

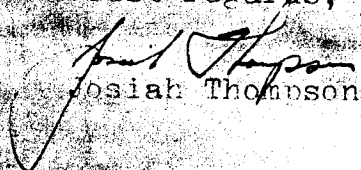
Eggersvej 14  
2900 Hellerup, Denmark  
14 December 1969

Mr. Jim Brown  
410 Burke Avenue  
Long Beach, Mississippi 39560

Dear Mr. Brown,

Berney Geis has sent on to me for answer your pleasant inquiry of October 30. I don't think anyone has a very good idea why Six Seconds didn't sell better. I suspect it may have had a lot to do with my own prose which was serviceable but, on the whole, rather pedestrian. It was very technical and not a very interesting book to read. The price was much too high, and this undoubtedly affected sales. Finally, we were hit by a lawsuit from Time Inc. and this very much inhibited our advertising plan. But finally on questions of this sort -- who knows? Or more to the point -- why care?

Best regards,

  
Josiah Thompson

cc: Mr. Bernard Geis