

8/24/66

Dear Harold:

Our publicity is beginning to roll. How far
any press releases you wish us to use? We
are using the back & front of the book (blow-ups)
also a thumb nail sketch for introducing
you.

I have an advance of the N.Y. Times Sunday 8/20/66
found two (page 3). The 2 books reviewed are
a re-hash of "Whitewash". I like the last two
paragraphs in the article.

All this keeps alive the doubt and intrigue also
this sells books. By the way; the day after your
4 hour stint we sold 27 books and it was a very
slow ~~actual~~ Saturday hot & humid and don't forget
all our cust. can afford to go away.

Yours truly

Gene Selding

20754

8/25/68

Dear Dave,

In hasty reply to yours of the 24th., glad to hear the sale was so good. This could not have been universal in Phila. for I've heard nothing from United, although I had a direct order from Penn Center indicating good sale. I have no way of knowing who is getting them through the NY wholesalers.

I have no press releases, but thanks for thinking of it.

You are correct about the two books. They get attention because of commercial sponsorship, because I broke the ice. I certainly wish some of the book stores would write such publications of the NY Times and Newsweek and ask them if, with the change in the weather, they do not find the Emperor's cloths chilling. They maintain the fiction that a private printing doesn't exist. All the other books together do not approximate the contents of WHITEWASH, and they have nothing important that I don't have and nothing that I am not still satisfied I was right to omit.

I hope the other books do help sell mine, which I take it you suggest. Their publishers are doing everything possible to slice my throat. Some day I'll tell you some of it.

Looking forward to seeing you again, with a chance to talk a little. If I can I'll get up a little early and take some of the very nice letters I got to WCAU, which might be able to use them.

The Man About Town TV show was interested in having me a while back. I wrote and said I couldn't make a special trip, for I am now too busy with the sequel to take the time, but offered to make it the 20th. Should I hear from the, I may be up even earlier.

We have gone back to press for another 5,000. There were but 200 at the printers and a few more here. Last time we lost many sales through delays by the truckers and while the book was being printed.

Sincerely,