



MARKETING REPORT  
ADS  
REVIEW COPIES

M762.1

9/3/71

THE JOHNS HOPKINS PRESS Baltimore, Maryland 21218 • (301) 433-2100

September 3, 1971

Miss Doris Dana  
Hildreth Lane, Box 784  
Bridgehampton, New York 11932

Dear Doris:

I would like to give you a full account of the advertising and promotion program that has been planned for the SELECTED POEMS OF GABRIELA MISTRAL.

Advance proof of your book was sent to the following in hopes that it would be promptly and favorably reviewed.

New York Times Book Review	Saturday Review
Atlantic Monthly	Time-Life
The Today Show	W.S. Merwin
Publishers' Weekly	New Yorker
Arlene Francis	Library Journal

Advance paper copies were sent to the following. Cloth copies were sent when they were available.

New York Times Book Review	Book Week
New York Times Daily	Time
New Yorker	Newsweek
✓ Saturday Review Syndicate	Boston Globe
Harpers	Los Angeles Times
Atlantic Monthly	Chicago Tribune
New York Review of Books	Baltimore Sun
Book World	Kirkus Reviews
Washington Post	Life Magazine
Nation	✓ Saturday Review
New Republic	Americas

Complimentary review and promotion copies were sent out as soon as bound books were available. A news release was included with each review copy. The recording of Gabriela Mistral reading her poetry was included with the 30 copies of the cloth book. You will see from the attached list that your suggestions were included.

Distribution of review copies and sales of the book in Europe, the Middle East, and Africa is handled by our office in London, The Johns Hopkins Press, Ltd. Our Canadian representative is The Copp Clark Publishing Company.

BALTIMORE • WASHINGTON • LONDON

[Carta] 1971 Sept. 3, Baltimore, Maryland, [EE.UU.] [a] Miss Doris Dana, Hildreth Lane, Bridgehampton, New York,

# [EE.UU.] [manuscrito] John V. Brain.

Libros y documentos

## AUTORÍA

Brain, John V.

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