

PUBLISHERS'



WEEKLY

THE BOOK INDUSTRY JOURNAL

ROUGH PROOF of your ad to appear in the issue of: _____

Ad will be inserted as shown unless corrections are received by: _____

IMPORTANT: Changes other than typographical errors will be billed at cost. This advertisement has been set in accordance with copy furnished by you. Typographical and minor corrections are permissible but an additional charge will be made for any re-arrangement of text matter or substitutions of new copy.

All corrections must be made in writing. The publishers are not responsible for verbal instructions.

Please O.K. or correct and return this proof to Advertising Dept., Publishers' Weekly, 1180 Avenue of the Americas, New York 36, N.Y. LT 1-8800.

PUB. WEEKLY—OCT. 3

4

**WHITWASH: THE REPORT
ON THE WARREN REPORT**

available through and to your jobber or from me at regular trade arrangements.

HAROLD WEISBERG
Hyattstown, Maryland 20734

M

20734

September 24, 1966

Mrs. Bernice Cohn
Advertising Dept.,
Publishers' Weekly
1180 Ave. of the Americas

Dear Mrs. Cohn,

Thank you for the courtesy of sending me a proof of my ad for the October 3 issue. The less cooperative attitude of the post office precluded earlier acknowledgement. With the correction of the typographical error it is okay. We have already paid for it.

There are several things properly addressed to others on Publishers' Weekly who are unknown to me. I'd appreciate it if you could direct these to the proper attention. I earlier wrote asking the inclusion of my book in your guide, which may have gone to press by now. This was not alone for the business it could have brought us. We daily receive plaintive letters from buyers who report their stores do not know how to get the book WHITEWASH. This lack of knowledge has cost book stores many sales. If it is not too late, I would very much appreciate the appropriate listing. I am the publisher. The book is available through wholesalers.

Although we have not had the resources for any advertising, this ad being the only one we have placed, the book has now sold more than 13,000 copies, an astounding fact your editorial department can learn from Merkle Press, the printers, who have shipped almost all the wholesale orders for us. This is especially unusual when the other handicaps of the book are considered, especially its format, offset reproduction of the typescript.

During the past two weeks we have had a request for an option by a French publisher, referred to Mr. Gordon Harbord, my agent in London (53 St. Martin's Lane, N.C.2) and notification by an Italian publisher, Bompiani, that he intends to exercise the option earlier requested. Miss Cillianna Broggi reported two days ago she will negotiate the agreement with Mr. Harbord. Earlier, Arriba contracted newspaper rights in Spain and Fenarema magazine rights for Germany, also through Mr. Harbord.

While becoming an unwilling but successful publisher because no one would publish WHITEWASH, I have continued as a writer and have completed the rough draft of a sequel, of which I would prefer not to be the publisher. If the need arises, I now know I can, however. Like WHITEWASH (which is unique in this respect) the sequel comes 100% from the official evidence and documentation. Having been the first of the first wave, I now believe I am also the first of the second wave of books on this important subject.

Thank you very much for the attention you have given the very minor business we have done with you.

Sincerely,
Harold Weisberg