

≡ZCZC BAL52/21/10 BIS - 21 1450<≡

<≡TELEX GENEVE 22362 NO 154 11:50 21-10-1969<≡

≡≡PLEASE ONPASS TO O AND MR. DOUGLAS NGWUBE<

≡FROM MARKPRESS GENEVA<

≡≡AGAIN SPOKE WITH MR. J.G.MORGAN OF HARPER ROW (LONDON)<

≡ABOUT AVAILABILITY OF H.E.S BOOK, WITH REFERENCE TO PUBLICITY.<

≡HE TOLD ME THAT THE BOOK WOULD NOT BE AVAILABLE IN EUROPE FOR<

≡PERHAPS A MONTH. IN FACT HE DID NOT BELIEVE IT TO BE AVAILABLE IN<

≡U.S. YET (ALTHOUGH I WILL CHECK BACK WITH HIM ON THIS).<

≡HE ADDED THAT IT WAS EXTREMELY UNUSUAL TO PUBLICISE A BOOK BEFORE <

≡IT WAS AVAILABLE, AND THAT SALES RESULTED FROM PUBLICITY ONLY WHEN<

≡THE PUBLIC COULD GO OUT AND BUY A COPY. PRIOR PUBLICITY COULD NOT<

≡ACHIEVE THIS.<

≡≡I WILL SEE MR. MORGAN PERHAPS TOMORROW AND WILL REPORT ALL DEVELOP-<

≡MENTS, BUT WONDER HOW THIS AFFECTS LAUNCH PLANS.<

≡≡REGARDS

≡BERNARD PRESTON - MARKPRESS GENEVA+≡<≡≡