

Marketing and Economics

now at their Pressisiffi

Excellent prospect on basis of
this evidence.

If he is as good as he appears
he probably should have much
more vigorous education & experience
in this publishing field than merely
a year of graduate work at
Northwestern

Suggest we ask MacLachlan (now at
New Press) to look him over carefully and
give us a confidential critique

[Letter from MacLachlan tells him ...]