

3/4/75

Dear Mrs. Ward,

Please excuse my brevity. I've a respiratory infection which has weakened me yet I must keep up with each day's work or I'll never keep up.

Fine with the 25¢ arrangement. But please let me know what records you would like kept on when I ship what. Orders will go out within 24 hours of my receipt of the label and payment. However, there is always the chance that a mailing to me might get lost or a book I mail destroyed in shipment. I get some badly mangled ones back!

I'd make these simple changes in the ad copy:

The full subtitle includes a word I think of special interest today, "Top Secret." The full name is Whitewash IV: TOP SECRET JFK Assassination transcript.

And I think instead of the line that will be understood anyway, "Report of the President's Commission..." I'd think something like "Verbatim! The secret words the Warren Commissioner's never expected to be seen by anyone!!"

If you agree, I think reversing the order, putting the title first then that good line "....HERE FOR THE FIRST TIME" and have this follow it will mean more.

I'd use "handling" for postage" in the price line because the cover says \$6.25 by mail. You keep that 50¢ and use it for advertising. Okay?

I'm not familiar with magazine per order ads but I'm generally familiar with the radio equivalent. I'm interested as I am in editorial advertising but I know nothing about it. I'd appreciate what you can let me know about it.

Thanks, sincerely,

Harold Weisberg

M. WOODS & SONS

◀ QUALITY GOODS & SERVICE ▶

175 Fifth Ave.

Suite 1101

New York, NY 10010

2/28/75

Mr. Harold Weisberg
Rt. 8
Fredrick, M.D. 21701

Dear Mr. Weisberg:

The book was received today, I have read most of the first part and have concluded that this book must be brought to the attention of the grass roots American, those who do not normally go into book stores, but rely for their information on that which comes into their homes via direct mailing.

We are authorized representatives for World Trade Opportunity Magazine which is international in scope with a large circulation. As such we are entitled to a 50% discount on our ads. I would like permission to run the following 2" ad in the March issue of the magazine. I will accept the 25% commission you have offered other dealers to drop ship under their label. (we have a N.Y. address which we use in most of our ads as we have found that people will order more readily from a well know address than from a post office box.)

Have you considered Editorial Advertising? There are a number of magazines which will give this type of publicity; How about Per Order advertising? This is where you agree to pay so much per order payable at a certain interval. A lot of small grass roots papers will accept this type of ad it must however, be 2" long and 1 1/16 wide to fit any space they may have to fill. It would be well worth looking into.

2" c.r. ad to appear in March issue of W.T.O. if you agree.

SUPPRESSED OVER 10 YEARS *** HERE FOR THE FIRST TIME:

White Wash 14 JFK Assassination Transcript

Report of The President's Commission On The Assassination
Of PRESIDENT JOHN F. KENNEDY

by Harold Weisberg legal analysis by Jim Lesar

\$6.25 plus 50¢ postage order from :

M. Woods & Sons 175 Fifth Ave. Suite 1101 New York, 10010

Looking to hear from you soon.

Cordially yours
Maxine Woods
Maxine Woods
M. Woods & Sons