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June 9, 1966

Mr. Peter Kihss,

Thank you for your thoughtfulness in sending me a clipping of your June 7 story. Your presumption is correct, the mention was helpful, although I cannot deny what I hope you will regard as nothing more than the human feeling, that all the others who need it less derive the financial benefit from what I have done. If you look at Newsweek this week you will perhaps understand it better.

The restrictions imposed by the desk please me, even if they did restrict what you had space for. I went through this thing done sanely, without any circus atmosphere, without a search for goats, and your story helped in this in a way that will in the future become more clear to you.

From a selfish point of view, I also wanted the books in the stores so they could benefit from publicity, and I haven't the slightest ~~idea~~ doubt there will soon be more. When that happens, the book will be available, for I believe what I have done with this book is publishing news. There are 2751 copies in distributive channels or in the bookstores or sold by them, besides those we have been mailing out, for we are getting all kinds of inquiries, trans-continental phone calls, mis-addressed and partly addressed letters of inquiry, etc. First, this is a private printing, and the successful ones are rare. Next, the format is rather unconventional, and the price necessarily high. Then, there was no organization, for this has been a one-man thing. I've done the contracting on the mechanical end, with help from artists who know that end; the PR work, the distribution and some of the selling, and it is all working. From what I was told at the American Booksellers' Association annual meeting in Washington, all of this is quite unusual and attracted considerable favorable attention there. Major distributors are handling the book as a normal trade publication.

I sought your Mr. Gilroy at the meeting, without success, thinking he might be interested in what I was being told. You may learn some of this from several people I had never met before, Mr. Jerome B. Agel, editor of Books, on Madison Ave., and Miss Dorothy Mattimore, of the Ted White Organization, about 300 W 42nd St. They do Assignment People. Also, you might find the relationship between at least the PR people at Viking and me (Tom Gervasi) and I think more than the PR people, a little out of the ordinary for "publishers" competing for the purchaser's dollar. Our books are on the same subject but have entirely different approaches and values. I think Epstein's is important, and I have even voluntarily shared my own publicity with it to say so. Similar things attributed to Viking have come back to me. The books really complement each other. But I think the real reason is that they are not cookbooks but deal with the assassination of an American President.

I asked Mr. Graham yesterday, without knowing whether he had the facilities, for a clipping of a statement by Rankin to the Times about December 1964 in which he said if the Commission proved but two bullets were fired, the Report was right. I'd like to have this and, as a matter of fact, almost any other statement Mr. Rankin has made on the Report. My work is not done. Thanks, and if you write or can send any more clips, thanks in advance. Sincerely,