

August 22, 1974

Editor, Publishers' Weekly
1130 Avenue of the Americas
New York, New York 10036

Dear Editor:

C If you were with PW eight years ago, you may remember WHITEWASH: THE REPORT ON THE WARREN REPORT. It was, I believe, the first so-called "underground" book.

PW, alone in the publishing industry, treated it fairly. It was not, in my view, really "underground". And I remain a publisher, albeit the country's, if not the world's, smallest.

O Soon there will be the fourth of the WHITEWASH series. When it appears, I will let PW know. Its appearance is not the purpose of this letter. Rather are the recollections of the past eight years.

I believe there is a story that would be informative to large publishers and interesting to your general readers.

P Large publishers learned nothing from it. Not even when WHITEWASH became a best-seller in its original format and in reprint did one come to me for the sequel. Or ask me if there was to be one.

The assassination of John Kennedy and its official investigation certainly were and remained at least topical events. But until I gave up on established publishers and without a cent of capital became my own, no book on this subject appeared.

Y Check your own indexes on this turning point in American history and see what books about it are available. You will, I believe, find mine only. They are all still selling. Yet I never had a cent for promotion or advertising and the only ad I have ever placed is the small one I carry in Books In Print.

The prestigious and stuffy New York Times book section would not acknowledge the existence of this first work on so significant a subject. (I made the Times pay for copies beginning with the 14th!) Or those that followed it. There were no reviews, before or after publication, where all publishers seek them, and few printed mentions. There was no distribution of any kind arranged prior to publication. In spite of this and other major disadvantages, it was a best-seller.

The coming book will face greater handicaps. But it is coming. I am confident, if, as with the first, these handicaps will reduce the sale enormously, they will not mean failure. These new handicaps, I believe, are still another commentary on some aspects of the publishing industry, costly to publishers.

If there is anyone in particular to whom you would like me to send the review copy, I would appreciate a label.

Sincerely,

Harold Weisberg