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20/10/64

Mr A. Paton,
23 Lynton Road,
KLOOF,
Natal.

HOFMEYR

Dear Alan,

Many thanks for all the action you have taken with regard to the Sunday Times article. I did not enjoy having to ask you to write to the Argus people, but it seemed to me the most likely way to placate them. We have now, however, received the attached letter, from which you will see that the Argus, which was always the coolest of the three, is backing out of the arrangement, and The Star holds itself free to do so if they wish it. We are not greatly perturbed about this development, as serialisation was always, to our mind, of uncertain benefit to the sale of a book of this kind.

On 12 October we sent a review copy to the SABC. As soon as copies became available we sent out review copies so that they would have the maximum time in which to prepare their review before publication date. Though we understand your views about the SABC, we have to expect some adverse criticism once a book is published. We are doubtful whether any comment by the SABC would put off any prospective buyers of the book, and it may in fact stimulate the sales.

We are dealing with the 12 copies you wish us to send off, and have posted to John Gunther and Douglas Steele a copy each, with your card enclosed.

With good wishes to you both,

Yours sincerely,

D.H. PHILIP