

NOV 18 1974

Dear Js,

WMM 11/18/74

This is one of the days I go into town. I'll mail you a copy of WWIV. Jim and I have decided on my insistence, to stick to the provisions of the last contract I signed on freebies. It generously provided me with 6 copies. We are each taking six. The others, aside from press copies, all will have to pay for. The reason is economic: we can't afford anything else. And in this case it is largely in Jim's interest. He borrowed the money and is paying interest in it. Thus if I sell any ancillary rights, 100% will go to the bank. You are one of my six.

I spent what time I could take from semi-emergencies over the weekend packing up these orders I'd received and a few press copies. What I can do to promote is severely limited compared to 8 years ago. Then I was a mere youth of 53, outcarrying and outworking a pair of college kids. The only one I ever met who could keep the hours is now-silent Hal. And he struggled when he carried half of what I'd carried to him.

Also, today I have other obligations I must meet. I'll be going to DC tomorrow. With pub date three days thereafter I'll be working largely on the Ray case. What a way to launch a book! I doubt I'll try to give press copies away. Press as distinguished from review. The prospects of review are so slim it is a waste of time. The prospects with the press could be lots better. But I've decided to chance that, depending on the promised two stories, Waldron's and Post's, one I hope for from Nick Chriss (who bought the book) and I'll probably take or send a copy to UPI.

I have a reasonable chance of a story in the Trade News section of Publishers' Weekly and I'll have to let approach to ~~publish~~ book stores rest on that.

I've lost contact with the remaining talk shows. There is no Joe Dolan to take up a cause as happened just before 7/4/66. He sold 600 copies—all the copies in your state—with a single broadcast and then many more when the stock could be replenished. But that did me little good when the wholesaler didn't pay. Nor did the day we met, at Paul Elder's, result in personal benefit other than our meeting because I'm still awaiting that payment!

So it is not depression or discouragement that limits me. Were I depressed or discouraged the book would not be out. It is reality: the situation and what I can do.

I've sent Eason a copy even though his producer didn't answer a letter about it.

That takes care of SF. I've sent Art Kevin a copy. That takes care of LA. If these kindle interest, I'll fill that interest. If they don't there is nothing I can do about it right now.

What is encouraging is that in DC District News bought 500 copies, sight unseen. "Bought" means little. It amounts to a consignment order. But it is encouraging. I did it by phone, with a man I'd never met. If you read the Potomac piece, the Latin in that story. With New York the major market, I've taken an ad in the weekly publication that becomes the catalogue of the largest wholesaler, the one who paid. He took the cost of the ad in freebies. Only Lewar hasn't been able to mail the art work yet! I do hope he gets it out today. Timing bad. He should have done this earlier. If Waldron's story appears on the 22nd, the bookstores will be left to wonder. Except that the books should be in the wholesaler's stock by tomorrow.

It isn't possible to do much more to tap any part of other markets now. Jim and that great friend and hard-working associate Bud have not yet arranged for the Congressional freebies. A speech in connection with the FOI debates could help. The one copy on the Hill, in the hand of EMK's man, I arranged from Memphis.

Were there nothing else I had to do, the changed situation and the newsworthiness could make this thing go wild. But it was impossible to use the advance time in preparing.

I've sent Finley a copy. Hech and Roffman also, but they'll lead to no attention. Finley may or may not sell his desk on a story.

Yet I think we'll do more than pay the printer in the long run. If you have any suggestions on press or review copies, please make them. My supply is to come today.

Best,