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MANAGING EDITORS:

SINCE ONLY A FRACTION OF THE WARREN REPORT SUMMARY ON THE ASSASSINATION OF PRESIDENT KENNEDY, ESTIMATED AT OVER 300,000 WORDS, CAN BE CARRIED BY MOST NEWSPAPERS, THE ASSOCIATED PRESS PLANS TO PRINT IT IN HARD BACK BOOK FORM FOR DISTRIBUTION AS A PUBLIC SERVICE BY ITS MEMBERS.

MANY READERS DOUBTLESS WILL WANT A COPY OF THIS HISTORIC DOCUMENT ON A MOMENTOUS EVENT. THE AP'S EDITION WILL BE A HANDSOME, DURABLE ILLUSTRATED VOLUME, AND WILL BE RUSHED TO PRESS ON RELEASE OF THE TEXT OF THE SUMMARY, NOW EXPECTED THIS WEEKEND. OUR PRINTING COMMITMENT IS FOR BOOKS TO BE MANUFACTURED STARTING APPROXIMATELY ONE WEEK AFTER RELEASE.

BECAUSE THIS WILL BE A LESS COMPLICATED PROJECT, WE DO NOT EXPECT SUCH LONG DELAYS AS IN THE CASE OF "THE TORCH IS PASSED," WHEN MORE THAN A MILLION ADVANCE ORDERS FLOODED IN BEFORE THE BOOK WAS PUBLISHED.

THE RETAIL PRICE WILL BE \$1.50 A COPY. MEMBERS WILL PAY \$1 A BOOK, DELIVERED TO THEM IN INDIVIDUAL CARTONS. AP WILL PAY THE FREIGHT. THE MINIMUM ORDER FOR ANY MEMBER PARTICIPATING WILL BE 200 BOOKS. BEYOND THIS COMMITMENT MEMBERS MAY ORDER AS NEEDED, ALTHOUGH RETURNS CANNOT BE ACCEPTED.

BECAUSE OF THE DELAYS EXPERIENCED IN HANDLING MAIL ORDERS FROM NEW YORK, EACH PARTICIPATING MEMBER WILL BE ASKED TO MAKE FULFILLMENT LOCALLY, EITHER OVER THE COUNTER OR THROUGH THE MAIL. WE WILL DO EVERYTHING POSSIBLE TO EXPEDITE SHIPMENTS TO MEMBERS.

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IF YOU INSIST, HOWEVER, WE WILL HANDLE FULFILLMENT FROM NEW YORK WITH THE UNDERSTANDING THAT IT WILL TAKE LONGER THAN LOCAL DISTRIBUTION. UNDER THIS PLAN YOU WILL BE CREDITED WITH 25 CENTS ON EACH ORDER RECEIVED FROM YOUR READERS.

CERTAIN COMMERCIAL PUBLISHERS HAVE ANNOUNCED PLANS TO DO THE BOOK IN PAPER BACK FORM AT \$1. SUBSEQUENTLY OTHERS WILL PUT IT OUT IN HARD COVERS AT \$3.95 OR MORE. YOU WILL RECOGNIZE THAT AT \$1.50 AP'S HARD COVER PRODUCT WILL BE A TREMENDOUS BARGAIN MADE POSSIBLE

ONLY BY OUR POTENTIAL VOLUME. SINCE THE WARREN REPORT IS A PUBLIC DOCUMENT, THE AP PUBLICATION WILL BE OFFERED TO ALL MEMBERS, REGULAR AND ASSOCIATE, WITHOUT THE USUAL CITY-WIDE EXCLUSIVITY.

PLEASE LET YOUR AP BUREAU CHIEF OR AP NEWSFEATURES IN NEW YORK KNOW QUICKLY IF YOU WISH TO PARTICIPATE SO WE CAN SEND YOU PROMOTIONAL MATERIAL.

THE AP, SEPT. 21

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