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16/7/64

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

HOFMEYR

15.

Dear Alan,

We are beginning to think more seriously about publicity for your book. We should not time our publicity too early because this results in a lot of frustrated readers and booksellers. About a month before publication we begin to give the right news to the right people. Of course your book has already been subscribed by our trade travellers in this country, the U.K., Canada, and other parts of the world, so that orders from booksellers are already beginning to come in.

As far as the press is concerned, we should be glad to have from you some gossip about the book: how you wrote it, how long you took, the difficulties you experienced with Mrs Hofmeyr, what people like Sir Keith Hancock have already said about the book, what you personally feel about having written it, where it stands in the canon of your works, what you said to your wife on the day it was finished, what you think when your publishers keep on sending you niggles (your publishers will, of course, censor any comments of this kind), how much you personally were acquainted with Hofmeyr, and anything else you can think of that would delight the gossip columnists rather than the news editors. We can cope with the latter, but each gossip columnist likes to have his own exclusive bit of information, and when we have received from you all these snips of information we can ration them out accordingly.

*Time taken
Sir Keith
My personal feelings -
Canon of my works -
What I said to my wife
Brown
Niggles
Love for Hofmeyr*

Yours,
David
D.H. PHILIP
Editorial Manager