

Jackpot Post B. St. World 4/1/75
BENJAMIN BRADLEE'S paperback sale for his best selling *Conversations With Kennedy* brought \$500,000 from Pocket Books. Word was out early among reprint houses that Pocket Books, owned by Simon & Schuster, wanted Bradlee's book. They set the close-out bid of half a million dollars at the beginning with an option to top any higher bid and hoped to scare off everybody else with publisher Richard Snyder's show of aggressive determination.