

5/24/70

Mary, Gary, Paul, re Clarkson N. Potter

The ad for Newman's dated bomb in today's Book World rekindles my interest in Potter's uncommercial interest in the assassination, where he has already published one book that, save for subsidy, cannot be profitable: Brener's. Thing there was also another.

Really, the only way such books can be commercially viable is with help. There is more justification for Brener's than Newman's, which couldn't get published when the subject was timely and getting considerable attention. Help can come from only limited sources. With Brener, there is the added possibility of wholesale unloadings to Garrison's enemies, not likely in any way with Newman's.

When my interest was first directed to Potter (who distributes through Crown, which is effective and well-organized in its sales operation--and he may be apt of Crown), I found myself wondering if the Agency was looking for someone to do some of what it had done through Praeger for so long.

Crown, by the way, would not do WHITEWASH in early 1965 despite favorable recommendations by the editorial and sales departments.

So the purpose of this note is to alert you to this interest and the possibility it might be close to fact, and to ask for any knowledge you may have or come across about Potter.

I will not be doing anything active on this, but I will be alert and, if the opportunity presents itself, will make inquiries.

HW