

*Parsons
file*

May 29, 1947

Mr. Dudley L. Parsons
Appleton, Parsons & Co., Inc.
52 Vanderbilt Avenue
New York 17, New York

Dear Dudley:

As I indicated to George yesterday, we want to send some sort of an announcement of the publication of "Planned Chaos" to a part of our mailing list along with a subsequent issue of "Clipping of the Week." We are anxious to do this soon.

We would have planned this prior to this time except for the fact that up until now we have had no suitable vehicle with which to include a promotion piece.

In preparing the copy for this card, Mr. Read and I have had some differences of opinion. I want to make the card primarily attractive, giving the aura that this is quite a book, and merely announcing the fact that we have it available. Mr. Read's idea is somewhat different than mine. We have decided to try our respective ideas on one half of the group to whom we wish to mail these announcements. Nine thousand of each will be mailed.

I am enclosing the copy for the Read card which is marked "A", the copy face of the card bearing the mark "A 1", and the copy marked "A 2" is for the reverse of the upper part of the card. The lower portions of the two cards will be identical. The face of the lower portion should contain the following:

The Foundation For Economic Education, Inc.
Irvington-on-Hudson, New York

Gentlemen:

Please send me a copy of PLANNED CHAOS, at sixty-five cents, postpaid.

Payment enclosed Send invoice

Name _____
Street _____
City & Zone _____
State _____

Mr. Dudley L. Parsons

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May 29, 1947

The copy for the reverse of the lower part is also enclosed and is marked "A 3". This card should also serve as a sample for the type and weight of stock which we would prefer for this mailing.

My idea for the card is shown on the tracing paper enclosed. In the event that you cannot read my vague printing, here is a transcript of it:

Announcing the Publication of

PLANNED
CHAOS

By Ludwig von Mises

Author of Socialism, Omnipotent Government, Bureaucracy
90 pages, paper cover, sixty five cents a copy, postpaid

Planned Chaos is a comprehensive answer to the question "Can a system based on individual freedom be 'mixed' with economic planning?" Dr. Mises describes clearly the consequences of "the middle way."

I would like to ask your advice on the copy for my card. It is an idea more than a finished product. I do feel, however, that this sort of handling will be more effective than the other because of the nature of the audience that this pitch will be directed at.

Please do not feel bound by the design I have set on the tracing paper. I am the first to admit that it can be improved upon.

I hope I can enlist your aid to illustrate the advantages of this sort of a presentation. Perhaps brown ink instead of black would be better for this card.

Incidentally, I have planned no copy for the reverse of the upper part of my card. I think this is enough to start your work on these cards.

We would like 10,000 of each.

I presume that you or George will be talking to me on the telephone about this Monday morning.

Sincerely,

H. C. Cornuelle
Assistant to the President