



THE SCARECROW PRESS, INC.

52 Liberty Street, P.O. BOX 656 • Metuchen, N.J. 08840

April 16, 1980

Ms. Sylvia Meagher  
302 West 12 Street  
New York, NY 10014

Dear Ms. Meagher:

The Editorial Department informs us that your Master Index... has just recently gone into production. Therefore we must begin to make plans for advertising and promotion. Before we can proceed we shall need to have some information from you. We hope you'll provide it at your earliest convenience.

First, we'd like to have a 200-250-word description of the book. Enclosed is a sample of one of our regular monthly new publications announcements to give you an idea of the type of description we'd like to have. As you will note, book descriptions are generally non-frilly, straightforward write-ups summarizing the outlook, purposes and content, and emphasizing aspects that make the book important and/or unique. In other words we'd like to know what it is, who needs it and why they should buy it.

We'll also need a biographical paragraph about you and Mr. Owens. Just a few sentences will do -- your current occupation, academic credentials if you want us to include those, your relevant publications, or any other few lines you'd like us to use.

If you have any questions about our requirements, please feel free to contact me. We appreciate your help and look forward to working with you.

Sincerely yours,



Norma Shear  
Promotion Manager

PS. Belated thanks for the lists of persons/organizations to receive review copies or announcements. I have them safely tucked away for use when the book and promotional literature become available.