

NORTHWESTERN UNIVERSITY
THE MEDILL SCHOOL OF JOURNALISM
EVANSTON ILLINOIS

DEPARTMENT OF ADVERTISING

Ivan --

Around 1836 and 1837, people used to stand on the dock in New York and wait for the latest installment of the Pickwick Papers. With something of the same anticipation, I've waited for and read the chapters of your thesis.

It has been a big league performance. Mr. Whiting and I are the first of a long line who will be in your scholarly debt. To some degree, I'm a debtor to Mr. Baldwin too. When two first class talents collaborate, the result is likely to be an "Of Thee I Sing."

EJW