

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 monthh. 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+