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September 22, 1971

SEP 27 1971

Joan Daves
515 Madison Ave.,
New York, New York 10022

Dear M's. Daves:

The Library Journal ad has been scheduled for the November 15 issue, which closes on October 1. This was the earliest insertion I could obtain after obtaining releases on the quotes to be used and budgetary approval for the extra expenditure.

I am inclined to think of this ad as justified on its own merits rather than as merely a rebuttal of the Library Journal review, which cannot be expunged from the record. As you well know, even the best books receive some poor reviews and this Library Journal experience, though unfortunate, is not a disaster.

Yours sincerely,

John V. Brain
Marketing Manager

JVB:ml

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CCNY

Coris Dava

for information only

[Faint handwritten notes and stamps]

bleh - bleh

[Carta] 1971 Sept. 22, [Baltimore, Maryland, Estados Unidos]

[a] Joan Daves, New York [manuscrito] John V. Brain.

AUTORÍA

Autor secundario:Dana, Doris, 1920-2006

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