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# Big Boom in the Publishing World: Anti-Red Books Are Best-Sellers

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By Fletcher Knebel  
of The Register's Washington Bureau

WASHINGTON, D. C.—A big boom in anti-Communist and conservative literature has become the talk of the publishing world.

The boom rides the wave of conservative and right-wing organizations which have proliferated in recent months and are now estimated by the Rev. Billy James Hargis, anti-Communist evangelist of Tulsa, Okla., to number in the neighborhood of 2,000.

Some authors are becoming rich in the anti-Communist field. Others are plowing the profits back into the "crusade."

Anti-Communist book stores, patterned after the Communist book stores of the 1930s, are springing up all over the land.

published in Washington, D. C., and selling for \$12.50 a year. Last year at this time, Human Events had a subscription list of under 44,000. Today it has 84,000 subscribers and is doing a gross of more than \$1 million.

The Bookmaller, a New York publishing and distributing house specializing in anti-Red and "freedom" literature, has had an equally stratospheric rise in the last 15 months and will this year sell about 2 million copies in the field.

Lyle Munson, a former Central Intelligence Agency agent who resigned in a dispute over handling of a security case, heads The Bookmaller and points to what he calls the "fabulous story" of one book to illustrate the boom in anti-Communist volumes.

### "Naked Communist"

The book is "The Naked Communist," by W. Cleon Skousen, a former FBI agent and a prime mover in the anti-Communist campaign. Although the hard-backed "The Naked Communist" retails at \$4.95, it sometimes sells as many as 1,000 copies a day.

The book, published by an obscure Salt Lake City, Utah, publishing house and distributed by The Bookmaller, is



WALKER      MUNSON

In Miami, Fla., one drug store owner ripped out all comic books, substituted right-wing literature and found that business vaulted.

### Ready Made

Many authors get ready-munist and free enterprise field have a common tale: Sales have about doubled in the last 15 months.

One of the most spectacular success stories is "Human Events," a conservative weekly newsletter pub-



HARGIS      HUNTER

munist and conservative rallies being held around the country.

Skousen was a leader of an anti-Communist seminar in Los Angeles, Cal., last week sponsored by "Project Alert."

It was Skousen who repudiated a statement at the seminar by Col. Mitchell Page, a Medal of Honor winner, who advocated that Chief Justice

Warren be "hanged" for his Supreme Court decisions.

### Felt Everywhere

The right-wing literary boom is being felt everywhere. In Dallas there has been a big spurt in subscriptions to the "Dan Smoot Report," a weekly newsletter which sells for \$10 a year.

Smoot, a former FBI agent, started his weekly in 1955, now has 15 employees to handle the tremendous volume of mail inspired by his newsletter and his radio and TV programs.

When General Walker, a member of the John Birch Society, resigned from the Army in a dispute over indoctrination of his troops in Germany, an edition of 150,000 copies of his statement sold out in one month.

The Bookmaller has sold 75,000 copies this year of Hoover's "Masters of Deceit" and sales from other sources carry the book far beyond that figure in the paperback edition.

Edward Hunter, a former

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