

**Q.** *It is loudly being hushed around in the publishing business that Holt, Rinehart and Winston, publishers of the Ladybird and Lyndon Johnson memoirs, have taken a \$1.5 million loss on the two autobiographies. True or false?—L. D. S., Salt Lake City, Utah.*

**A.** Holt, Rinehart, which is owned by the Columbia Broadcasting System, refuses to reveal the extent of that particular publishing venture, no doubt with good reason.

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