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FLC/MdB

20th November 1964

Alan Paton Esq.,
23 Lynton Road,
Kloof,
Natal.

Dear Alan,

Thank you for your wire of the 16th November. As you say the sales are excellent and we have, including 1000 copies sent to London, disposed of approximately 4000 to date. The remaining thousand quires are being bound and copies will be available in two to three days time. We are putting on a reprint immediately and this stock will be on hand prior to Christmas. I don't think there is any cause for you to be disappointed about Christmas possibilities as Durban booksellers will certainly have adequate supplies in the very near future. It is quite impossible for us to instruct booksellers as to any action they must take in advising potential buyers that copies of the book will be available again shortly. When they have stocks in a week or so's time I presume that they will put copies in their windows and thus the general public will be fully aware that copies are again available.

We have, in point of fact, spent several hundred rands in preparing the prospectus for this book, some 45,000 copies of which have been distributed through the medium of the book trade throughout Southern Africa. So I don't think that we can be accused of not doing everything possible to publicise Hofmeyr. It must be realised, too, that it is quite impossible to assess the exact demand for a book of this kind prior to publication. In my opinion the original printing number was correct and the fact that we are ensuring that additional copies are now being made available will, I feel, satisfy the demand for a considerable time to come.

Yours sincerely,

Dear Fred,
I certainly did not mean to accuse you. I merely suffered from the ~~not~~ vanity of an author who does not see his epoch-making work in the windows. Like you I am glad that the publication has been so successful, & I hope the success will continue. I have not many people who still intend to get the book, & I hope they adhere to their intention!
Yours
al