

WEISBERG COPY

A

CONFIDENTIAL

PROSPECTUS

ALFJENS,
LIMITED

A LIMITED PARTNERSHIP

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BACKGROUND

The Warren Commission's Report on the assassination of John F. Kennedy was intended to resolve all questions on the matter; obviously, it did not. Some three and one-half years later, the conclusions of the "Blue Ribbon" panel remain unacceptable to more than two-thirds of the American public.

Protest of the Commission's conclusions has centered on the literary efforts of a few; these books have kept the flame of incredulity alive. Circulation of these books, worldwide, has been phenomenal.

Of all the Author-critics, however, only one - Harold Weisberg - has achieved the academic posture amongst the "buffs" as the Dean of their unprecedented calling; his works will ultimately become the standard reference material for all serious students and scholars alike.

Shunned, slandered, avoided, and maligned by principals involved in the so-called investigation of this American tragedy, Weisberg nonetheless insists this matter be re-investigated, in public hearings, by the Congress of the United States.

WHITWASH
The Report
On The
Warren Report;
AN ANTHOLOGY
by
HAROLD WEISBERG

WHITWASH is not merely the title of another book being assailed by those who would perpetuate the fraud incorporate in the Warren Report; it is the signal expression of the only real truth. In fact, WHITWASH is the title of the first in an Anthology being written by Author Weisberg.

Weisberg's completed and projected works include the following:

- WHITWASH: The Report on the Warren Report (1)
 - WHITWASH II: The FBI-Secret Service Cover-up (2)
 - Photographic WHITWASH: Suppressed Kennedy Assassination Pictures
 - * CIA WHITWASH: Oswald in New Orleans; A Case of Conspiracy
 - ** Autopsy WHITWASH: Suppressed Documents/Evidence
 - *** MANCHESTER MACHIAVELLI: The Unintended, Unofficial WHITWASH
 - **** WHITWASH III: The Archives
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- * Now being published; Forward written by New Orleans District Attorney Jim Garrison.
 - ** To be published in September; contains in-depth investigative material.
 - *** An expose on the fallacy of William Manchester's "official" Kennedy Family account of the assassination and its aftermath.
 - **** A culmination, and hopefully, a Conclusion of the Anthology.
- (1) Estimated sales to September, 1967: 600,000 copies
(2) " " " " " " : 200,000 "

THE OBJECTIVE

The Partnership has been assigned the task of building a formal business apparatus around Weisberg's literary efforts, in order to expand both his necessary goals: Communication of the truth and financial capacity to sustain the inherent costs therein.

Weisberg's difficulties are manifold; the very nature of his works has made him anathema to ordinarily amenable business interests in this country. His entire effort, to date, has been essentially that of one man.

Primary attention will be given the completion, publishing, and distribution of Weisberg's final works in the Anthology; it is the Partnership's prime responsibility to relieve the Author of all heretofore administrative burdens so that he might effect this final literary feat.

Our overall strategy is as follows:

- Financing of publishing and distribution costs (including field expenses).
- Promotion of book sales nationally via media expenditures and tours by the Author for radio/TV/press interviews.
- Negotiations/sale of motion picture, television, and other dramatic rights.
- Retention of prestigious Counsel, for general representation and research into possible copyright infringements and related violations of the Author's legal position (which includes libel, slander, fraudulent misrepresentations).

In other words, ALFJE ENT, LIMITED, will become the support mechanism required to accomplish two most worthwhile and profitable ends.

*PROJECTED CASHFLOW
(Expenditures)*

The following is an advance profile of Partnership financial commitments:

<i>Retirement of current publishing debt</i>	<i>\$30,000.00</i>
<i>Publishing costs, final three works (est.)</i>	<i>30,000.00</i>
<i>Administration:</i>	
<i>Personnel (One Administrator, one assistant)</i>	<i>20,000.00</i>
<i>Secretarial</i>	<i>2,000.00</i>
<i>Communications</i>	<i>2,000.00</i>
<i>Travel & Accomodations</i>	<i>6,000.00</i>
<i>General Fund (contingencies)</i>	<i>10,000.00</i>
<i>Legal (including necessary bookkeeping/accounting)</i>	<i>10,000.00</i>
<i>Promotional:</i>	
<i>Media purchases (Five major U. S. Markets)</i>	<i>25,000.00</i>
<i>Personal appearances by Weisberg</i>	<i>15,000.00</i>
<i>Travel & Accomodations</i>	<i>5,000.00</i>
<i>General Contingency Fund</i>	<i>20,000.00</i>
 <i>TOTAL PROJECTED BUDGET:</i>	 <i><u>\$175,000.00</u></i>

The above cashflow will suffice for one fiscal year of Partnership business; it is estimated that income to the Partnership will absorb approximately two-thirds of the projected expenditure requirements, at the 5th or 6th month of operation.

PROJECTED CASHFLOW
(Income)

The following is a projected gross income profile from various sources:

<u>Book Sales:</u>	<u>Gross Income (1)</u>
Photographic WHITTEWASH, Private Edition, 50,000 copies at \$5@: (2)	\$250,000.00
- 2nd Printing, 300,000 copies at \$2@: (3)	600,000.00
CJA WHITTEWASH, 500,000 copies at \$2@: (4)	1,000,000.00
Autopsy WHITTEWASH, 200,000 at \$2@:	400,000.00
MANCHESTER MACHIAVELLI, 500,000 copies at \$3@: (5)	1,500,000.00
WHITTEWASH 111, 300,000 copies at \$2@:	600,000.00

- (1) Gross Income assumes Partnership Publishing/Distribution/Promotion of existing/remaining works, as planned/contracted.
- (2) After January 1, 1968, this book will be republished (3) in a less expensive edition; Note: Dell Publications' 2nd Printing of Weisberg's first work WHITTEWASH; The Report on the Warren Report, which had sold over 20,000 copies in Private Edition, had itself sold an additional 426,000 copies from December, 1966 to June, 1967.
- (4) The New Orleans trials (and Garrison's Forward) will bring this book considerable national attention/built-in promotion.
- (5) This book will inadvertently capitalize on the false fame bestowed on William Manchester.

Motion Picture Rights:

Advance capital for such a unique literary property has no particular precedent; however, based on the proven public acceptance of Weisberg's works (and essential convictions), the following formula shall be the cornerstone of our negotiating position:

Advance capital:	\$150,000-\$450,000
<u>Plus:</u> Percentage of Box Office Gross; based on 10%-20% of projected domestic/international receipts of \$10,000,000:	\$1,000,000 to \$2,000,000

<u>Television Rights: Network or Syndicated</u>	\$200,000.00
<u>TOTAL INCOME PROFILE PROJECTION:</u>	<u>\$5,700,000 to \$7,000,000</u>

PARTICIPATION IN
THE PARTNERSHIP

Investor/Limited Partners are invited to join this enterprise. The minimum capital (cash) investment is \$2,000.00, which purchases one percent (1%) of the Partnership equity.

There are two unique facets within the Partnership's bylaws; first, all first net profits accruing to the Partnership will be used to pay back the total amount of cash invested by the Partners, without diminishment of their respective equity positions; additionally, all selected (specified) Limited Partners shall have a one (1) year option to double their original equity holdings via purchase from the equity holdings of the original General Partner, Jonn G. Christian.

As required by California Corporation Laws, Limited Partners shall take no immediate part in the management of the Partnership; concurrently, no public use will be made of the name of any participating Limited Partner.

It should be understood that the task at hand is no simple one; it is, however, well within the reach of the Partnership. It is not usually the case that such a solid footing as WHITWASH is available at the outset of such a business venture.