

September 4, 1947

Mr. George Salomon
Appleton, Parsons & Co., Inc.
52 Vanderbilt Avenue
New York 17, New York

Dear George:

I have attempted to reproduce on tracing paper the sketch you submitted to us for the promotion card on Planned Chaos.

I am enclosing the sketch along with the copy for page 2 of the piece. I hope these will be sufficient for you to go ahead with the production on the card.

Sincerely,

H. C. Cornuelle
Assistant to the President

Enclosure

August 15, 1947

Mr. George Salomon
52 Vanderbilt Avenue
New York 17, New York

Dear George:

As I indicated to you during our telephone conversation today, we are getting ready to experiment with another promotion piece for "Planned Chaos." We feel that it may be wise to capitalize on the surprising sale of the volume, and hope to persuade an individual who has a large mailing list to experiment with another pitch which might sell a few more volumes.

Our first problem is to convince the man who owns the mailing list that it would be a good thing to distribute such a piece. Therefore, I would like to be able to supply him with a semi-rough layout with colors indicated which would convey to him a good idea of the final appearance of the promotion piece, should he choose to use it.

Enclosed is a rough layout I have prepared along with the copy which I suggest for page 2 of the fold. I think that the lower part of page 2 should carry also the name and author of the volume, number of pages, the price and the Foundation signature. I have indicated this roughly on the sketch. Pages 3 and 4 would be the reply card and, as I see it, would bear the same copy which we used on the previous sales piece.

On this one, however, I believe that the copy should be switched in order that the page would not have to be turned sideways in order to fill out the card. This should be perforated on the fold, of course.

My whole conception of this card as reflected in the sketch, is subject to violent change when I see your suggestions.

I would like to retain the statement that over 35,000 copies had been ordered in the first 60 days, and I think it should be placed on the page in such a way that it looks as if it was added as an after thought or, at least, very casually.

Sincerely,

H. C. Cornuelle
Assistant to the President

Enc.