never think about how many books I sell," she says. "I don't believe it, really. I'm writing for myself. I don't even plan on a poem being published."

Teachers of poetry tend to separate Mrs. Schutz's mass-produced material from "serious poetry."

English professor Helen Vendler of Boston University recognizes the name "She's the cards."

The popular writers, says Ms. Vendler, are "there to unearnate the cliches and to soothe people, so they think. Yes, I really am a nice person. I love my husband. My family loves me."

That's the way she perceives Mrs. Schutz. "I would say mostly her messages are reassuring, as I have seen them," says Ms. Vendler.

**MRS. SCHUTZ** writes, as she did in her "tomboy" childhood in the small Hudson River community of Peekskill, N.Y., because "I had a hard time discussing my feelings, so I found that, writing them, I could understand them better."

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