

Dear Jim,

Mailing on WW IV

12/15/74

Elisav
-il has completed the typing of labels in her updating of our mailing list and we have the problem of getting it to Greenbelt. Or to Jerry, who may have to go to DC, like the Library of Congress. If he does I've told him how close you are and he'll ~~drive~~ drive over. If he isn't coming in I guess it will have to be mailed. If there is a spell of bad weather his kids will have more in-the-house time. And by the way, he is paying them. It is his idea, his money. His address and phone are on the envelope holding these additional labels. There are an added 672 names!

This almost certainly means that the \$200 I gave him won't cover the stamps. If he is not reluctant to advance the money, I'll mail him a check pronto. Otherwise, would you please give him a check when the mailing is completed or ready? Please also get a receipt. Not because there is no trust of Jerry but so we can keep clean, full records. I'll then send you a check from the special account to repay you. I forgot to ask him to get receipts from the post office. They can give him a little slip of paper as they do here. Nothing fancy.

Now I'll be even more interested in the total number. It does not include any who have gotten or written after 11/22, on the new book. It also does not include any who moved and to whom, with Frame-Up, we wrote after time for forwarding had expired, a fairly large number. And it does not include any who were a problem in paying. So, the total count will be considerably less than the total number of people who have written me. I have some curiosity about that. I have long thought it had to be over 2,000. I also think that is in every way exception, that the most successful and famous never get that kind of mail, even with the most sensational of bestsellers.

Ed's estimate is that this audience includes something like 200 bookstores.

It also includes all the libraries.

I'm now going to have to do some other things, as soon as I can, with the chains. I wrote all I have dealt with without a single response. I think it is probably worth the time and cost to write them again, with some clippings enclosed.

I did not discuss it with you, but I sent no review copies to regular reviewers. I have had no single request from any after all this attention, either. It would have been a waste if we'd come out normally. They never review later except under unusual circumstances. For example, my friend Hal Verb interested a San Francisco reviewer in going WW when it appears, a guy as I remember named Stanley. That was an exception. However, it would be good to be able to reach the college press if you have any suggestions. Perhaps there is a newservice they get? There used to be when I was a college editor. There were two historical journals Wrens wanted to get copies. I sent them.

I'm surprised not to have heard from Ron Rosenbaum or the Village Voice. They get the Times at least.

Don Freed phoned me Friday night. I did not want to give him Dave Pollard's home phone and I was certain the answering service didn't cover his weekends but I gave him that number for use tomorrow morning. However, I phoned Dave. He was quite impressed by the stories he saw, more when I told him the rest. Aside from his wife's illness he is more than usually busy with the promotion of a movie the name of which I've forgotten, a \$12,000,000 one. When I told him further that in two weeks without my paying for a single ~~tax~~ call to any radio station by radio I had sold enough copies to repay close to 20% of the loan, he was really impressed. (I didn't know you had not taken the check to the bank!) "That's real public relations," the old pro exclaimed. He doesn't usually get at all excited about anything. He considered it very successful promotion. I wish he were not so busy. He'd probably volunteer a few things if he had time.

Best,