

June 11, 1967

Mr. Walter Mitchell,
Vice President
Dell Books
750 Third Ave.,
New York, N.Y. 10017

Dear Mr. Mitchell,

The 75 copies of WHITEWASH you were going to have your Cincinnati distributor deliver to the annual convention of the Ohio Associated Press News Director's ~~annual convention~~, whose main speaker I was last night, did not arrive.

They are anxious to have them. The AP Ohio Bureau Chief, Mr. Al Dopking, will mail them out if they are delivered to him. *at P.O. Box 1812, Columbus*

As an evaluation of the effectiveness of your advertising in Ohio, few of these men knew of WHITEWASH. They asked me to autograph most of WHITEWASH II, which I did. I taped a program for one radio station while I was there, provided a set of slides from the illustrations to a TV station, and arranged for I suppose as many as a half dozen broadcasts by phone, from home. I think this will provide an opportunity to sell the first book in Ohio also.

I stayed at the Carousel Motel, a very large one. They had the second book on sale but never did have the first. I checked at the airport. They had neither and had never heard of the first. Mr. Cahler asked me to check on these things as I go around, so I'm including a carbon for him. I'm including it in the letter to you in the belief it will interest you.

On the way out yesterday morning I checked the Washington Airport (National) book store. They did not have the first and hadn't had the second. They did have Lenses in all the places there I checked, plus an extra display in the lower lobby, separate from any sales point. For whatever it is worth to you people, the manager of the Cinn. Airport complained about the distributor, whose name she gave me as Marshall News, saying that is she got as many as two of the titles she orders a week she feels blessed. I checked her available space. Her shelves can hold 168 stacks of books. Marshall had put out six stacks of "Nostalgia And Me", by Kedy Lamar. He had a dozen others in three or more stacks, quite a few titles in two stacks, two of the Scavengers, and I noticed that just about all of these duplicate stacks were full, indicating no sales or recent replenishment. She expressed an interest in the WHITEWASH books. This kind of distribution, or lack of it, offsets the benefit of good exposure. The AP moved a story by phone out of Columbus on my speech, which was rather well received. I do not know if it made more than the regional wire.

In checking perhaps a dozen and a half airports recently, I have found WHITEWASH in but one, WHITEWASH II in none. This includes some where the bookstores are rather large.

My agent John Starr tells me someone at Dell authorized my expenses on this trip. Some were paid for. Those that ~~xxx~~ were not total \$75.03, bills enclosed.

This itemization also includes a reminder of about \$60.00 authorized some months ago by Miss Gutstein and possibly Miss Mulholland. Before she left Miss Gutstein told me the check had been issued. I have not received it.

From time to time in connection with appearances I am asked for photographs. Miss Dorothy Mattimore some time ago took some. Has Dell authorized or can you authorize some to be made & sent me for such purposes? I have a new request for one for Philadelphia, where on three different occasions in the near future I expect to be making appearances. When I was promoting WHITTEWASH after your petition came out, I used every picture I had of myself, even some I had not right to.

Sincerely yours,

Harold Weisberg