

AGAIN, THE DELETION OF
SPECTOR'S
NAME!

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11/12/73

A major fall leader from Pocket Books, "Johnny, We Hardly Knew Ye," co-authored by Kenneth O'Donnell and David Powers with Joe McCarthy in remembrance of President Kennedy, has returned to press for a third printing of 100,000 copies, for a total of 1,300,000 in print. The publication ties in with national press and media plans to commemorate the 10th anniversary of Kennedy's death. CBS, NBC and ABC TV networks have prepared specials; NBC's "Today" show will include a segment with David Powers filmed at the Kennedy Memorial Library in Boston as well as an interview with Senator Edward Kennedy. Radio specials include two programs prepared by NBC news; authors O'Donnell and Powers will participate in Westinghouse Broadcasting specials and in Metromedia's "Good Morning Show" in Boston. David Powers has written an article for *McCall's Family Weekly*; other tie-in stories appearing in November is-

sues include *Esquire*, *Redbook*, *Ladies' Home Journal*, *Seventeen* and the *New York Times Magazine*.

In addition, Pocket Books says that its campaign for "Johnny, We Hardly Knew Ye" is still going strong, backed by national radio and newspaper ads and author appearances in Boston, New York, Chicago, Washington, D.C., St. Louis, Minneapolis, St. Paul and Buffalo.

Acquisitions reported by Pocket Books include six titles that have appeared on the *New York Times* Best Seller list: "The Billion Dollar Sure Thing" by Paul E. Erdman (*Scribners*), "The Honorary Consul" by Graham Greene (*Simon and Schuster*), "The Salamander" by Morris L. West (*Morrow*), "The Joy of Sex" by Alex Comfort (*Crown*), "In One Era and Out the Other" by Sam Levenson (*Simon and Schuster*) and Howard Cosell's "Cosell" (*Playboy Press*).