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28 Sept 1964
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MANAGING EDITORS:

TO MEET REQUESTS, HERE IS ANOTHER PROMOTION STORY ON THE WARREN REPORT BOOK. IN ADDITION, MATTED PROMOTION HAS BEEN MAILED TO PAPERS PARTICIPATING.

NY APN

--DASH--

WARREN REPORT BOOK
IS NOW ON THE PRESS

THE HARD BACK BOOK EDITION OF THE WARREN REPORT, BEING OFFERED TO READERS OF THIS NEWSPAPER IN COOPERATION WITH THE ASSOCIATED PRESS, HAS STARTED PRINTING AT POUGHKEEPSIE, N.Y.

JUST WHEN BOOKS WILL REACH THE HANDS OF ALL READERS IS STILL UNCERTAIN BECAUSE AS OF THIS WRITING 400 AP MEMBERS ARE PARTICIPATING IN THE PROJECT AND 200,000 OF THE BOOKS ACTUALLY HAVE BEEN ORDERED. IN EVERY MAIL AT AP HEADQUARTERS THERE ARE ORDERS FOR THOUSANDS MORE. THE PRINT ORDER NOW STANDS AT 500,000.

UNLIKE PAPERBACK EDITIONS BEING RUSHED OUT EVEN AHEAD OF THIS ONE, THE WARREN REPORT VOLUME, COSTING ONLY \$1.50, IS EMINENTLY SUITABLE FOR A PERMANENT PLACE IN YOUR LIBRARY.

INSIDE A BLUE AND GOLD COVER, IT WILL CONTAIN 400 PAGES, INCLUDING 20 PAGES OF PICTURES, AND WILL RUN TO NEARLY 300,000 WORDS.

THIS MAKES IT A SUBSTANTIALLY COMPLETE COPY OF THE COMMISSION'S SUMMARY VOLUME, DISREGARDING A FEW APPENDIX NOTES OF LITTLE GENERAL INTEREST AND SOME ILLUSTRATIONS THAT COULD NOT BE REPRODUCED FOR ONE REASON OR ANOTHER.

TO GET YOUR COPY, SEND \$1.50 TO THIS NEWSPAPER, MAKING SURE YOUR NAME AND ADDRESS ARE LEGIBLE.

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