

PAUL ELDER & COMPANY

401 BUTTER STREET • SAN FRANCISCO, CALIFORNIA 94108 • PHONE 982-5010

M E S S A G E

R E P L Y

TO COQ D'OR FARM
HYATSTOWN, MARYLAND

DATE July 5, 1966

Gentlemen:

Your author, Harold Weisberg, apparently appeared on a radio program and we are getting calls for the book WHITEWASH for which we find no listings in the cumulative indexes. Please advise us as to price and discount.

Thank you.

Sincerely,
PAUL ELDER & COMPANY

Paul Elder
Paul Elder e

BY

7/7/66 Dear Mr. Elder, Our west coast distributor is Raymar, Monrovia, Calif., who I understand were to have a supply of WHITEWASH in San Francisco this week. The book is sold under normal hard-back terms, although it has a soft cover. Of course, we can also ship, 40% off on 5 copies or more, 33% on 3,4, 25% on fewer. Most people assume a private edition is not available in bookstores, and experience in Washington shows the display of the book, especially in the window, leads to excellent sales. It was Washington sales that impressed most distributors. The book has received major reviews and more are scheduled. I have been asked to appear on San Francisco radio again and have agreed. Coast-to-coast Mike Wallace CBS show, Assignment People (500 stations), Profile (200 stations) already taped. Please let me know if there is anything I can do to help you. University speech Berkley tentative for fall semester or earlier. Harold Weisberg

Most effective display seems to be Xeroxed copies, pasted on windows, of certification of burning President's autopsy (p.187) with pp. 198-9, 196-7 next to it, in that order. Also pp.202-3, which do not lend themselves to Xeroxing, of which I have no more copies. Dimondstein, with whom you may deal, sold 500 copies, reordered 500 in three weeks. If you have any way of letting the Berkley students know you have the book, that's a great interest.

SIGNED

RECIPIENT KEEP THIS COPY, RETURN WHITE COPY TO SENDER