

Ronald Reagan Presidential Library Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: First Lady, Office of the: Press Office: Records,
1981-1989

Folder Title: Chris Wallace Book
[part of this folder is in oversize box]

Box: OA 13310

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National Archives Catalogue: <https://catalog.archives.gov/>

Last Updated: 03/07/2024

CABLE ADDRESS: SAINTMART
TWX: 710-581-6459

ST. MARTIN'S PRESS, Incorporated
175 FIFTH AVENUE, NEW YORK, N.Y., 10010
Telephone: (212) 674-5151

File

October 31, 1986

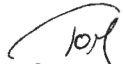
Ms. Elaine Crispen
Press Secretary to
Nancy Reagan
The White House
Washington, D.C. 20500

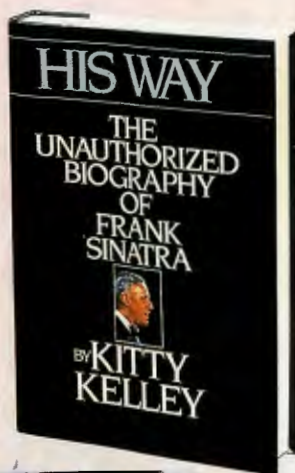
Dear Elaine,

I'm happy to enclose the Literary
Guild's brochure for FIRST LADY, which is
slated to be mailed within the next week
or two to their (I believe) million-plus
members.

All the best.

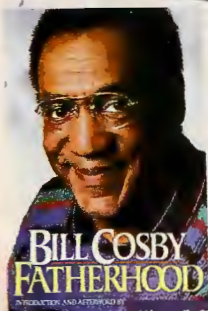
Sincerely,


Thomas L. Dunne
Executive Editor
Publisher of Thomas
Dunne Books



Don't miss these best sellers about celebrities!

HIS WAY: The Unauthorized Biography of Frank Sinatra by Kitty Kelley. Here is the no-holds-barred inside look at the man, his legend, his women and his life that Sinatra tried to stop with a \$2 million lawsuit. Photos. **102814**
Pub. Ed. \$21.95 **MEM. ED. \$16.50**

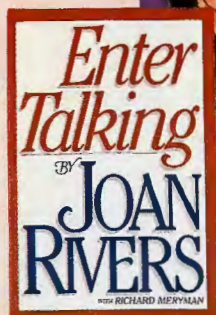


FATHERHOOD by Bill Cosby. America's favorite TV father shares all the joys and frustrations of raising children. A warm, funny and entertaining look at family life. **Available to members at 50% off the publisher's price.** **101121**
Pub. Ed. \$14.95 **MEM. ED. \$7.47**

"And So It Goes"
Adventures in Television



"AND SO IT GOES" Adventures in Television by Linda Ellerbee. In a world of blow-dried anchors, Ellerbee is a rarity—breezy, irreverent and slightly disheveled. This TV insider's memoir is honest, intelligent and howlingly funny. **054502**
Pub. Ed. \$16.95 **MEM. ED. \$12.79**



ENTER TALKING by Joan Rivers with Richard Meryman. Here's the story of her hilarious and heartbreaking climb to the top. Whether she's describing sleazy agents or her redoubtable mother, Joan tells it as nobody else can—with wit, style and punch. Photos. **057968**
Pub. Ed. \$17.95 **MEM. ED. \$13.50**

Please use member reply form to order.



FIRST LADY

A Portrait of Nancy Reagan

BY NBC NEWS & WHITE HOUSE CORRESPONDENT CHRIS WALLACE

An intimate look at the First Lady...

What's it like to be First Lady of the United States? Having now spent more than five years in the White House, Nancy Reagan knows it's not an easy role. But she has gone on to become one of the nation's most admired and beloved public figures.

Filled with many rare photos of the First Lady and the President, this very special book by NBC News and White House Correspondent Chris Wallace reveals the private person hidden behind her public life. Through extensive interviews with the First Lady and the President, her children and friends such as William F. Buckley, Bill Blass and Trish Baldridge, readers get a rare glimpse of the true Nancy Reagan. Whether discussing the demanding but rewarding role of First Lady, her commitment to fight drug abuse among the young, or the terrifying hours following the assassination attempt against her husband, this illuminating portrait presents a woman who is deeply concerned, often vulnerable but always strong.

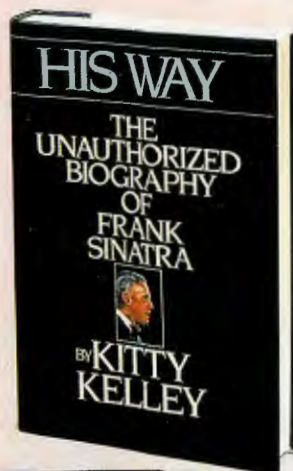
A fascinating look at one of the most respected women in America.

104687

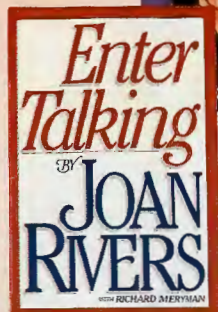
Pub. Ed. \$22.50

MEM. ED. \$16.99





"And So It Goes"
Adventures in Television



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HIS WAY: The Unauthorized Biography of Frank Sinatra by Kitty Kelley. Here is the no-holds-barred inside look at the man, his legend, his women and his life that Sinatra tried to stop with a \$2 million lawsuit. Photos. **102814**

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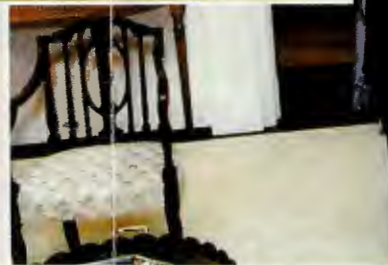
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Pub. Ed. \$22.50

104687
MEM. ED. \$16.99



MEMORANDUM
OF CALL

Previous editions usable

TO:

Elaine

☒ YOU WERE CALLED BY-

☐ YOU WERE VISITED BY-

OF (Organization)

Margaret Schwartzer
St. Martin's Press

☒ PLEASE PHONE ▶

☐ FTS

☐ AUTOVON

(212) 674-5151

☐ WILL CALL AGAIN

☐ IS WAITING TO SEE YOU

☒ RETURNED YOUR CALL

☐ WISHES AN APPOINTMENT

MESSAGE

7/17/86

12:00

RECEIVED BY

M.

DATE

7/10

TIME

11:40

63-110 NSN 7540-00-634-4018

★U.S.GPO:1985-0-461-274/20014

STANDARD FORM 63 (Rev. 8-81)

Prescribed by GSA
FPMR (41 CFR) 101-11.6

MEMORANDUM
OF CALL

C/WC
Previous editions usable

TO:

E.C.

☒ YOU WERE CALLED BY- ☐ YOU WERE VISITED BY-

OF (Organization)

Margaret Schwartzger
St. Martin's Press

☒ PLEASE PHONE ☐ FTS ☐ AUTOVON

☐ WILL CALL AGAIN ☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL ☐ WISHES AN APPOINTMENT

MESSAGE

Have we heard whether the
President is going to write the
piece for their book or
Not ??

RECEIVED BY

Y.

DATE

7/9

TIME

11:00

63-110 NSN 7540-00-634-4018

STANDARD FORM 63 (Rev. 8-81)

Prescribed by GSA

FPMR (41 CFR) 101-11.6

★U.S.GPO:1985-0-461-274/20014

MEMORANDUM
OF CALL

Previous editions usable

TO:

E. Taine

☐ YOU WERE CALLED BY- ☐ YOU WERE VISITED BY-

OF (Organization)

Tom Gibson

6597

☐ PLEASE PHONE ☐ FTS ☐ AUTOVON

☐ WILL CALL AGAIN ☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL ☐ WISHES AN APPOINTMENT

MESSAGE

Will refuse St. Martin's
Press request for the
President

RECEIVED BY

Y.

DATE

7/9

TIME

6:00

63-110 NSN 7540-00-634-4018

STANDARD FORM 63 (Rev. 8-81)

Prescribed by GSA

FPMR (41 CFR) 101-11.6

★U.S.GPO:1985-0-461-274/20014

THE WHITE HOUSE

WASHINGTON

July 10, 1986

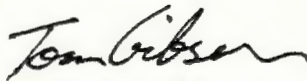
Dear Mr. Dunne:

On behalf of the President, I want to thank you for the opportunity of making a contribution to the book your firm will be publishing entitled FIRST LADY: A PORTRAIT OF NANCY REAGAN by NBC News and Chris Wallace.

Regrettably, we will be unable to accommodate your request. Because of the great number of similar requests received, it is not possible to comply with them all.

With appreciation of your interest,

Sincerely,



Thomas F. Gibson
Director of Public Affairs

Mr. Thomas L. Dunne
Executive Editor
St. Martin's Press, Incorporated
175 Fifth Avenue
New York, N.Y. 10010

bc: ✓ Elaine Crispin

ST. MARTIN'S PRESS, Incorporated
175 FIFTH AVENUE, NEW YORK, N.Y., 10010
Telephone: (212) 674-5151

July 3, 1986

Ms. Mary Gordon
The White House
Washington, D.C. 20500

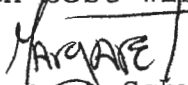
Dear Mary,

I hope that I have had the chance to speak with you before you get this package. If I haven't, I'll be speaking with you soon.

Enclosed please find a xerox of the FIRST LADY galleys and a listing of the questions we have come up with as we work on the photograph's captions. As you can see, we need the basic factual information: date, place, people involved.

Tom and I both hope that your office will be able to supply us with this information without too much inconvenience to you, and, as always, we appreciate your help.

With best wishes,


Margaret Schwarzer
Editorial Assistant

Caption List for FIRST LADY:

We have listed the photographs below in the order in which they appear in the text. After their corresponding number we have typed the information which we need; in most cases it is simply a matter of the date and/or place. "Ok" indicates that we do not need any information for the photo.

1. ok
2. date, what film?
3. date, identify
4. date, occasion, identify
5. date, identify, what film?
6. date, identify
7. date, identify
8. ok
9. ok
10. ok
11. date, occasion?
12. was tractor a gift?
13. at the ranch or Camp David?
14. dog's name, acquired when?
15. where is this shot?
16. Occasion? Valentine's Day?
17. ok
18. date of Gridiron dinner?
19. dog's name?
20. ok
21. date. Surprise birthday cake for RR?
22. ok
23. date, occasion
24. Republican National Convention? 1980 or 1984?
25. date? occasion?
26. Occasion? Any idea what the book is?
27. date. Occasion?
28. ok
29. ok

30. ok
31. date. occasion?
32. date, occasion?
33. date, occasion?
34. ok
35. ok
36. date, occasion? Birthday?
37. date, occasion?
38. ok
39. ok
40. ok
41. identify, date, occasion?
42. identify
43. identify. date
44. date
45. ok
46. identify, date?
47. identify, date?
48. ok
49. what is she reading/
50. date. Rome?
51. date.
52. date.
53. date. identify
54. ok
55. ok
56. date.
57. date.
58. date
59. ok
60. ok
61. occasion?
62. date. occasion?
63. Identify, date, occasion
64. occasion
65. identify. occasion?

66. ok
67. date. occasion?
68. date. occasion?
69. date. occasion?
70. date. occasion?
71. date. occasion?
72. date. occasion?
73. date. occasion?
74. date. occasion?
75. date. occasion?
76. date. occasion?
77. date. occasion?
78. ok
79. date. occasion?
80. date. occasion?
81. date. occasion?
82. date. occasion?
83. date. occasion?
84. date. occasion?
85. date. occasion?
86. date. occasion?
87. date. occasion?
88. ok
89. Normandy, 1984?
90. ok
91. Normandy?
92. Normandy?
93. date, occasion?
94. date.
95. ok
96. ok
97. ok
98. ok
99. ok
100. identify everyone, occasion?
101. identify everyone, date?
102. ok
103. identify
104. identify
105. 1980 or 1984 convention?

- 106. ok
- 107. ok
- 108. identify.date.
- 109. identify
- 110. identify everyone
- 111. identify
- 112. identify
- 113. date. identify
- 114. ok
- 115. identify
- 116. identify
- 117. date of photo? identify
- 118. date?
- 119. ok
- 120. ok
- 121. ok
- 122. identify
- 123. ok
- 124. ok
- 125. ok
- 126. Was the truck a gift?
- 127. Does the horse have a name?
- 128. ok
- 129. at the ranch
- 130. ok

RONALD REAGAN LIBRARY
TRANSFER/PARALLEL/OVERSIZE FILE SHEET

Please circle "preservation" (put in AV, etc.), "classified" (parallel filed in vault/annex), "collection" (misfile, provenance), "RD/FRD" (parallel file), "NATO" (parallel file), "SAP" (parallel file).

PRESERVATION CLASSIFICATION COLLECTION RD/FRD NATO SAP

FROM:

Collection First Lady, Office of the Press Office: Records

Series _____

File Folder Title/Casefile #/NSC # Chris Wallace Book

Box Number OA 13310

Description of Material:

- Xerox of the First Lady galleys (87 pages)

TO:

Collection: First Lady, Office of the Press Office: Records

Series: _____

File Folder Title/Casefile #/NSC # _____

Box Number: oversized box

Transferred by: Aimee Muller

Date: 03/05/2004

NEED ONE COPY IN ORIGINAL LOCATION

SECOND COPY WITH ITEM PARALLEL FILED OR TRANSFERRED

THIRD/FOURTH* COPY FOR COLLECTION FOLDERS - * IF TRANSFERRING TO/FROM TWO COLLECTIONS

THE WHITE HOUSE
WASHINGTON

Betsy Williams

Kathy
Lloyd

get a feel for how
involved?

THE WHITE HOUSE
WASHINGTON

from an
unauthorized
go ahead
only photos
we are
comfortable

MAR 20

Please call with

David Waller

To see if he has
had time to review

Ton Duane's book
proposal letters.

ELAINE CRISPEN

Press Secretary
to the First Lady
456-7136

THE WHITE HOUSE

WASHINGTON

March 7, 1986

Elaine:

I spoke with Tom Dunne, and he asked me to pass a few messages on to you.

He said that it would be made very clear in the book that it was an NBC project and not a N.R. or White House project. You would have final approval on the copy and on any advertising promotions.

You would have final approval on all selections of photos and on the text to correct or change any pictures or facts.

Also they would send in advance all sample layouts and any promotional layouts for your approval.

Finally, he said that if we could send him 100+ (meaning 150) photographs with the option of replacing or substituting for the ones he doesn't like or he feels doesn't fit in, he would be very pleased.

Tom Dunne (212) 674-5151

Mary

MARY GORDON

Mrs. Reagan's Press Office

456-7136

THE WHITE HOUSE
WASHINGTON

MEMO TO THE FILES:

Spoke with David Waller who
said to go ahead only with
photos that we are comfortable
with.

THE WHITE HOUSE
WASHINGTON

March 5, 1986

TO: David Waller
FROM: Elaine Crispen *EC*
SUBJECT: Book Proposal

Attached is correspondence regarding the proposed book "First Lady, A Portrait of Nancy Reagan by NBC with/and White House Correspondent Chris Wallace".

After you have had a chance to review and discuss with Fred, I would appreciate your comments and guidance.

ST. MARTIN'S PRESS, Incorporated

175 FIFTH AVENUE, NEW YORK, N.Y., 10010

Telephone: (212) 674-5151

February 4, 1986

Ms. Elaine Crisper
Press Secretary to the First Lady
The White House
Washington, DC 20500

Dear Ms. Crisper,

I believe Chris Wallace has been in touch with your office to let you know that we are looking forward to publishing a book based on the NBC special about the First Lady which aired last year. The book will have the byline of NBC News and Chris Wallace. I am writing, first of all, to introduce myself, and to let you know that we are very excited about the project. The book will be one of our lead titles on the Fall 1986 list, with a substantial advertising and promotion budget as well as a large first printing. The lengthy interviews NBC conducted for their program are yielding a substantial and informative text which will provide the book's many (I hope) readers with an intimate look at the myriad duties and responsibilities of a First Lady as well as a close-up of Mrs. Reagan herself and the unique personal qualities which have made her so very popular.

We plan a large format book with a minimum of 50,000 words of text, and at least one hundred photos, mostly or entirely in color. It is in the matter of the photography that your office could be very, very helpful. I had originally planned to use prints taken from the many hours of video in NBC's possession. However, the color quality of prints made from video is only just adequate, and not what I had hoped. By contrast, I have seen several prints taken by the White House photographers, and these are not only better photos, but would also reproduce much more attractively in book form. Since NBC, Chris, and myself all want the book to be as handsome as possible, it would be wonderful if your office could help by providing much of this illustrative material. Indeed, I am not sure we can go ahead with the kind of book I'd like to see without them. Can you help us out? We would, of course, give proper credit to the photographers and be happy to pay the cost of reproducing the stills selected.

To give you an idea of the sort of material we are seeking, I enclose a very tentative chapter-by-chapter breakdown one of the editors of the project has projected. This is by no means the final organization of the chapters, nor do they represent the chapter titles. The list does, however, offer a rather good summary of our photographic needs. Ideally, we would have hundreds of photographs from which to choose the very best. Our publication schedule is very tight, since we want to book available for the fall -- Christmas -- of this year. Therefore, a team including myself, our art director, manufacturing director, and the book designer are prepared to come to Washington and go through the photos either at the NBC offices or in a hotel for a day (or two, if need be) sometime this month.

I realize that the above requests give your doubtlessly busy office very short notice, and I do apologize. The contract for the book has only just been signed, and our marketing people are demanding both a high-quality and a high-speed job. I do want to assure you of one thing, though: the book I have in mind will, I am confident, please you, the First Lady, and the President.

With all best wishes.

Sincerely,



Thomas L. Dunne
Publisher,
Thomas Dunne Books,
St. Martin's Press

P. S. I will take the liberty of calling you at the end of this week to discuss all of the above. Should you wish to reach me, please do not hesitate to call at the above number or at my home in the evening (914 238-8012).

MEMORANDUM
OF CALL

Previous editions usable

TO:

☐ YOU WERE CALLED BY— ☐ YOU WERE VISITED BY—

OF (Organization)

☐ PLEASE PHONE ☐ FTS ☐ AUTOVON

☐ WILL CALL AGAIN ☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL ☐ WISHES AN APPOINTMENT

MESSAGE

*Margaret Schmitt
St. Martin's Press &
(212) 674-5151
samples for cover*

RECEIVED BY

DATE

TIME

63-110 NSN 7540-00-634-4018

STANDARD FORM 63 (Rev. 8-81)

Prescribed by GSA

★ U.S.GPO: 1985-0-461-274/20003

FPMR (41 CFR) 101-11.6

THE WHITE HOUSE
WASHINGTON

February 14, 1986

Elaine:

I went through our photo files and found as many pictures as I could for this request. I have separated them by chapter and thought you could see if you thought them appropriate.

Chapters 7, 12, and 14, I didn't have anything on hand in our photo files which I thought ~~was~~ appropriate or for which they asked for. Do you have suggestions? I hesitated ordering any additional photos unless you thought it necessary.

THE WHITE HOUSE
WASHINGTON

For those chapters on Mrs. Reagan and politics I can order from contact sheets of the '84 campaign.

I do not know the various places to get all those photos of Mrs. Reagan with her friends and the people interviewed.

Mary

Their deadline, by the way, is as soon as possible.

MEMORANDUM
OF CALL

TO:

☒ YOU WERE CALLED BY—

☐ YOU WERE VISITED BY—

OF (Organization)

☒ PLEASE PHONE ►

☐ FTS

☐ AUTOVON

☐ WILL CALL AGAIN

☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL

☐ WISHES AN APPOINTMENT

MESSAGE

about doing a book from
Mrs. Reagan NBC Program
from last year -
He sent a letter Feb
Mangrove
Schubert 63

RECEIVED BY

DATE

TIME

63-110 NSN 7540-00-634-4018

STANDARD FORM 63 (Rev. 8-81)

★ U.S.GPO: 1985-0-461-274/20003

Prescribed by GSA
FPMR (41 CFR) 101-11.6

Photos - End of March

THE WHITE HOUSE
WASHINGTON

First Lady

A Portrait of Nancy Reagan

by NBC News

with WH Corresp.

Chair Wallace

ELAINE CRISPEN

Press Secretary
to the First Lady
456-7136

THE WHITE HOUSE
WASHINGTON

February 5, 1986

Mrs. Reagan:

I remember Chris mentioning this,
and I in turn mentioning it to
you, although we never agreed to
take an active part in the
preparation of the book.

Before my office starts researching ^{for your approval} [^]
the various photographs which
Mr. Dunne is requesting, I wanted
to check with you to get your O.K.

It would be nice if Chris offered
to donate a percentage of the
proceeds to one of your worthy
causes.

Please let me have your thoughts.

Elaine



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Telephone: (212) 674-5151

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Thomas L. Dunne
Publisher,
Thomas Dunne Books,
St. Martin's Press

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TO: TOM DUNNE

FROM: MICHAEL KILIAN

RE: PICTURES FOR NBC NANCY REAGAN BOOK

Here is a list of principal chapter headings with suggested photos to accompany as illustrations:

1) Foreword by Chris Wallace

This should include or be preceded by a frontpiece photo showing Wallace and Nancy in interview.

2) Nancy's early life

Pictures here of Nancy as child or baby (obligatory), school girl or Smithy, young actress, etc.

3) Nancy as First Lady

Formal occasion stuff. Nancy against White House backgrounds, in official rooms, at her desk, meeting important people, (if at all possible) with former First Ladies.

3) Nancy as real person

Informal stuff, hijinks (Flamenco dance, Gridiron costume, appearing at presidential news conference with birthday cake), dramatic close up, cooking, at Camp David or ranch.

4) The Nancy Reagan lifestyle

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Cheers.

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TO: TOM DUNNE

FROM: MICHAEL KILIAN

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Cheers,

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ST. MARTIN'S PRESS, Incorporated

175 FIFTH AVENUE, NEW YORK, N.Y., 10010

Telephone: (212) 674-5151

February 14, 1986

Ms. Mary Gordon
Office of the First Lady
The White House
Washington, D.C. 20500

Dear Ms. Gordon:

Thank you so much for offering your office's cooperation on the NBC/Chris Wallace book about the First Lady.

We are totally committed to making it the very best book possible, and I am delighted (and relieved) that we will be able to have high quality photos in it, rather than the rather muddy prints we can get from videotape. I am confident that when the book is off press you -- and of course, Mrs. Reagan -- will be very pleased with the final result.

As for the logistics involved, let me first of all say that we will be happy to give your office final approval over the photographs used. We would also, of course, try to design the book to include all the pictures of which the First Lady is especially fond, particularly informal shots, though I am sure there are a number of favorites from various state occasions as well. What I would like to work out with your office is a mechanism which will allow us a certain amount of design flexibility while being able to assure you that our final choices are both appropriate and excellent.

In order to achieve this goal, I must emphasize that the more pictures we may choose from, the better. Designing the layouts for a handsome picture book with an extensive text is rather complicated, and the designer needs a certain amount of flexibility in order to get the best "fit" in the flow of images, so I urge you to send us more than we can possibly use. We can then show you our tentative selection, and if there are any the First Lady does not particularly like, we can pick some substitutes, also clearing them with your office. As much as possible, we would like to use pictures which have not been widely reproduced, though I realize some of the First Lady's personal favorites may well have been used before and that's fine. Ideally, we would love to be able to select from, say, 250-300 photos, in order to choose 100-125 of the best. Normally we would desire an even greater proportion for a high-quality book, but the White House photography is typically of such excellent quality that approximately two-to-one should be adequate.

I realize that by now there must be thousands of photos in the White House archives, and that it is a daunting project -- particularly on short notice -- to shuffle through this mass of material and pull together three hundred (or even more, if possible!) photos in approximately two weeks, which is why I've suggested you might want to send us a big batch of material and then go over our choices for your approval. Once we are all agreed as to the choices, we will take everything from there. We will keep the First Lady's office informed of every step, but I can promise that once we have a good bunch of photos to choose from, we will bother you for very little else.

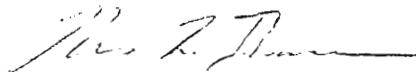
I will be in and out of jury duty this week, but will probably be in my office most afternoons. Will you think about all of the above and give me or one of my assistants a call?

One other thing. Our art director would like to have "instantly" a handful of favorite photos of Mrs. Reagan you feel might be appropriate for a jacket on the book. The ultimate choice we will clear with you, of course, but he would like to start working on various design options. Could you pop some favorites in the mail as soon as possible?

Again, many, many thanks for your enthusiasm and efforts. It is my definite intention to make this book beautiful, informative, and something we will all be proud of.

With all best wishes,

Sincerely,



Thomas L. Dunne
Executive Editor
Publisher, Thomas Dunne Books

cc: Elaine Crispen

THE WHITE HOUSE
WASHINGTON

February 5, 1986

Mrs. Reagan:

I remember Chris mentioning this,
and I in turn mentioning it to
you, although we never agreed to
take an active part in the
preparation of the book.

For your approval

Before my office starts researching [^]
the various photographs which
Mr. Dunne is requesting, I wanted
to check with you to get your O.K.

It would be nice if Chris offered
to donate a percentage of the
proceeds to one of your worthy
causes.

Please let me have your thoughts.

Elaine

ST. MARTIN'S PRESS, Incorporated

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Telephone: (212) 674-5151

February 4, 1986

Ms. Elaine Crisper
Press Secretary to the First Lady
The White House
Washington, DC 20500

Dear Ms. Crisper,

I believe Chris Wallace has been in touch with your office to let you know that we are looking forward to publishing a book based on the NBC special about the First Lady which aired last year. The book will have the byline of NBC News and Chris Wallace. I am writing, first of all, to introduce myself, and to let you know that we are very excited about the project. The book will be one of our lead titles on the Fall 1986 list, with a substantial advertising and promotion budget as well as a large first printing. The lengthy interviews NBC conducted for their program are yielding a substantial and informative text which will provide the book's many (I hope) readers with an intimate look at the myriad duties and responsibilities of a First Lady as well as a close-up of Mrs. Reagan herself and the unique personal qualities which have made her so very popular.

We plan a large format book with a minimum of 50,000 words of text, and at least one hundred photos, mostly or entirely in color. It is in the matter of the photography that your office could be very, very helpful. I had originally planned to use prints taken from the many hours of video in NBC's possession. However, the color quality of prints made from video is only just adequate, and not what I had hoped. By contrast, I have seen several prints taken by the White House photographers, and these are not only better photos, but would also reproduce much more attractively in book form. Since NBC, Chris, and myself all want the book to be as handsome as possible, it would be wonderful if your office could help by providing much of this illustrative material. Indeed, I am not sure we can go ahead with the kind of book I'd like to see without them. Can you help us out? We would, of course, give proper credit to the photographers and be happy to pay the cost of reproducing the stills selected.

To give you an idea of the sort of material we are seeking, I enclose a very tentative chapter-by-chapter breakdown one of the editors of the project has projected. This is by no means the final organization of the chapters, nor do they represent the chapter titles. The list does, however, offer a rather good summary of our photographic needs. Ideally, we would have hundreds of photographs from which to choose the very best. Our publication schedule is very tight, since we want to book available for the fall -- Christmas -- of this year. Therefore, a team including myself, our art director, manufacturing director, and the book designer are prepared to come to Washington and go through the photos either at the NBC offices or in a hotel for a day (or two, if need be) sometime this month.

I realize that the above requests give your doubtlessly busy office very short notice, and I do apologize. The contract for the book has only just been signed, and our marketing people are demanding both a high-quality and a high-speed job. I do want to assure you of one thing, though: the book I have in mind will, I am confident, please you, the First Lady, and the President.

With all best wishes.

Sincerely,


Thomas L. Dunne
Publisher,
Thomas Dunne Books,
St. Martin's Press

P. S. I will take the liberty of calling you at the end of this week to discuss all of the above. Should you wish to reach me, please do not hesitate to call at the above number or at my home in the evening (914 238-8012).

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