

# P i c t u r e S c o o p , i n c .

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

June 6, 1942

Mr. Harold Weisberg  
313 H Street, N.W.  
Washington, D. C.

Dear Harold:

I received all your stuff, but I've been so tied up that I haven't had a chance to go through it as yet. However, I intend to shortly.

Incidentally, I forgot to put through a voucher for you for \$2.50, but that will be done the first thing Monday morning.

The first issue of PICTURE SCOOP is going to press in about a week. We plan to get it on the newsstands by July 25th and to give it a run of about six weeks on the stands. Accordingly, the second issue will appear on the newsstands around the 10th of September and subsequent issues of the magazine will appear monthly.

What do you think about an article by <sup>Wickard</sup> ~~Henry~~ Henderson on rationing and articles that may be rationed in the future? This would be for the second issue, of course. It may be that by September 10th there will be little rationing; on the other hand, there may be a lot. To play safe, I think Henderson should discuss rationing in general, the possibility of future rationing, and talk about England's experiences.

Confidentially, Arch Mercy talked to me about this when he was in New York a few days ago. Arch gave me the name of Henderson's publicity representative and who is the person to get in touch with. Unfortunately, I can't find this name (I marked it down somewhere but it's lost for the present). However, I believe that it will be relatively easy for you to get the name because he's a good friend of Bill Nelson's. Mercy doesn't know him well. (Don't mention Arch when you start work on this thing because, as I said before, we spoke about it confidentially.)

Since Wickard is now chairman of a new commission, what are the chances of getting something from him for PICTURE SCOOP? *in line of Henderson.*

I still would like that Post Office article.

About Henderson and Wickard: If they are agreeable to an article for our magazine, try to avoid a pot-pourri of old speeches. I'd like something new and different; not a re-hash of everything that has appeared in the newspapers. Also, I'd like a come-on title--just as good as the McNutt

Mr. Harold Weisberg

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title.

Perhaps Henderson's article could be illustrated by diagrams and charts. I spoke about this to our art director, Jo Chasin, and he'd be glad to do them.

Let me know your reaction to these suggestions.

Best regards.

Sincerely,



Al Whyman

AW:fb  
uopwa #18