

So I think before I spend any more time working on this, we should be in
7/23/42

Next there is the by-line problem. Vonderheide is out of town on vacation.

Dear Al, They don't know where he is, so they can't write or wire to get his OK for

He will be back between the 4th and the 8th and they are waiting for me to
I forgot to reply to your note of the other day. I have sent Chic two

copies of the magazine, and I am and have been giving copies where I thought
there might be some point, in each case pointing out the release date, the
first.

Here's how things line up now. In about a month they will have photographs

Before I got down to what I did today, something that we should have mailed

before raises its ugly head. Up until now I haven't used my car on your work

when I could help it, and what use there has been was not extensive, so I

never mentioned it. With Click, which has been more or less our model, I

got 6 cents a mile for the car use. This figure was jointly arrived at by

the Annenberg publications and the Guild in 1939 or 1940 as a fair and

reasonable rate. However, today, here in DC, gas costs almost half again as

much as it did then, and other prices are likewise up. I needn't point out

the problems raised in gas rationing and the acute tire shortage. Well, today,

for example, I went slightly more than 22 miles going to the Public Health

Service. If I don't go by car it will take about 3 extra hours, and to go by

cab would cost you too much. So, of course, I went by car. But I think we

should arrive at a figure for mileage. Let me know what you think about it.

I went out on the prostitution-venereal disease story. Several problems

rear their ugly heads. First and most important, Pic is as has done a story

which, I was told, will be out in a very short while, probably before you go

to press. I can't find out what they are saying, but I have discovered they

are using the best, by far, of the pictures available, in fact, the only

good sequence of which these people have knowledge. It's from Wide World.

So I think before I spend any more time working on this, we should be in possession of enough knowledge and facts to write the piece, I have seen you want like him, duplicated in the same cut in a short while.

Next there is the by-line problem. Vondelahr is out of town on vacation.

They don't know where he is, so they can't write or wire to get his okay for a by-line. He will be back between the 4th and the 5th, they are not certain.

However, there is swell stuff there, and also the chance to do a real public service.

Here's how things line up now. In about a month they will have photographic facilities. They will be able to shoot exclusive pictures for us, with their own camera, and their own photographer. This will be an economy for

There are good anecdotes, or incidents, real and from life, that do not sound like medical case histories that can be used. I have no concern over the availability of material.

There are things other than you mentioned, all of which make good copy.

After being with them a while, I saw there were likely more stories than the one. They agree there are three separate stories that you might be inclined to run (the idea and, of course, responsibility are mine, the I made no commitment for you).

The first is the one you suggest, the story of prostitution and the war. Next there is the as yet untold (in the

story of the amazing

length, but it does seem like a good one. Then there is the story of the

and they are going to launch a major drive on

The program will be mapped out in a short while.

Good sequence of which these people have knowledge. It's from World.

Of course, you may ~~xxxx~~ have a policy against series'. Again, you may not like the idea. You are not bound by anything.

Here is what I asked them, and, subject to Dr. V's approval, they agreed to: All stories to be by-lined by Dr. V (and if we do the series I haven't completely given up on Parran, though for a single story there is absolutely no possibility), Parran's assistant. Next, all stuff is exclusive, that is, nobody else gets the pictures we get until after we have used them, and none of the text is offered to anybody else, inc. Life. Third, where campaigns are concerned, good stuff is kept out for us, so that we have news, not just copy, and stuff that is new to all the readers.

Briefly, that's it. I have always been impressed with the importance of doing something about venereal disease, but after spend some time with these guys, I'm horrified. Do you know, since Pearl Harbor, our casualties from these diseases are much greater than those inflicted by the Japs, Nazis and various subsubaxis powers combined? How do you like this for an angle in the story(ies) by the way.

Well, let me know what to do. I'm worried about the Pic story, and feel that you might run some risk if you proceed immediately; I feel you can get Wonderlehr's by-line when he returns: I feel there is a likelihood of several additional stories on the subject, which would on the one hand make good copy and on the other would be a real service that might also do the magazine some good.

Whatdya say?

Major Mason still out of town, so, of course, I didn't see him, but he is expected again in the morning. The new pictures are expected at that time (on tank testers).