

Mr. Harry Livingstone
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8/1/89

Dear Harry,

Congratulations on your great success! The radio talk shows are undervalued and unappreciated for reaching people on this subject. It is by them that I was able to reach people beginning with my first book. When you have a chance you should get a list of them and I think you'll be surprised at the number that will air you by phone. When I got Whitewash IV out I was broke and unable to travel and by phoned-to talk shows soon got all the costs of printing back. I sold Whitewash I out in New York by one TV show. And some of them, you should learn, at night reach enormous areas. One radio show in New York got me immediate responses from the antilles and a guy who said he was hundreds of miles north of the closest bookstore in Canada. I am out of touch now but of the stations that in the past carried such programs and have widespread audience, there is WBZ, in Boston (in Boston also, I don't know the station, is Jerry Williams, who was big on this subject in 1966-7), WC&U, Phila., WBBM, Chicago, all clear-channel.

I'm sorry you did not speak to me about both printing and reprinting because unless the technology has changed web presses are ~~maximally~~ less efficient and more costly and belt. And if you have a new printer, you should be getting the film and plates and reduce costs by reusing them. I printed every edition of the many of Whitewash I from one set of plates. You may be paying for shooting the ^{negatives} ~~negatives~~, making them up, blueprinting them and making the plates for nothing this printing.

Stay away from a mass printing! Too risky and reprinting is safe and not that much more. It is much less than having unsold copies, especially when you have only limited means of reaching potential buyers.

You should also place an ad in Books In Print, Bowker. We have one every year and people, libraries and bookstores use it. They'll also list you as in print in their directory in which the ad is placed.

You'd better get an accounting of the books Robert sold and of all his mailing costs before it is time to pay taxes or you can get in real trouble and you can also waste a lot of money. Keep track of the books you give him and at least have a ballpark figure.

Nothing new in what you say about the press in general and AP in particular. When I held a Washington press conference on my spectro lawsuit the Post reporter turned in a full column and it was set in type and then killed. There was news in it and that, as a matter of policy, made it un-newsworthy.

Yes, the talk shows are stimulating and a challenge, especially when you have to respond to nuts without telling them they are nutty.

Re what you say about the NYTimes: They got 12 freebies of me of the first book at a time they had a daily listing of Books Received and never once mentioned it or those that followed. I made them pay for the 13th and subsequent copies. I got into the Times as news, not as a book, by approaching a reporter who saw the news value and got his editors to agree. One was not unfriendly to ~~me~~ me and that made it easier.

Hope your good luck continues and don't think of a paperback reprint until you have sold all you can yourself. They pay little and cheat much. I've never gotten a straight accounting from them and they printed at least one edition they did not include in any supposed accounting. Play it carefully and safe and don't get into what you can't expect to handle safely.

Best wishes,

Harold

July 29, 1989
Montreal

Dear Harold:

I hope this finds you getting along okay. I know that your legs give you a lot of trouble and that things are not so easy.

I thought you would like to hear how we are doing. I am scheduled to go to the printer Monday with a new edition, and we are passing by Frederick, so I thought I'd drop this off to you. It doesn't look like I'll have time to call or stop, though.

I've gone to a new printer with a high speed web press, and it gets the price way down, but I can only order about 8000 books. Of course I don't want to order too many, but it looks like our sales have been steadily growing. We have a big distributor, too, but they take 50%. We sell a lot at full price though, by mail order.

We sold all of our books by some miracle, or have orders for the few that remain. Word spread all across the U.S. somehow. My whole plan worked, and then some. We've had no reviews that I know of in any paper, and only the one UPI story, which was kept out of many papers. The AP guy who came to our press conference did not take a single note, and told me the next day: "There is nothing new here."

Cyril Wecht thundered at the few reporters we drew: "This book is not speculation. This book is not fanciful rumination. This book is hard, tangible, medical evidence."

Pacifica Radio carried a good report, including the Wecht fire. I have then been on WBAL and WBAL TV several times, and am invited back for more shows. Through them, I have made two nationwide broadcasts on an independent network. I will be on this again Saturday. I was on the Mike Cuthbert show on WAMU, and WITH, WCBM etc. I really enjoy doing talk shows.

We did get a fine review in the Booklist (American Library Association) and that brought us a mass market deal for a pocketbook. I am plowing back all of the money from that into a larger second edition. I'm now also looking for a backer to put a third edition of a 100,000 books out there in November.

So far we have had not a single word of criticism, and only great praise. This is in part because the newspapers appear to be astonished, and refuse to admit the book exists. Three books, including the galleys, never got to a reviewer at the NY Times, as I learned this week when he wrote me, saying he only just got

my letter of last February. He said he would read the book, so I think they are facing up to it. The Daily Record, the legal newspaper in Baltimore, will review it, however.

The book has stormed through Baltimore, and in 24 hours two weeks ago I collected \$2300 from four stores. Which shows the power of radio talk shows and word of mouth. We haven't had a single ad. In fact, this whole thing was done on no money and a lot of credit. Everyone believed in both me, and the book.

Thank God I stuck to my guns and wrote that thing the way I wanted it. That's what everyone likes, now. Its honest.

Robert is handling the shipping of most of the books, but he didn't keep records, and this periodically drives me straight off my beam. He has an ultimatum to have complete records by tomorrow. This struggle has gone on for months. I still owe \$20,000 to the last printer, but hopefully this is completely covered by accounts receivable and selling the last books. I'm very upset with Robert for not keeping a running record of things, though.

Am correcting a few captions in this edition to read better.

I'll be in Baltimore until the 9th or maybe later, if you want to call me at 752-1012 to say hello.

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Best wishes,


Harrison Edward Livingstone