

Dear Jim, While to date it has been rather a blessing and with Xmas getting closer I am not certain that the time is best, but I'm baffled at having heard from neither Eason nor Spann, both of whom I'd have expected to go for this new book and with both of whom I've had friendly relations, especially Eason, personally. I wrote Eason twice at least. But Spann I didn't send a copy of the book. I did to Eason. (We can't afford many freebees and a number of reporters have paid for copies, beginning with WxPost.) Have you any suggestions? If Hal were active and interested as he used to be, he always figured a good and the right angle because he was in touch and knew with whom he was dealing. I've been thinking of ~~making~~ <sup>making</sup> two copies of the Sacramento Bee's front page, more than 40 col. inches, and sending to each with an inquiry, "And no interest from you?" I've really had in mind addressing them jointly and sending each a carbon rather than the original. You know better how they are today and what their station situation is. And suggestions? They are typical, by the way. I have not done a single talk show I have ever done before so far of this book and I've not actually solicited any one. Yet I've done an extensive amount of radio, all by phone, more than I'd ever dreamed. I've done only two stations I've done before, each with a different personality, not a show I did before. I don't think this book will die young and January is generally a bad month for money. However, I think all those following it will be worse on that count.

What I meant by "blessing" is that until I can get the right sized envelopes that the printer finally did the present volume of orders is all I can keep up with and do anything else. I don't know how long it will keep up, tho. I'm aware they can stack up and get filled in time. I mean it hasn't hurt yet except that daily there is interest to pay. It is too early to tell from the Dallas b'cast but prior to that one I'd done only two stations in large cities, each one and each gratifying, N.O. and Milwaukee. This means I've not begun to tap what I can in the major cities if I can reach them.

Reaction to what Jon Newhall and Zodiac have done has been fantastic! Many, many b'casts, but virtually none translated into sales. No reactions and exceptionally few sales I can attribute to youth. Almost all checks printed Mr. and Mrs. Almost no reference to studies. This is a major change. I can't explain it entirely by saying the kids are turned off because those miserable paranoid commercializers based in Cambridge are exhausting the college circuit at \$800 an appearance and are staying busy. The whole bunch. Of course they peddle the exciting insane, which may account for it. Anywa, it baffles. HW 12/7/74

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