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July 7, 1966

Mr. John Hagedorn
Book Department
Gimbel's
Philadelphia, Pa.

Dear Mr. Hagedorn,

Lynwood Giacomini suggests I write you about my book, "Whitewash : The Report on the Warren Report". It is the one that broke the ice and initiated the attention now directed at this subject. Publishers initially fear it, hence a private printing was necessary, in which we reproduced the typescript by offset, added an attractive cover and illustrated it with some of the more shocking documentation from the official evidence. Perhaps you have seen the reviews in The New York Times, The New Republic, Books, Publishers' Weekly and elsewhere. ~~More~~ Additional reviews are pending, as is also news treatment.

"Whitewash" is distributed by a number of the larger distributors, of whom possibly you deal with Diamondstein (who sold their first 500 in three weeks and phone/an order for 500 more this past Tuesday morning), Bookazine, or A&A. Or, the book is available directly from us, at normal discounts for hardback, although it has a paper cover. It sells for \$4.95. It is not a short book, having more than 100,000 words.

It has attracted considerable attention from radio, as far away as San Francisco, where one station had a two-hour telephone interview with me. I was on the Long John Nebel show on NBC for four hours several weeks ago. I've been on three stations in Washington for about an hour and three quarters, on TV there, and TV is scheduled in New York next week and in Philadelphia probably the 21st. This is why I'm writing you now.

I'll be on the Jack McKinney show on WCAU from 10 p.m. until 2 a.m. the 20th. The next day, either taped or live, I do not know which, on the Dave Van Meter show. We are offering "Whitewash" fully protected. If you do not deal with these distributors, or should they not be able to supply you in time, we ship the day we receive the orders, and I'll have a supply with me when I go to Philadelphia.

I hope you will stock this book, for I am confident, based upon what it is doing elsewhere, you will find it worthwhile and profitable. We have had a number of unsolicited orders from your area, including about a half-dozen book stores. Please let me know if there is anything you'd like to know.

Sincerely yours,

Harold Weisberg

July 21, 1966

Mr. John Joseph Hagedorn
Book Buyer, The Gimbel Stores
Eighth and Market Sts.,
Philadelphia 5, Pa.

Dear Mr. Hagedorn,

Thank you very much for your prompt letter, and for the information in it.

It will be a pleasant surprise if AEA has sold the 500 copies of WHITEWASH they got, for I cannot imagine them not reordering if this happened. However, it did happen with Dimonstein, whose 500 went in three weeks, and with Raymer, who appear to have disposed of 500 almost entirely in San Francisco in the week following my two-hour broadcast there by telephone.

When I come to Philadelphia I will have some copies with me. May I suggest that if your order has not been filled by then I can leave some for you for ultimate billing by AEA, if this meets with Mr. Rabinowitz's approval? I shall write him tonight and seek it. He is a fine gentleman and he was helpful to me at the ABA meeting.

There is little in Inquest about Mr. Specter. This is not true of WHITEWASH, which quotes quite extensively from his examinations, especially about the autopsy, certainly the most unusual, for a prominent person, in our national history. It is my belief that before long you will be hearing more of Mr. Specter's career with the Commission, and at that time, the increased interest will find what it wants only in WHITEWASH.

There is, fortunately, a considerable interest in Kennedy material. One of those actively working in this field has held out the possibility of a foundation to continue my work, which would please me very much. I was able to get for his alma mater a copy of a Kennedy speech record that does not exist commercially. If you and your wife are interested in recorded material, may I suggest that you write the AFL-CIO, which owns the master? If you have any difficulty (for Mr. Meeny is away), let me know. A neighbor owns the studio that made the recording.

I hope things go in Philadelphia as they did in San Francisco, for my broadcast there, according to Fran Howell, of Raymer, was really something.

With regard to our skill in cooking (a skill neither of us has been able to experiment with during the past two and a half years), perhaps if WHITEWASH begins to do in Philadelphia what it did in Frisco, you may have an idea. We are both chicken-cooking champions. We might, for example, cook for a news conference, or more privately, for your book reviewers? And we have eight cats (one dog, three families of woodchucks and 11 wild geese that come on our call and eat from the hand- even the mouth-without biting!) Again, thanks for your kind and prompt reply. Sincerely,

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Dear Mr. Weisberg:

Mr. Giacomini is a long-time and most valued book friend; and a mighty good book man, too.

I had ordered copies of your book from A&A in Boston, as soon as I saw it mentioned in PW.

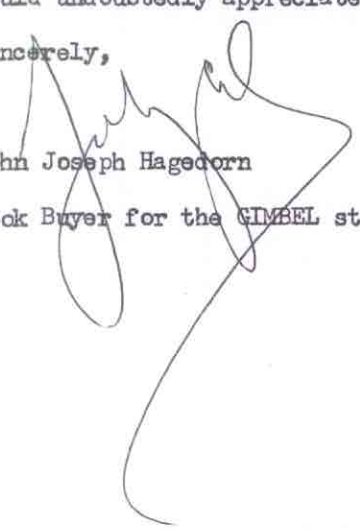
I have not yet seen your book (nor read it), so I gather A&A might be out of stock on it; which speaks well for your sales! I did receive a large shipment from A&A yesterday, as I do weekly, with special orders, but WHITEWASH was not included.

We deal only with BAKER & TAYLOR (the largest book jobber in America) and A&A in the jobbing field; but to order direct for one title is an unjustified expense for Gimbels, as it costs more than \$25 just to set up an accounting sheet for a new publisher. I'll re-order more from A&A today.

Unfortunately, even INQUEST, with enormous local publicity due to the local Distric Attorney, has had, despite national reviewing in all media, has had small sale in Philly; although we still sell much in the JFK field. I re-ordered on Schlesinger this week, and we sold out of the first large shipment of the new Vanguard book on Mrs. Kennedy.

My wife & myself collect JFK materiel; we have about 200 books, plus much personal data; my wife had been invited to the JFK innaugural, and attended it, and was as much bereft when Kennedy was killed as if it had been a close blood relative. I felt much the same way. And our six cats, and indeed all of us, would undoubtedly appreciate your skill in the culinary field too!

Sincerely,


John Joseph Hagedorn

Book Buyer for the GIMBEL stores