

October 22, 1958

Mr. Arthur Thornhill Jr.  
Little, Brown & Co.  
34 Beacon St.  
Boston 6, Mass.

Dear Arthur:

Edith and I (and our husbands) have had our heads together and we think of quite a number of promotion possibilities for THE DRESS DOCTOR. As you know, Edith hopes to take her four-weeks vacation this spring and she will come East to devote her time to plugging the book. Once she is in New York, she automatically attracts a barrage of interviewers and publicity but we think it very important that we have a careful plan of publicity, then, whatever else happens, fine.

TELEVISION

1. The Art Linkletter Show will be a prime and rich source. Edith appears on the show every third week and Art Linkletter will cooperate with her you can be sure. Edith will handle Art Linkletter, no one else should contact him. Please let Edith know when you want her to promote.
2. An Ed Murrow "Person to Person" would be excellent, Ed visiting Edith and her husband, Bill Ihnen. Their home is a showplace Ed would delight in, an authentic hacienda with collections of Mexican masks, copper, pottery, hats and Bill's handsome hand-made modern furniture. The outdoor kitchen, the charming patio and Edith's French bedroom (the one thing she saved from her original French house). All would be wonderful background in which Ed could visit and discover Edith's first book.
3. For either Ed Sullivan or Steve Allen - a fashion show of some of Edith's historic dresses, commentated by Miss Head and models chosen to resemble the stars in question. From the original Clara Bow

Paramount is putting this in motion.

(Cont'd)

"chandelier" dress to Sophia Loren's wedding dress from "Houseboat" (by that time it will be something more current. These historic gowns include the five spectacular dresses from the "Think Pink" number in "Funny Face", the famous Ginger Rogers mink dress from "Lady in the Dark", Mae West's gown from "She Done Him Wrong" and other fabulous numbers worn by Grace Kelly, Marlene Dietrich, Hedy LaMarr, Audrey Hepburn, Doris Day, etc.

4. The Mike Wallace program.
5. George Fisher's "Hollywood Diary"
6. The "Cavalcade of Books" -- the popular West Coast book program. Let's be very careful and take enough time on this. When Eddie Cantor and I were on, we had seven minutes and that was very good. The one flaw on the program is that their usual time slot is too fast to do any good. On this program, Edith and I should both be on. This gives me a chance to explain why Edith is such excellent literary material and then gives her a chance to give some flavor of her personality.
7. When Edith is East she will be available, of course, for guest shots. We suggest you get in touch with Burt Champion at Paramount in New York. He should be able to help you a great deal. Edith has many friends, such as Arlene Francis, Dorothy Kilgallen, etc.

RADIO

1. 1. Edith has already been doing a weekly broadcast to Canada on the Al Gregory program, in which she has been plugging the book since last March and will continue to do so weekly.
2. Beth Norman will have me on "Meet the Celebrity" and you might wish to set up other radio deals for me here and in Chicago (I'll be coming East in the Spring).

THE PRESS

3.

1. One group who should definitely be interested in THE DRESS DOCTOR is the doctor columnists, such as Dr. Alvarez on the L.A. Times. Every major newspaper has a doc and they all could well be interested in the therapy angle of what clothes can do for a dame.
2. Beauty editors of daily papers, such as Lydia Lane, should also know about the book.
3. So should foreign correspondents: Canadian, French, Belgium, British, Dutch, Scandinavian, Italian and Spanish.
4. In addition to the review copies which you automatically send to all reviewers, autographed copies should be sent to major theatrical columnists in New York and Los Angeles. We have asked Burt Champion to send you a list of the New York boys, the Los Angeles contingent:  
Louella Parsons, L.A. Examiner  
Hedda Hopper, L.A. Times  
Mike Connolly, Hollywood Reporter  
Army Archard, Daily Variety  
Jimmy Starr, Herald-Express  
Harrison Carroll, L.A. Herald-Express  
Shelia Graham, Citizen News  
Dick Williams, L.A. Mirror-News  
Phil Scheuer, L.A. Times  
Erskine Johnson, Mirror-News  
Jim Bacon, A.E.  
Bob Thomas, A.P.  
Vernon Scott, U.P.

On the Cantor book, the publishers sent pages to Eddie with a list of columnists, he autographed each page personally, sent them back to New York, the pages were bound in to the books and shipped from New York directly to each columnist. Suggest we do the same.

5. Look or Life should be interested in a layout of ~~historic~~ ~~Head~~ ~~costumes~~.  
"What clothes can do for you and what you can do for clothes."

4.

**DEPARTMENT STORE  
TIE-UPS**

There is an excellent possibility for department stores to tie up their Easter fashions with their Book Department (promote THE DRESS DOCTOR in their Dress Departments and Yard goods Department, promote their fashions in the Book Department.

1. Full-sized mannequins wearing smart Spring clothes should be displayed in the book section in conjunction with THE DRESS DOCTOR.
2. Fashion shows should be given at certain hours in the Book Department in conjunction with THE DRESS DOCTOR. At key stores, such as Marshall Field in Chicago, Wannamakers in Philadelphia, Neiman-Marcus in Dallas (as her schedule can be adjusted, Edith Head to commentate.~~fax~~
3. In all fashion display windows, copies of the DRESS DOCTOR.
4. Displays of the book in yardage and pattern sections with posters reproducing chart from the book, showing what clothes can do for you.
5. POSTERS are going to be very important in your department store tie-ups.

**POSTERS for use in  
book stores and  
department stores**

1. Facsimile reproductions of original sketches. Edith Head will be happy to send original signed sketches that can be reproduced to look like originals.
2. Cut-out posters -- the sketch of a woman in a smart Easter outfit. Edith will be glad to sketch this if you wish it.
3. Fashion posters using the line, "What clothes can do for you" and showing the figure with the tape measure.

POSTERS (Con 'd)

5.

4. Posters stressing the copy, "What should I wear?" - and reproducing huge blow-up of page from "Prescriptions for Dressing"
5. Poster for use in many ways, blowing up the jacket of the book.

I can imagine a store like Marshall Fields where at Easter every window has a fashion display and in each window there would be copies of THE DRESS DOCTOR and perhaps a poster.

6. Eddie Cantor is dropping a note to Olin Stansbury, publicity director of Stix, Baer and Fuller in St. Louis and he suggests you contact Stansbury and try for a big promotion there. They gave us "the works" on the Cantor book and they're close friends of his.

ADVANCE PATTERN CO.

1. Edith has just designed three patterns to be published this Spring by Advance Pattern.
2. The magazine, Advance Patterns, is running an article on "Ten Points" she recommends as golden rules in their Spring issue.

Suggest you contact Gilbert Froelich, vice-president and promotion director of Advance Pattern, 1407 Broadway, New York 18.\* There should be a flyer of some sort advertising THE DRESS DOCTOR, both in the magazine and in every copy of her patterns.

3. The three Head patterns which are being published this Spring are being sponsored by three very big fabric houses :

\* The other address for Mr. Froelich is 331 East 38th St., New York 16.

(Cont'd)

## ADVANCE PATTERN CO. (Cont'd)

Crompton-Richmond, William Simpson and Spring Mills. We can imagine some co-operative advertising with these companies. They do tremendous national magazine advertising on fabric and it would seem that perhaps a picture of Edith, mention of her patterns and her book would make an interesting insert.

## BOOK STORES

1. We have already spoken of posters.
2. Another possibility -- a tie-up with a local dress shop so that one or two high-fashion mannequins would roam the store.

2x

## CLUB GROUPS

An excellent program -- a review of the DRESS DOCTOR combined with a fashion show using local models to resemble some of the famous "guinea pigs" Edith Head has stressed.

## SCHOOL PROMOTION

Special promotion to Home Economics Department, Art Schools, Theatre Arts classes, fashion schools, model schools and schools of design.

## NEWSREEL

We will write you for fully about this in a couple of weeks, but briefly, our thinking is this... last March at the Book and Author luncheon sponsored by the Mirror-News, at which I spoke about Edith and she showed what she did, exhibiting her famous costumes on models, George Seaton, then president of the Academy of Motion Picture Arts and Sciences, then conceived the terrific idea of sending Edith across the country with just such a style show as promotion for the entire industry. Seaton is out of town, when he returns, we will sit down with him and see just what can be done. If it comes about, there should be no difficulty in covering by newsreel and plugging THE DRESS DOCTOR at the same time. If this does not come about, let's think of some other way to

7.

NEWSREEL (Cont'd)

get Edith newsreel space.

Promotion-minded, aren't we? But, Arthur, you seldom get ahold of a book with such infinite potential and we might as well exploit it to the full. We are both eager to do what we can (I'll do the usual club appearances, etc.) and we are very eager to hear what you at Little, Brown are planning.

Cordially,

P.S. I haven't said anything about bookstore autographing parties. This, of course, will depend completely upon Edith's schedule. The May Company here and Brentano's in Chicago did very successful business for Eddie and me last year. I'm sure Marshall Fields would go for it and you undoubtedly have favorite stores of your own