

TIPS

PREVIEWS
PROMOTIONS
SALES

SENATOR WILLIAM J. FULBRIGHT, W
Publiscas Week
11/5/66

"THE SECOND OSWALD": AVON-N.Y. REVIEW OF BOOKS PUBLICATION

The first in what it is hoped may become a series of books co-published by Avon Books and the *New York Review of Books*, is due to come out on October 14 and promises to stir up quite a bit of news. The 95-cent paperback is called "The Second Oswald." It is written by Richard H. Popkin, chairman of the department of philosophy at the University of California, San Diego, and is based upon an article Professor Popkin originally wrote for the *New York Review of Books*, expanded from 15,000 words to 25,000 for book publication and with an introduction by Murray Kempton and appendixes to the original text.

It is Professor Popkin's thesis that the assassination of President Kennedy was the result of a far-reaching conspiracy involving not one, but two "Oswalds," one the assassin, the other a decoy, both of them part of an elaborate plot. The appendixes include the FBI Report on President Kennedy's autopsy as dictated by two eyewitnesses. The autopsy, which has been found in the national archives, is being published here in its entirety. Avon plans major promotion publicity and advertising.