

# TIPS

PREVIEWS  
PROMOTIONS  
SALES

**SAM LEVENSON** was co-host of the "Tonight Show" for one week prior to the publication of his book, "Everything But Money," a fact which hasn't hurt sales a bit. On August 23 he appeared on the "Today Show," on August 25 he taped the "Mike Douglas Show" and the week of August 29 he kicked off a 17-city promotion tour for the book which will include just about everything from autographing parties to press interviews and speeches. The first printing of "Everything But Money" was 35,000 copies. That's all sold out. A second printing of 10,000 and a third of 20,000 are under way, and a fourth printing is imminent, Simon and Schuster says.

**WHEN THE TRADE SHIED AWAY** from Harold Weisberg's "Whitewash: The Report on the Warren Report," the author reluctantly published the book himself. Now, a year later, the book, which was the first on the subject, is going into a fourth printing at Merkle Press, Washington, D.C. This makes the third printing of 5,000 and it was ordered only three weeks after the previous 5,000 copies were bound. Most of the sales have been within the past two months.

Trade sources describe the book's unusual form—offset reproduction of the typescript—as giving it an "inside quality" and one major publisher is considering doing it in the same form. The contents are restricted entirely to the official evidence of the Commission, and reproduced within are 27 documentary and photographic items of evidence.

Major wholesalers stocking "Whitewash" are A&A, Bookazine, Dimondstein and Raymar; local wholesalers are also handling the book. Most sales have been in the New York and San Francisco areas, with a recent rapid upsurge in Philadelphia. Mr. Weisberg would like commercial distribution in the unsupplied areas of the country from which orders are received daily and he expects a deal to evolve from the publisher interest recently expressed. He assures his present distributors that he will protect their interests because of his gratitude for their willingness to handle a private printing.

**"THAT QUAIL, ROBERT"** is in a 10,000-copy second printing for Lippincott within a week of pub date, bringing the total in print to 34,000. A second printing has also been ordered of Gladys Taber's "One Dozen and One."

**RICHARD POWELL'S** "Don Quixote, U.S.A." (Scribners) is in a second printing of 5,000 before publication.

**BETWEEN AUGUST 10 AND 18**, sales of "Amy Vanderbilt's New Complete Book of Etiquette" (Doubleday) totaled 1,213 copies of the regular edition and 3,856 of the thumb-indexed edition.



This Univ. of Chicago Press poster brings to mind the "Uncle Sam Wants You" poster of World War I (p. 74)