

Rt. 8, Frederick, Md. 21701
12/19/74

Dear Ron, *Rainbow
Village Home*

I suppose it is because you were going to call again and I got confused between writing you a letter and sending you a book that I haven't sent the book.

Sorry.

Comparison with the past may interest you.

It is more than seven years since I published the third of the Whitewash series. There would have been more but I dared not go deeper into debt. But the odd thing is that as my own publishers I sold ~~many~~ countless thousands more books than established publishers did. I think the main reason is that I could handle my own public relations - no wraps. Jim borrowed the money to pay the printer. The note actually came due before I had any books because first there were snafus at the printer and then we were deep in the Ray case and I could not shepherd it.

Reporters knew that the earlier books also represented debt. But this time almost all are paying - offering to, just writing out checks and charging the papers. This is not a hint, although we will welcome your check because that debt bothers us, me more than Jim, who has not lived through these kinds of worries. I think it is part of the change in attitude.

There are other reflections of this. Straight news attention was excellent. The WxPost syndicated its long and good story. From the International Herald Tribune to the Sacramento Bee (44 column inches on the front page alone!) it got a good play. They AP had a long A-wire story. Surprisingly, because it was a second-day story to a.m.s it still got a heavy play. UPI had a story the next week.

And in all of this, for the first time, no snide cracks. No nasty editorials or columns. To this day I've not heard of even a pro forma denial. No single effort at refutation. In part I attribute this to my approach - overwhelming documentation. This is true of all the books only the Establishment pretended otherwise. And, of course, this time TOP SECRET stamps. (Takes me back to my youth, when my first major magazine story had State Dept. documents with such stamps, in facsimile.)

Even the radio stations have helped by giving my address and the price by mail, \$6.25, so that people would not have to write and ask, I'd have to write back, then they'd send a check and then I'd send the book. People send checks, often with only a scrap of paper for a note, and I mail the books. That has been a little more of a problem because the printer used the wrong size and weight stock on the envelopes. If you mention, inclusion of this information would help all around.

I haven't the money to pay for long-distance calls, so I could not initiate any of these broadcasts. News attention generated them. As a result, by putting 100% of the gross to paying off what Jim borrowed, we've repaid 20% and additionally have cut the accumulating interest by that much.

There is another difference. At 61 and after the intensity of the past 11 years I'm tired and can't work as hard and I also don't dare add to my debt by going off on promotional tours. Jim is nailed down by legal work. And the two wholesalers who have the book haven't put it out. That is the strange way of the publishing world.

If you have any questions, please call. Thanks and best,