



THE READER'S DIGEST

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Dear Sam Blumenfeld:

Under separate cover you will receive a copy of THE HERBERT HOOVER STORY.

Here is the story of the book:

At the suggestion of The Reader's Digest, I did what was to have been merely an article on the former President. It turned out so long that it was published as a condensation of a "forthcoming book." To make good on this formula, I then wrote the book.

This was in 1948. It was published by Doubleday under the title "OUR UNKNOWN EX-PRESIDENT: A Portrait of Herbert Hoover."

Much to the publisher's (and my own) surprise, it became a bestseller; on the lists for some seven months, edition after edition; total sale around 40,000.

Early in 1959, I was asked by Human Events to update it for an anniversary edition in connection with Hoover's 85th birthday. I added a long updating chapter. I had expected a paperback; instead, it came out as a hard-cover book priced at \$5.90! Despite the price, despite the fact that it was sold only through Human Events, the sale came close to 15,000 copies. The title was changed.

So a paperback still remains to be done. I am convinced that it will more than justify itself. Hoover is vastly admired by millions. There is no other biography. I stand ready to edit it as necessary.

I am not sure whether Doubleday still has the rights. I'll have to check. Because 13 years have passed, ~~the~~ the rights may have reverted to me.

Don't hesitate to call me on this.

Sincerely

SENIOR EDITOR: EUGENE LYONS