

May 26, 1947

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

Dear Dudley:

Here's the dummy for "Show Me Any Other Country." We have selected this size, title and layout in preference to the 4 x 9 set-up you submitted along with this one.

In order to establish "In Brief" as a definite series, I think it will be wise to add "Volume 1, Number 2" under the mast-head as I indicated on the rough sketch which is attached to the dummy. Perhaps my idea is not a good one, and there is some other way to show the Volume 1, Number 2 idea. I would like to have your suggestions on this.

If possible, I would like to have this a 16-page self cover job. I think this can be accomplished by placing the price list on the lower part of page 15. I realize that this is not altogether satisfactory from a typographical viewpoint, but I don't like to see two blank pages in a job of this character. Perhaps there will be additional room on page 15 when the copy is set up in type.

As I indicated to you when I first discussed the "Show Me. . ." piece, we plan to have this printed by McGuire. Will you please give me the detailed printing specifications for the job in the same way in which you handled the "Why Kill The Goose?" material.

I can use the dummy cover as a color sample.

- Cordially,

H. C. Cornuelle
Assistant to the President

Enc.

May 1, 1947

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

Dear Dudley:

Enclosed is the rough copy for a chart we are considering for inclusion in the "Show Me Any Other Country" piece. Our idea is to use it across the center spread of the book.

Here are my questions:

1. Can this chart be fit into the space available on the center spread?
2. What will happen to the length of the "Show Me Any -----" book if we use these two pages for a chart?

The bars indicated on the graph paper enclosed can be changed if necessary. The line on the small slip of paper attached to the chart indicates an alternative way of handling these bars.

Cordially,

H. C. Cornuelle
Assistant to the President

enc.