

CARLETON PUTNAM

September 22, 1974

Dear Reader:

As one who has read Wilmot Robertson's Dispossessed Majority you may be interested to know that almost 16,000 copies of this book have been sold or distributed since the first hardcover edition appeared in 1972. A paperback printing with substantial additions and corrections came out last year. A second paperback edition containing hundreds of additional revisions and updatings has just become available.

The censorship of silence imposed by the media on The Dispossessed Majority has made it necessary to take unorthodox and even extraordinary steps to distribute the book. Since no existing publisher had the courage to touch it, a new publishing company, Howard Allen Enterprises, had to be created to take on the task. Having no marketing organization or established connections with book wholesalers or retailers, Howard Allen had to depend largely on the missionary zeal of readers and on advertisements and brochure mailings to bring the book to public attention. Many publications rejected the advertisements and some mail-order brokers refused to rent Howard Allen their lists.

It is generally acknowledged in the book trade that good reviews in a few key publications like The New York Times, Time and Newsweek represent \$25,000 to \$100,000 in free promotion. The Dispossessed Majority received no reviews at all in the mass media, although 480 review copies were sent out. The handicaps of distributing and selling the book have been, to say the least, enormous.

The time, effort and money provided by enthusiastic readers have partially solved this problem. Some have been kind enough to act as critics, distributors, publicists and even salesmen. Others have taken advantage of quantity discounts to buy copies for friends, libraries, alumni associations and similar organizations. Some supporters have purchased dozens and even hundreds of copies, and either furnished the names of recipients or allowed Howard Allen to send copies to its own list of college students, community leaders and prominent individuals. A few readers have shared the cost of advertisements in local newspapers or even national magazines. A very few have even contributed directly to the cost of printing the book.

As the author of Race and Reason and Race and Reality, as well as of two very different, non-controversial volumes published by a well-known New York firm, I have some understanding of the problems confronting The Dispossessed Majority. I believe along with many other readers that The Dispossessed Majority, if widely read, will actually change the course of American history. I have accordingly contributed both editorially and financially to the book. But we need much more help than I am able to give to achieve our projected goal of 100,000 readers by the end of 1975. Anything you can do in spreading the word or in helping us monetarily will prove, I feel, on an hour-for-hour or dollar-for-dollar basis the most effective contribution you could make at this time to the restoration of our deteriorating civilization.

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Books must come first before the necessary changes can be made at the political, economic and social levels. As always, knowledge should precede action. I am convinced that the 585 pages of The Dispossessed Majority provide a better analysis of our troubles than any other book now available. I entirely agree with Konrad Lorenz, the distinguished life scientist and Nobel Prize winner when he writes: "If a universally accepted ideology, and the politics ensuing from it, are founded on a lie, this is bound to have disastrous effects. The pseudo-democratic doctrine [of innate human equality] bears a considerable part of the blame for the moral and cultural collapse that threatens the Western world."

I have high hopes that you will contribute to the further promotion and distribution of The Dispossessed Majority in one or more of the ways suggested above. Howard Allen Enterprises has just been incorporated to expand its efforts and to make this book a standard fixture in the home of every thinking Majority member. As part of its larger mission of educating Americans for the intense intellectual and political struggle that lies ahead, Howard Allen has already published three other books and several more are in preparation. Last fall a student newspaper was tested on a nationwide basis. There are also plans to put out a newsletter to supplement and update the content of The Dispossessed Majority.

If you think The Dispossessed Majority is even half as important as I do, if you agree with me that Howard Allen is the only publishing company in America courageous enough to attack all the basic dogmas of the liberal-minority coalition, then please join me in this decisive effort to defeat the hybrid menace of equalitarianism and minority racism that is bringing America to its knees. Address your response directly to Howard Allen Enterprises, Box 76, Cape Canaveral, FL 32920.

If nothing else, you will know that Howard Allen books will be working around the clock to tell the truth of our worsening situation to the tens of thousands, eventually hundreds of thousands, of minds darkened and crippled by the intellectual and moral tyranny of our opponents. The frustration that all of us feel at our inability to do anything concrete will be removed by knowing that we are taking part in something real and constructive, that we are conquering our apathy by doing what at this point is the most important thing of all---participating in the early stages of America's regeneration by preparing the minds of those who will bring it off.

Sincerely,



Carleton Putnam