

Esquire

THE MAGAZINE FOR MEN

919 NORTH MICHIGAN AVENUE
CHICAGO

ROTATE THE CENTER-JUMP by Forrest C. Allen,
scheduled for the February Esquire.

December 17, 1941

Dear Author ...

Editor Gingrich's advance memo on the contents for the next issue of Esquire has just come through, and already we in the promotion department are mapping out our publicity plans for that month. Your piece, as indicated at the top of this letter, is included in the line-up ... and since it's one that we think lends itself particularly well to extra promotion on our part, we'd like to ask for your suggestions in publicizing it.

If you have any ideas about large-scale publicity, -- mailings or tie-ups with special groups who would be particularly interested in your piece because of its subject matter -- we'd like to have your suggestions.

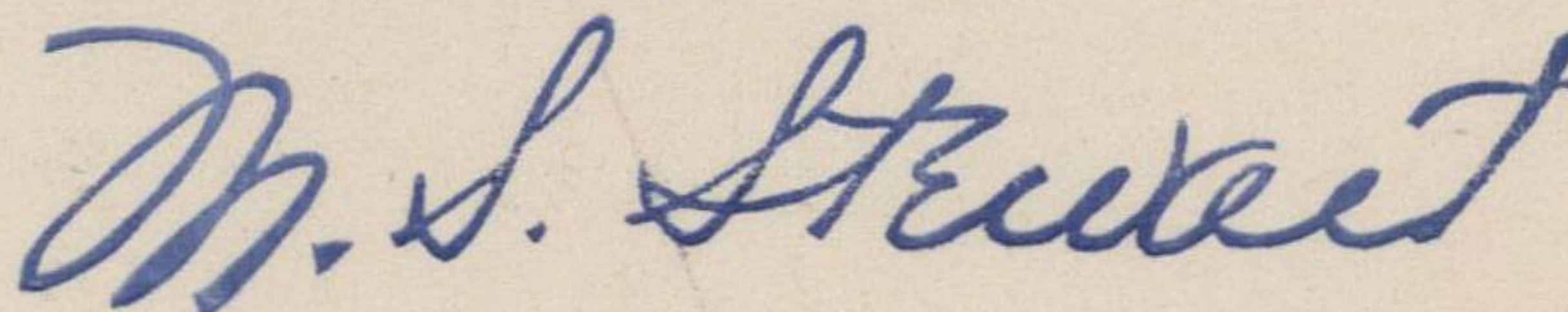
But more particularly, we think you can help us to "spread the word" about your writing among those in your own field by furnishing us with a list of your personal publicity contacts. For instance, if you have any special contacts on newspapers, radio stations, house-organs or trade papers, we'll be glad to send them advance tear sheets of your piece, seeking general publicity for you and your writing.

In addition to this list of publicity contacts, we'd like to have a selected list of your friends or former associates (not necessarily connected with publicity media) who would appreciate advance information about your piece.

We'd like to give your piece as widespread a play as possible. To that end we'll appreciate any cooperation you can give us.

May we hear from you soon? Thanks!

Cordially yours,



M. S. Stewart

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