

Jerimark Associates
Management Consultants

722 MONTGOMERY STREET
SAN FRANCISCO
DOUGLAS 2-6535

JOHN G. CHRISTIAN

RICHARD M. WARTES

June 10, 1967

Dear Hal:

Finally spoke with John Starr; a written authorization to commence film and TV discussions is on its way.

I'm now going to finalize a Prospectus for delivery to Columbia Pictures et al. I would appreciate some answers to some pertinent questions for inclusion in the text of my material:

1. To what cities have you traveled in discussing and promoting WHITEWASH?

2. Specifically (or generally), what radio and TV stations have you appeared on in the aforementioned cities? Networks?

3. What publications have written articles about you in relation to the subject (pro & con)? What publications have you written articles on the subject?

4. What significant public and professional persons have applauded your efforts, in any degree - for recognition sake? Any significant denouncers?

5. What projected platforms (outside of film and TV) are contemplated?

6. What European interests might be expected to support or be interested in the projected film project? (Columbia has a huge (3-4,000 theatres) potential over there; a major portion of its stock is owned by France's largest banking house.)

All the above areas contain the kind of fodder that make for superior Prospecti(?). Any and all items will be interwoven into a lovely little fiscal flytrap.

I am dickering with the thought of contacting Peter Jennings at ABC-TV in New York, on the following train of thought: Peter and I met when I was Assignment Chief at ABC-TV here in San Fran-

cisco; a much closer friend of his is likewise with me out here - and the cameraman I would use in the proposed project. Context: Since CBS is planning an anti-status quo approach later this month, why not pitch Jennings on a 3-4-5 part bit before CBS unloads there's? This could be done quickly, without a big to do, by merely anchoring the thesis on you through a series of continuing interviews on film. Harv suggests it might have an even more dramatic effect to have the interviews with you on the farm, which would blow the hell out of the "chicken farmer" illusion blown about by the opposition. The contrast would be fantastic. (I can see you now, with your Big Ben bibbies, pince nez glasses, and a long, willowy piece of straw protruding from your tobacco stained kisser.....)

My friend out here, Brian Anderson (ABC's top cameraman on the West Coast), could lay the groundwork on contacting Jennings within a day of so, and we could wing it from there. There's obviously little time to effect this in time to beat CBS, but it might be worth the try. What do you think of the idea?

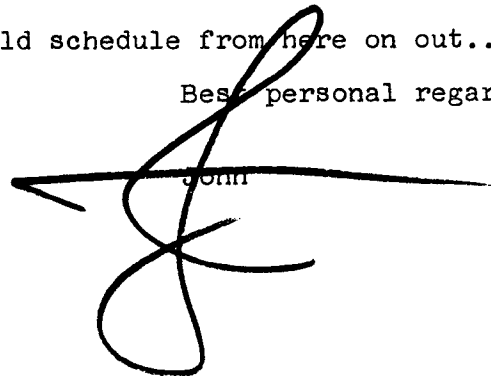
I'm enclosing a copy of a letter sent today to my friend at Hooper Publishing and also enclosed is a Resume on his outfit. The onus is on him to fish or cut bait on the entire matter. The reason I'm rather explicit in his letter is because I'm afraid my exuberance may have frightened him over the phone. Oh well, that's the difference between the quick and the dead.

I'll dispatch some proposals on equity balance in the proposed production and distribution set-up as soon as I conjure same. Whatever, you will personally retain majority control under any conditions, which is mandatory for a lot of reasons.

Best of luck on your wild schedule from here on out.....

Best personal regards,

cc: Harv Morgan

A large, stylized handwritten signature in black ink, appearing to be the name 'John', written over the typed name 'John'.

HOOPER PUBLISHING CORPORATION

"A Tradition of Excellence"

FACTS ABOUT

HOOPER PUBLISHING CORPORATION

HOOPER PUBLISHING CORPORATION is frankly very proud of the integrity and excellent reputation which has marked its progress.

WHAT IS THE HISTORY OF HOOPER PUBLISHING CORPORATION?

This company acquired all the assets and stock of Hooper Press, Inc. and designated the name of HOOPER PUBLISHING CORPORATION. Both Hooper Press, Inc. and the succeeding company HOOPER PUBLISHING CORPORATION proudly bear the name of Horace Hooper, a legendary figure in publishing history. It was Horace Hooper who owned and published the Encyclopaedia Britannica from 1897 until his death in 1922. Hence the hallmark: "A Tradition of Excellence." The Chairman of the Britannica Corporation, Senator William Benton, now U.S. Ambassador to UNESCO, has described Horace Hooper as the most illustrious figure in the history of American publishing.

WHO OWNS HOOPER PUBLISHING CORPORATION?

HOOPER PUBLISHING CORPORATION is a closely-held private corporation. The authorized common stock of HOOPER PUBLISHING CORPORATION is capitalized at one million dollars (\$1,000,000). The entire amount of the authorized and issued stock in HOOPER PUBLISHING CORPORATION is owned by a direct third generation descendant of Horace Hooper. The Corporation Commissioner of Arizona (602-271-4900) will confirm by telephone that HOOPER PUBLISHING CORPORATION has always been and is now licensed and in good standing.

WHAT IS THE BUSINESS OF HOOPER PUBLISHING CORPORATION?

HOOPER PUBLISHING CORPORATION has three basic divisions: (1) a general non-fiction book publishing division, (2) a textbook publishing division, and (3) a Personalized Column Advertising division. The books published by HOOPER PUBLISHING CORPORATION are sold internationally in book stores and can be found in most major libraries in the United States. The Exclusive Franchise Owners represent HOOPER PUBLISHING CORPORATION as distributors of dynamic and copyrighted Personalized Column Advertising which is nowhere else available and in demand throughout the United States.

SUBSIDIARY HOOPER PRESS, INC.

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P. O. BOX 7751 • PHOENIX, ARIZONA 85011 • AREA CODE 602-264-3977 • CABLE HOOPRESS

WHO IS PRESIDENT OF HOOPER PUBLISHING CORPORATION?

J. Kelly Farris (602-264-3977) was duly elected President of HOOPER PUBLISHING CORPORATION after having previously served as Editor of Hooper Press, Inc. Mr. Farris has experience in the publishing business dating back to his first assignment as a newspaper editor in 1946. Following graduation from law school, Mr. Farris has served on the Board of Directors of several corporations during his business career. HOOPER PUBLISHING CORPORATION feels especially fortunate to have the strong leadership of the Exclusive Franchise Owner program entrusted to Mr. Farris because of his wide business background and experience.

WHO DIRECTS PREPARATION OF PERSONALIZED COLUMN ADVERTISING?

Mr. Leslie O. Read (213-478-8979) of Los Angeles directs the Section of HOOPER PUBLISHING CORPORATION that produces Personalized Column Advertising. Mr. Read is a past President of the Chicago Press Club with outstanding credentials in the fields of modern journalism and advertising.

WHO IS THE REGISTERED AGENT FOR HOOPER PUBLISHING CORPORATION?

Joseph K. Brinig (602-258-1678) an attorney of Phoenix, Arizona, is the registered agent for HOOPER PUBLISHING CORPORATION. Mr. Brinig is also Secretary of the corporation and a member of the Board of Directors thereof.

WHO ARE THE ACCOUNTANTS OF HOOPER PUBLISHING CORPORATION?

Gallant, Farrow & Company, certified public accountants (602-277-1455) are the accountants of HOOPER PUBLISHING CORPORATION. Mr. Edward Lazar, CPA, is the partner thereof with responsibility for accounting procedures for this corporation.

WHO IS GENERAL COUNSEL OF HOOPER PUBLISHING CORPORATION?

Melvin Belli, the distinguished San Francisco trial lawyer, is the General Counsel for HOOPER PUBLISHING CORPORATION. Mr. Belli is a former President of the American Trial Lawyers Association and also serves as the General Counsel for Japan Air Lines. Mr. Belli's law firm, located at the Belli Building, 722 Montgomery Street (415-981-1849) is responsible for copyright procedures of the company.

WHAT ARE THE NEW YORK STOCK EXCHANGE REFERENCES OF HOOPER PUBLISHING CORPORATION?

HOOPER PUBLISHING CORPORATION has an established corporate investment account at Walston & Company, members of the New York Stock Exchange. The officers of Walston & Company will relate that HOOPER PUBLISHING CORPORATION has on occasion, purchased securities in amounts more than \$10,000 and the same were paid for promptly as agreed within four business days.

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WHAT ARE THE TRADE REFERENCES OF HOOPER PUBLISHING CORPORATION?

The Exclusive Territory Franchise Agreement of HOOPER PUBLISHING CORPORATION, together with samples of its copyrighted materials are all on file at the Better Business Bureau office in Phoenix, Arizona (602-264-0248) for public information. HOOPER PUBLISHING CORPORATION has served as a supplier by contract to such commercial firms as Marshall Field & Company, Chicago; New England News Company, Brookline, Mass.; Kroch's & Brentano's, Washington, D. C.; Bullock's, Los Angeles; Frederick & Nelson, Seattle; Doubleday Book Co., New York City; Honolulu Book Shops, Ltd. and Harold Mortlake & Co., London. Among the public libraries purchasing materials from HOOPER PUBLISHING CORPORATION are those in New York City, Los Angeles, Chicago, Milwaukee, Dallas, Detroit, Fort Worth and Oklahoma City.

WHAT ARE THE BANK REFERENCES FOR HOOPER PUBLISHING CORPORATION?

HOOPER PUBLISHING CORPORATION maintains bank accounts at the Valley National Bank in Phoenix, Arizona, where Mr. Elmo Doering — (602-251-2900) is the manager. The Valley National Bank is a large financial institution with deposits of one billion dollars. Mr. Doering will confirm by telephone call that this company is regarded as a valued customer of the bank and that HOOPER PUBLISHING CORPORATION has a perfect record of meeting its banking obligations as or before they are due.

HOOPER PUBLISHING CORPORATION does additional banking throughout the United States. Mr. J. H. Sharpe, Executive Vice President of the City Bank of San Diego (714-234-8711) will advise that the banking relations of HOOPER PUBLISHING CORPORATION have been highly satisfactory at that institution. HOOPER PUBLISHING CORPORATION maintains a commercial bank account at the Hartford Plaza Bank in Chicago, Illinois, where a Vice President, Mr. Thomas E. Schmidt (312-346-0800) will verify that the company is a valued customer. HOOPER PUBLISHING CORPORATION also deposits corporate funds at The Chase Manhattan Bank, 1 Chase Manhattan Plaza, New York City 10015.

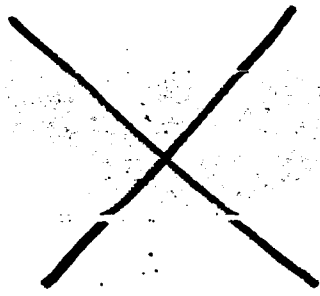
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