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November 11, 1966

Mr. Doris Innis, Editor
Weekly Record of PW and BPR
Publishers' Weekly
1180 Avenue of the Americas
New York, N.Y. 10036

Dear Mrs. Innis,

I do not know whether Publishers' Weekly keeps a record of such things or notes them because of their possible trade interests, but I am writing to let you know that I have been informed by my British agent, Mr. Gordon Harbord, 55 St. Martin's Lane, London WC 2, that Feltrinelli has contracted for Italian publication of WHITEWASH: THE REPORT ON THE WARREN REPORT.

Because of your own past kindness, I thought you might be interested in knowing that there are now 22,500 copies of this book in print, with sales well over the 15,000 mark..

We do appreciate the help you and Publishers' Weekly have offered.

Sincerely yours,

Harold Weisberg

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WA6-2034

20734

October 14, 1966

Mrs. Doris Innis, Editor
Weekly Record of PW and BER
Publishers' Weekly
1180 Avenue of the Americas
New York, N.Y.

Dear Mrs. Innis,

Since my letter of October 1, we have heard from both Mr. Lillis and Mr. Alpheus L. Walter, Chief, Card Division, of the Library of Congress.

According to Mr. Walter's letter of October 11 and the attached duplicate "Library of Congress Catalogue Card Number" slip, the catalogue number of WHITEWASH: THE REPORT ON THE TARRAIN REPORT is 66-5090.

We applied for none on the original, limited edition of August 18, 1965 copyright, hence, I presume, the 1966 number is assigned.

Mr. Lillis kindly assisted in the execution of additional forms which eliminate the confusion that existed.

Thank you very much for your assistance.

Sincerely,

Walter Lillis

October 1, 1966

Mrs. Doris Innis, Editor
Weekly Record of PW & BPR
Publishers' Weekly
1180 Avenue of the Americas
New York, N.Y.

Dear Mrs. Innis,

Thank you very much for your letter of September 29 and the enclosures. I also want to thank you for the mention, for to it I attribute some of the recent attention from Europe, especially from five publishers.

The history of WHITEWASH-THE REPORT ON THE WARREN REPORT at the Library of Congress is not as simple as it would have been had I known of you earlier. Our first letter of inquiry is dated July 15, 1965. Copyright No. A 790083 was granted August 18, 1965. This was a limited edition intended to preserve our rights. On June 10, 1966 we filed the papers for the first of the editions of 5,000 copies, with the addition of a little new material and the name revised from THE REPORT ON THE WARREN REPORT. It was printed May 9, 1966.

On July 11, 1966, we had a letter from Mr. Mark A. Liblis, Head, Book Section, asking for details of the new material, to which we responded August 1, 1966. We have not heard from him since, nor have we had any communication from the office that assigns catalogue numbers, although we know, from orders we have received, that a number has been assigned. We are writing the Library and asking for the number and will inform you on its receipt.

I am sending you herewith copies of the first printed and the revised editions. The first, of course, is exhausted, except for a few copies we have held for those writing and specifically asking for them. If there is any further information you would like, please let me know. I am anxious for the listing, for we have an astounding mail from people all over detailing statements from a rather large number of booksellers who claim not to know how to get the book, even though it is available and has sold remarkably well through those wholesalers you have been kind enough to note in PW.

Your enclosures are particularly helpful to me because I have completed the rough draft of a sequel. While I do not not anticipate the need for a private printing, which I certainly do not prefer, I shall be in a position to avoid the repetition of our errors of ignorance. I am hopeful of publisher interest in the sequel, both here and abroad.

We do, very much, appreciate your kindness and help. If you personally believe there will eventually be any value in the first printing and would like a personal copy, please let me know while we still have a few; and I'll be happy to send you one.

Sincerely yours,

PUBLISHERS' WEEKLY

The Book Industry Journal
Published By R. R. Bowker Company
1180 Avenue of The Americas
New York, N. Y. 10036
LT 1-8800

September 29, 1966


Mr. Harold Weisberg
Coo d'Or Farm
Hyattstown, Maryland 20734

Dear Mr. Weisberg:

In reply to your letter of September 24th to Mrs. Bernice Cohn, please find enclosed some material explaining the procedures to follow to get your book WHITEWASH listed in the Weekly Record of PUBLISHERS' WEEKLY. I am also enclosing a tearsheet of the news item PW carried about the book.

If you have any questions, please feel free to contact me.

Sincerely yours,


(Mrs.) Doris Innis, Editor
Weekly Record of PW

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Enclosures

P.S. When sending a copy of the book for listing, please indicate from whom it can be obtained.

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.

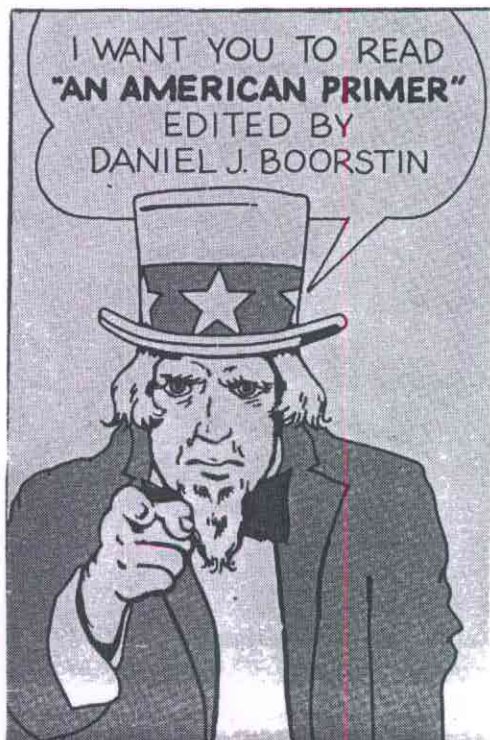
Trade sources describe the book's unusual form—offset reproduction of the typescript—as giving it an "inside quality" and one major publisher is considering doing it in the same form. The contents are restricted entirely to the official evidence of the Commission, and reproduced within are 27 documentary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

PUBLISHERS' WEEKLY

The Book Industry Journal
Published By R. R. Bowker Company
1180 Avenue of The Americas
New York, N. Y. 10036
LT 1-8800

Dear Sir:

The name of your firm recently came to my attention. I would like to take this opportunity to introduce our services to you and to acquaint you with the procedures for listing books in the Weekly Record of PUBLISHERS' WEEKLY.

PUBLISHERS' WEEKLY, as you may already know, has served as a window to the publishing world for well over 90 years. The Weekly Record, a weekly section of PW, is recognized as the only existing American national bibliography produced on a current reporting basis, and highly regarded as a checklist and buying guide by the more than 20,000 booksellers, librarians, and other book purchasers who subscribe to PW.

Listing in the Weekly Record is free, and follows the general form of the Library of Congress catalog card. Prices, annotations, and other supplementary material are added by the PW staff. These same listings also appear, free of charge, in the AMERICAN BOOK PUBLISHING RECORD (BPR), a separate monthly publication. In addition, it is these listings which form the basis of PW's annual trade statistics--statistics regarded by the entire book trade and general public as a true reflection of American book production.

We hope you will submit your publications to us for listing. Enclosed you will find material explaining the procedures for submitting books for listing. Also enclosed is information about the various other services offered throughout the Bowker Company.

If you have any questions concerning our procedures, please feel free to contact me.

Sincerely, yours,

Doris Innis

(Mrs.) Doris Innis, Editor
Weekly Record of PW & BPR

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PROCEDURES FOR LISTING BOOKS IN THE WEEKLY RECORD:

To make sure your books are listed promptly in the Weekly Record, please follow the procedure outlined below:

1. Send the earliest possible bound copy, together with price and publication date information to:

Publishers' Weekly
Department PWLC
1180 Avenue of the Americas
New York 36, New York

2. In the same mail, send one copy to:

Library of Congress
Card Division
Department PWLC
Washington 25, D.C.

Because your book bears the "PWLC" code, it will get priority treatment at the Library of Congress, going immediately to LC's catalogers where a catalog card will be prepared and rushed to PUBLISHERS' WEEKLY.

Because your copy bears the "PWLC" code, PUBLISHERS' WEEKLY will also schedule your book for listing in the earliest issue. The LC catalog card will be edited and price, binding and other supplementary material will be added. A description of the subject matter will also be included in many cases.

That's all YOU do.

If, as sometimes happens, yours is an unusually expensive book, or the edition is unusually small, or for any other reason you do not feel the gain justifies the free copies, you may, at your option, either

1. Send only to PW, which will write its annotation and forward the copy to LC.
2. Send only one copy to PW and ask that it be returned to you.

In either of the above instances, please DO NOT USE THE PWLC CODE.

3. Request that we send you a Booklisting form on which you can enter the bibliographical information. In this case you would not have to send any copies however it would be necessary for you to supply us with the Library of Congress card number.

There is no wish to burden the publisher by requesting two copies where one might be made to do, but ordinarily the cost to the publisher of one more book, free of royalty or plant costs or overhead, is less than the cost to PW and LC of the extra handling and shipping -- and this help is appreciated, the more since no charge is made for the service. Also, this one copy will be for the purposes of listing in the AMERICAN BOOK PUBLISHING RECORD.

Please remember that copies which you may already send to the U.S. Copyright Office are simply not available to the Card Division at LC without considerable delay.

BOOKS ELIGIBLE FOR WEEKLY RECORD LISTING:

Below is a listing of those publications which are and are not eligible for listing in the Weekly Record of PUBLISHERS' WEEKLY and in the AMERICAN BOOK PUBLISHING RECORD. Only books of the current calendar year are considered for listing.

The Weekly Record does list:

Trade editions
Revised, updated, enlarged, or corrected editions
Reprints (i.e., a book brought out in a different format and at
a different price)
Reissues (i.e., a book which has been out of stock at least one year)
Juveniles
Paperbacks (both mass market and quality paperbacks)
Annuals (but not semi-annuals or quarterlies)
Imports (providing U.S. distribution is assigned exclusively to one
U.S. firm)
Proceedings of Learned Societies, and other organizations.
Talking books (i.e., phonorecords)
Textbooks (elementary, secondary, college, and specialized and
advanced texts)
Teachers editions
Workbooks, laboratory manuals, and other educational materials.
Programmed learning materials.
Encyclopedias

The Weekly Record does not list:

Dissertations and thesis materials
State and federal government publications
Second, third, fourth, etc. printings or impressions
Subscription books (excepting encyclopedias)
Serials, quarterlies, and other periodicals
Pamphlets under 49 pages
Books published prior to the current calendar year (unless revised, etc.)
Imports not having a sole U.S. distributor

To save you the time and expense of sending review copies the following short-cuts may be used:

1. If a book is published in several editions at the same time (i.e., trade, text, and teachers editions or library and trade editions, it is not necessary to send copies of each edition. Send only one copy and on the fly leaf or review slip, write the information concerning other editions and the price of each.
2. If a text is accompanied by other supplementary material (i.e., laboratory manuals, tests, etc.) you need not send these materials, only the book. Simply write on the fly leaf or review slip what other materials are available and the prices of each.