

1/10/70

G & P,

Attached are two pages that back up from the current Publishers' Weekly. I send them both because I believe they bear on a suggestion I made earlier that there may have been some kind of sponsorship for Brener's book. On this subject, for example, the CIA would never use their favorite, Praeger.

Now I have no idea what Newman is about to say in this book. But I am pretty certain he is the guy who killed WHITEWASH with Parallax in 1965 and has been trying to peddle a book for a long, long time. Of course, there is always the chance ~~ix~~ I am wrong on his end ~~thas~~. We'll see soon enough.

However, the recent books have all been bombs. Brener's should have had enough sale to keep it from losing money because, to a degree, it has a captive and persuaded market. But all the other recent ones have been real bombs and have persuaded publishers, from what I've heard, that the market is dead on this subject. And it is not possible, the way publishings crawls along, for there to have been encouraging sale from Brener's book to entice Potter to do this one.

But the real reason I am sending you copies of the two ads, Crown being Potter's distributor (and both having the same address), is so you can examine their Spring lists and see how out of place on both this really is.

When the subject was fresh, Crown would not even read WHITEWASH, and management rejected the recommendation of both the editor and the sales manager. Of course, they distribute all of Potter's books, so this may mean nothing.

Sincerely,

Clarkson N. Potter, Inc.

presents its distinctive list for Spring 1970



Jewish Medals

FROM THE RENAISSANCE TO THE
FALL OF NAPOLEON (1503-1815)

By Daniel M. Friedenberg, Curator of Coins and Medals, The Jewish Museum, New York City. This definitive study reflects pre-Emancipation Jewish life through anti-Semitic, commemorative, and miscellaneous medals from major collections throughout the world. The medals are reproduced and catalogued for variants, metals, sizes, relevant literature, location, and identity — if known — of the medalist.

February, \$10

Down at the Depot

AMERICAN RAILROAD STATIONS FROM 1831-1920

By Edwin P. Alexander. The golden age of American railroading is nostalgically re-created in over 300 photographs — mostly dating from the 1890's — which not only show the varied and distinctive architecture of the stations, but also capture the bustle of activity surrounding the arriving and departing trains.

February, \$15

African Rock Art

By Burchard Brentjes. A unique and fascinating record of the arts of the Bushman, Bantu, Berber, Hamite, Hottentot, and others, over ten thousand years. Illustrated in black and white and in color, with photographs by renowned travelers and ethnographers of the past and present, and with line drawings.

February, \$7.50

Antiques of American Childhood

By Katharine Morrison McClinton. Whether he is interested in children's costumes, furniture, books, toys, or amusements, the collector of nursery Americana will find this an indispensable guide. It indicates the wide range of collectible items, and their relative availability and cost. With 380 illustrations, many from old portraits, magazines, and books.

March, \$12.50

The Good Food Guide 1970-1971

By Raymond Postgate. Here is where to find good food and quality hospitality in the British Isles. This book — updated annually — covers more than 1,600 hotels, pubs, inns, and restaurants, listing specialties, prices, hours, wines, and the general quality of the establishment. With 32 pages of motor-ing maps and city plans.

March, \$3.95

Collecting Greek Antiquities

By Dr. Herbert Hoffmann. Introduction by John D. Cooney, Cleveland Museum of Art. Straightforward, expert advice on how the art lover with a limited budget can collect classical antiquities — while protecting himself against forgeries and mediocrities. Even experienced collectors will learn something here. Over 200 illustrations in black and white, with 21 color plates, and 100 line drawings.

March, \$15

The Assassination of John F. Kennedy

THE REASONS WHY

By Al Newman. After six years of painstaking and exhaustive search, a former managing editor of The Reporter and foreign correspondent for Newsweek presents the key that unlocks at last the mysteries of the Kennedy assassination — a framework through which all the seemingly diverse and unrelated events fit together. 700 pages.

March, \$10

The Shapes of Our Theatre

By Jo Mielziner. A guide to planning and designing the interior shapes of our theatre buildings, by one of America's leading theatrical designers — who points out the conflicts of taste and philosophy that often result in expensive monuments unable to meet the needs of their users. Illustrated.

April, \$6.95

Lovers and Fathers

A novel by Cressida Lindsay. With complete openness, the narrator of this London novel tells us what she knows of love and of men. She recounts a life full of fresh encounters, some serious, some casual, but all pervaded by the tension generated between her need to be herself and to be free, and the submission and assumption of responsibility that love always entails.

May, \$4.95

The Illustrated Book

ITS ART AND CRAFT

By Diana Klemm. Presenting examples from the work of 75 artists since 1945, Miss Klemm gives a brief history of adult book illustration, surveys contemporary illustrators, and shows how book art is prepared. With eight full-color plates, and over 75 pictures in black and white. For the browser, art student, or craftsman.

May, \$7.95

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