

Harold Weisberg  
Hyattstown, Md. 20734  
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Mr. Wayne Cody  
Robert S. Block Advertising  
3929 N. Humboldt Ave.,  
Milwaukee, Wisc. 53212

Dear Wayne,

Your letter of the 9th is very helpful. We have already mailed both orders. It is also encouraging, for if you can do any distributing for me, I'd love it.

I do not know how much you know about book wholesaling, but it seems as though if you want to buy for your store first you have to knock down the wholesaler's door and then threaten him with a club before he lets you know he even has a book. Thus, because the wholesalers do not let the stores know what they have, City News and Green's had none. We are still getting letters from New York where my press and exposure have been excellent and where the first book was the best seller during the summer from people who swear their bookstores never heard of either book or how to get them. Thus you understand the importance to us of getting our address mentioned on the air.

Speaking of air, if Bob White ever wants to, he can do a show with me by phone, even without a conference-phone hookup (but that eliminates the simultaneous phone-ins). Last night I spent three hours on KCBS that way (Harve Morgen's throat was in bad shape so he got me started, I handled the call-ins, and he did the commercials. The only problem is that finishing up at 3 a.m. and then having to get up to work makes me a little groggier in midafternoon. Did two hours this way with Jerry Williams last week, the third time I've done it with him. There are different aspects that lend themselves to specialization, like Manchester currently.

But on the wholesaling, we have been giving the stores a larger discount than the wholesalers. We have been giving the wholesalers 50%, protected. I do not know exactly what you have in mind, but I certainly am interested.

WHITEWASH is doing remarkably well for Dell. They are beginning to advertise it. But before they did any advertising, for the first and an incomplete month, I heard from them today that it was on their top ten for December on every sales list, and they were then just beginning to get it out. I believe pub date was 12/12/66. They originally declined WHITEWASH II. Although I have not heard from them directly, I understand they now want WHITEWASH II. I want it in hardback first, for several reasons, one of which is the extra revenue it can mean. I believe, as you seem to indicate you do, that this subject is really just opening up. But if they want it for paperback, they'll have to pay me a very large advance to cover what I'll lose by not having it in hardback. Whether they'll be willing or not I do not know. I doubt if they'll rush it. Also, they'll have to undertake to make returns good on my edition. I doubt if we'll come to any agreement at all soon. If they were really serious they'd have made me a firm offer. It is going crazy in Italy, where four publishers are competing for it, including the one who has Manchester's!

I'll be gone probably 1/17-19. I'm debating Louis Nizer in New York on a special. If you should call, please make it person to person. I think if you can really handle a large number of books and I do not have to worry about returns I can make you a better offer, a better percentage. I know what my stuff can do with promotion, and I know I've done what the others combined haven't approximated. You should see my mail. One bookstore in San Francisco sold 250 copies at the worst time of the year when I was on the radio there and they took three or four spots on the show. And if I can do any good on your station, if only answering questions you get and cannot answer, let me know. Thanks very much for your help and willingness. Sorry I was so tired that night.

Sincerely,  
Harold Weisberg