

12/12/74

Dear Flo,

Rennedy

It has been hectic! Between what I had to do on the Ray case (rebuttals to be in mail today) and what I could do with the book there has been no time for essentials and much forgetting.

I believe I failed to send you a copy of the book. Here it is, with the flyer of which I spoke. I just got them. The printer has not yet provided the correct size envelope in the right weight. As you can see, each package thus becomes a time-consumer. Hopefully by the next trip to Washington they'll be ready.

A New York City and a Washington wholesaler have copies of the books but apparently are saving them for the diaspora or something. They have not filled orders. Back where it all began for me. When this happened before I was able to build pressures by TV and less by radio. I doubt I'll be able to use TV this time because those kinds of shows no longer exist or if they do I don't know about them. I've asked Jerry to try to let me know what radio talk shows will air a guest by phone in NYC.

Elsewhere I've come fairly well by this means. There was virtually no response to major and decent wire-service attention - for the first time ever with no snide cracks. I can't begin to list the radio broadcasts I've made from here. But they include Canada and Hawaii. The most effective single one was over a Jesuit station.

Now that these orders have slacked off I have to find new shows to do this way. The packaging is less than I can now do alone. And we have that \$6,000 "loan" borrowed to pay the printer to repay, with interest that accumulates daily. Although our situation borders on the desperate, we have taken back not a penny of the costs I've put out, from the envelopes and similar costs to even the postage in order to get the bank paid. While the sales have not been high, we have paid almost 20% by these kinds of severe restraints.

Meanwhile, I've sold non-exclusive, one-time use of the Ford stuff for a disgracefully small sum to one of the scandal sheets in the expectation that it will include directions on how to get the book - in short, an ad. And I'm negotiating with another.

With what I was able to do in public relations alone and without leaving home - without spending a penny - had a major publisher done this book it would have become a best-seller. Attention really was fantastic. The Washington Post's syndicated story actually got a play of over 44 column inches in the Sacramento Bee. This and both wire services is exceptional news attention to a book.

Anyway, thanks for everything, here's the book and the flyer and have a good holiday!

By the way, symptomatic of some change, I've been able to get every station over which I've been broadcast to include my name, address and the cost of the book, \$6.25 by mail. This means almost no wasted correspondence and higher sales because people can just send me a check and a note on a scrap of paper and all I have to do is mail. No unnecessary letters.

I'll be updating our mailing list and with the money from this ancillary use we'll be able to pay the postage for that mailing.

Ever hearing of publishing this way? Under these kinds of conditions?

But we keep the faith - and we try!

Best,