

NYTimes ads Frank's An American Death 5/22/24,25, 26

I think these are rather exceptional because it is the general practise to advertise only those books that are doing well and there is every indication that Frank's is not. I think Doubleday has other purposes in placing these ads, esp. the half-page one. They can't begin to come out on the book without a movie and they are, with these ads, I think really working on that. Without subsidiary rights being sold, they have to sell 100,000 copies in hardback to recapture the advance they gave Frank. The placing of the ads follows the end of his coast-to-coast tour, which in itself was expensive for Doubleday. Their people and Frank live well, travelled extensively, and there were at least four of them. The cost of this tour alone exceeded the cost of all that is required for the production of a 5,000 edition of the ordinary book. I found out that the man who made the arrangements and hecked the part is had one name, and when I met Frank, he had two others from Doubleday with him, making the four-party total...There remains the possibility that the tour did make the book do better than we believe, and this, too, could account for the considerable investment in these ads. HW