



APPENDIX 5.17

MARCOS PAYS FOR PROPAGANDA

For Every Tear A Victory helped win Marcos the 1965 elections. It is the foundational book on the Marcos mythology. Even today, at the Ferdinand E. Marcos Presidential Center museum in Batac, Ilocos Norte, the exhibits are arranged based on the book's narrative. How much did it cost to make this crucial text? According to a public relations specialist hired by the Marcoses, Leonard Saffir, Marcos paid at least USD 15,000.00 (about PHP 58,500.00 in 1963) to the book's author, Hartzell Spence, and guaranteed McGraw-Hill, the book's publisher, a sale of the book worth USD 10,000.00. To understand how expensive this deal was, the annual salary in 1963 of the Philippine president was PHP 30,000.00 as per the 1935 Constitution (the controlling law on this matter until 1964).

As to the literary merit of the Marcos biography written by Hartzell Spence, Nick Joaquin, writing as Quijano de Manila, has this to say:

[I]f the Spence book is corn, it's corn on the cob In tone, the Spence book, as everybody has heard by now, is rude and offensive. Spence admires Marcos but detests Filipinos Spence is . . . heavy going. He tends to be turgid and is capable of atrocity: "When at last he became normal, the doctors marveled at his recovery and said he was sufficiently convalescent to have a tub bath. He and God have been close ever since, and Imelda, having witnessed his experience, has drawn closer to her husband, until today they are almost inseparable." After reading such a passage, and remembering how the book has got poor Mr. Marcos in dutch with his paisanos, one begins to wonder just what Hartzell Spence was really up to. (de Manila [1981] 2013, 147-48)

Reference

de Manila, Quijano [Nick Joaquin]. (1981) 2013. *Reportage on Politics*. Mandaluyong City: Anvil Publishing, Inc.

LEONARD SAFFIR

80 East End Avenue
New York 28, New York
U. S. A.
February 7, 1963

Senator Ferdinand E. Marcos
204 Ortega Street
San Juan, Rizal
The Philippines

Dear Senator Marcos:

I received your letter of January 31, 1963 today. I am sorry for any delays but I had assumed that my letter of December 20 covered all the points regarding Hartzell Spence. I hope you received it along with the biographical materials I sent on Spence.

I talked with the book editor again at McGraw Hill today and Spence is still anxious to do the book. Though, he must have a decision soon so he can organize his schedule.

The deal is this. Spence wants \$15,000 plus expenses to write the book. He is excellent, has a good reputation and well worth this price.

McGraw Hill agrees to publish the book and give it better than average promotion. They feel it will be a good prestige book for their catalogue. We must guarantee McGraw Hill \$10,000 in sales. This means that if they sell only \$7,000 worth of books, we owe them \$3,000.

Thus, the maximum a book will cost is \$25,000 and that is only if NO books are sold. We are certain to sell a great deal. It is an excellent deal I feel. We have a very important publishing company and a top author.

The \$10,000 I had requested is to be divided as an advance to author and publisher. I have not taken into consideration my fee. As you know, we discussed a fee of \$3000 a month which you had expected to start by now. Of course I can bear with you, your current situation in your Senate presidency fight and I realize the delay. I do hope, though, that I can get some part of my fee soon.

(more)

If you would like to go into the book deal and future plans further, perhaps it would be wise for myself or myself and Harry Welker to fly to Manila at which time we could discuss all plans. Please let me know your feelings about this.

I left my associates Luft & Siegel recently. They could not get interested in the business and I felt my future was very limited with them. They, in fact, I believe are going into their parents business. Harry Welker, who as you know in my estimation, is tops, is still with me and we will stay together. We both very much would like to hitch our wagon to you.

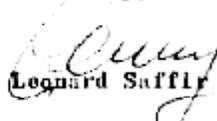
If you have not heard, there has been a newspaper strike in New York City for over two months now. All the papers are out and the city has really been hard hit economically.

However, Harry and I, along with another friend started an interim newspaper which will last only for the duration of the newspaper strike. It was a miracle every day and unbelievable as it may seem, today (our 30th issue) we have a circulation almost one half million and our gross advertising billings have exceeded one million dollars. Of course, expenses are very high though we do show a profit now. I feel, however, that the strike will be over very shortly and we will be out of business. Naturally, because of the paper, our reputation has gone sky high and we have added many more good contacts to our list. Enclosed are a few stories about our paper, I thought you might be interested in looking at; one from the New Yorker; the other from the Overseas Press Club Bulletin.

Please let me hear from you soon and I hope 1963 sees us working very closely.

My warmest personal regards and please extend these to your wonderful wife and Ben.

Sincerely,


Leonard Saffir

Source

Presidential Commission on Good Government Files (through Meynardo Mendoza and the National Historical Commission of the Philippines), Roll No. 135, File Nos. 588-89.

Ma y 29, 1963

Mr. Hartsell Spence
Neck Road, Old Lyme
Connecticut, U.S. A.

Dear Mr. Spence,

I have sent you through the Republic Bank (of Manila) and the Bank of New York, the amount of \$7,500.00 in accordance with our agreement.

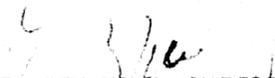
I sent the amount to you direct because of the shortness of time given me to attend to this matter. You see I am in the midst of a personal crisis involving my position as President of the Senate and have not been able to attend to my correspondence.

I am informing Mr. Leonard Saffir of this by letter.

please be assured of my pleasure at being identified with you and your efforts.

Kindly inform me when you wish to come to the Philippines so that we can make the proper travel and accommodation arrangements.

Sincerely,


FERDINAND E. MARCOS

Source

Presidential Commission on Good Government Files (through Meynardo Mendoza and the National Historical Commission of the Philippines), Roll No. 135, File No. 595.