

10/27 Found the NYTime piece on paperbacks, royalties and movies very interesting. I've understood this for some years but never had a chance to make such a connection. I've also tried to feed subjects to paperback house, for them to hold original rights, and have given a beautiful love story to another wirtter in the hope it can be handled this way, for it has been clear for years that was the only way the writer has a chance of getting less than the customary hosing. My idea was for the paperback reprinter to place the hard-back because the attention the hardback gets usually controls the prospects of the reprint. With the relatively small profits per book in reoport, those publishers advertise less and rarely engaged in promos. In fact, Dell still owes me for the costs of the one they authorized with my first two books. I was the main speaker at the Phio AP editor's 1967 convention. (They liked me better than their usual cabinet undersecretary, even if many disagreed with me, and they enjoyed their more adventuresome members being out down!) An original paperback with a small house can never return the cost of the book to the author unless he is subsidized. The the large get larger. If the small get more numerous, that is because of the deficiencies of the large. The large still make the money, generally with what is not worth reading or publishing. Like Frank on Judy Garland. (He told me in St. Louis in Ma that he was anxious to get to this book, without identifying it, so I presume he knew he'd get the \$500,000 without movie. (She made one of her last appearances in Boston the last or next to the last time I was there, paid for public appearances, no admission, by a brewery. It was quite a think. Enormous crowds. I was then told that the male homosexuals dig her (should be past tense) in a very special way. All of this is foreign to me, but I recall it. One of her daughters is IN in the movies and on TV, and another is really getting THE TREATMENT to make her a singing star. Or maybe the daughter of one of the hsubands. We saw something about this on a TV "news"cast. Ugh!!! Paperback publishers are the more crooked in a very crooked business. Dell prints at Western Printing, to which it is related as Ma Bell is to Western Electric. Bantam doesn't even tell the authors the size of the rpints in "accounting" for royalties. It seems that what you get in front is really what you get-if you really get that. Most reprints are sold in non-bookstores where distributors own the racks and truck drivers decide what will go into them. I never did get Oswald in New Orleans into any real outlet in the State, for example. I found that what is not possible is the way for the author to sell as the publisher doesngt: get the distributor to get his drivers together for a spiel from the author. Where I did it the book sold fast and well. Best,

OCT 28 197

#2/2