

Picture Scoop, inc.

114 EAST 32nd STREET - NEW YORK - N. Y.
TELEPHONE - MURRAY HILL 3-9877

May 5, 1942

Mr. Harold Weisberg
313 H Street, North West
Washington, D. C.

Dear Harold:

The first issue of PICTURE SCOOP is nearing completion, and it has occurred to me that it would be a good idea to include an article by one of the leading figures in Washington.

The best person I can think of is Paul V. McNutt. *(He hasn't been overdone)* Incidentally, he addressed a nation-wide audience last night on the radio and I was pleasantly surprised to hear his remarks about the necessity for no discrimination against negroes and the necessity for the people of this country to lose their complacency and really go to work for the war effort.

Would it be possible to get McNutt's byline for a 1500 word article? I have no particular angle in mind except the "Wake Up America" one, but Allan Chase tells me you're a genius about cooking up angles, so I'll leave it to you. I'd like the article to have a sock-provoking title so that people will really want to buy the magazine and read it.

The 1500 words would be solid copy, of course. We would do the captions for pictures here. Stock photos would, naturally, have to be used and built around the story.

I just came from lunch with Allan Chase and it was his suggestion that you might be able to put over this deal by getting in touch with McNutt's amanuensis. You could propose something along the lines run in Click, called I believe, "Click's Bureau of Government Reports."

It is my suggestion and Allan's that you approach McNutt's guy by telling him we'll make the article a lead and give it three or four pages. Either you or McNutt's man can sock out the words, and, as I said before, we'll do the captions in this office.

If you can't get McNutt, can you get someone else in Washington? *Before* ~~With-~~out knowing your terrific connections, I tried to get McLeish, but he turned me down.

If the real bigshots down there are impossible to reach, what about a Senator? You can tell these guys that PICTURE SCOOP is a new magazine but 100 per cent behind the war effort and we are printing 750,000 copies for the first issue.

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As a matter of fact, the War Department is cooperating with me on army stories in the person of Major F. van W. Mason. Our first issue will contain army stories, navy stories, and even Warden Lawes is in, too.

As I said before, you can promise McNutt a lead article and in addition, terrific mention on the cover of the mag.

Now, as I write this paragraph, I am blushing. Because of a terrifically limited budget, I can only pay \$100 for the 1500 words plus McNutt's byline--if you can get it. I can probably make the same arrangement on another lead name. But please remember that the first couple of issues are like bubbles, and we are just groping our way along. I can definitely assure you that if PICTURE SCOOP clicks, we will up the rate of payment and you will be well taken care of in the future.

Incidentally, I am also interested in a socko expose article. Unfortunately, those you mentioned have either been overdone or are too hot to handle. For example, I'm scared to run an article on Dies.

The peonage thing you mentioned sounds interesting, but I wonder if you can send me some more depe on the matter. I had expected to be in Washington this week, as I have for the past several weeks. It just seems as though something always comes up to keep me here. However, if I do make the town, I'll send you a wire ahead of time so that we can get together.

Time on the McNutt article is of the essence, because I should like to close the issue. I am therefore sending this via airmail, special delivery so that you will get this letter in the morning. Will you call me collect after ten o'clock so that we can discuss things.

Best regards.

Sincerely,

Clem

(al why am I)

Clement J. Wyle
Editor

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