

Hal:

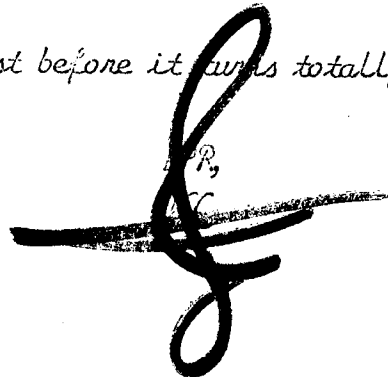
You've heard of ESP? Well, I suffer from PSP: Post Script Prone!!!

AFTER I signed off the other portion of this, Cooke called me from his home in Woodside.

His first reaction to the shoddy treatment you received was that Deems might well have shuffled you off to Mayer because he is a (known) coward, had received word from on high that the subject was tee-totally taboo, that Hearst too would renig on its public trust. All this is pure conjecture at this juncture, however. Rather than his calling Deems or Dick Berlin (Hearst Pres.) he feels that his upcoming trip to NY for a special Directors' Meeting will allow more incisive probing. If Berlin himself has kissed the subject off, we're deader than a week old blintz. As I pointed out way back, however, Daddy-Dick's comradery with Eddy-baby and his ultra-ego, Mr. Humble — — — — — goes back to the time none suffered from post-senility hang-ups.

Cooke still believes that the distribution bit at Hearst is a separate and distinct operation unto intself, a wholly owned subsidiary; that Avon, like the magazines and other users, purchase the service on a subscriber basis. Again, assuming that the Mayer bit was not in fact the death rattle, we might still take a whack at this area. Whatever, my concept of operations is not dependent on Hearst's coattails. Incidentally, I let Cooke know in the raunchiest of terminology that if Hearst ducked away from your works in all areas they would have bought themselves the goddamdest law suit they've ever had, that we'd rub their's and Popkin's beaks in some public ca-ca that would slide them into that hairy spotlight anyway, that "proxie" writing without authorization will drain whatever profits-plus out of their little sojourn with the good Professor. That their smugness about having had their cake and swallowed it would be reversed by the kind of legal finger-down-the-throat they wouldn't forget. And, Cooke knows that the law firms I speak of have both the will and capacity to get just that kind of job done. (Remember my past reference to the Great \$15-Billion Dollar Bank Job? Cooke does!!!)

So, take heart, my friend; it always looks darkest before it turns totally black.

A large, stylized handwritten signature in black ink, appearing to be 'Hal'. The signature is written over a horizontal line that has been crossed out with a thick, dark stroke.