

30 April 1975

Dear Worth,

Attached is a copy of a letter from William B. Dickinson. After you have read it, please give me a call.

Warm regards,

E. R. GUMWALT, JR.

Admiral Worth H. Bagley, USN
Quarters "BB"
2300 E Street N.W.
Washington, D. C. 20037

THE WASHINGTON POST COMPANY
WASHINGTON POST WRITERS GROUP

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Dear Adm. Zumwalt:

Your military credentials are impeccable, but column writing is another game, and you and Adm. Bagley would need to turn out a number of sample columns before I could pass on their merit.

I frankly doubt that you could plunge into column writing and expect to attract any number of papers, especially given the difficult economic times which the news industry is undergoing. Your best bet is to find one good newspaper willing to try out your column and, over a period of time, develop a style, length and frequency that can be sold to a wider market.

My own experience in this business, limited as it is, leads me to doubt that there is any sizable market for the kind of column you have suggested. I know that a fellow by the name of Huggins who works out of Santa Barbara, Calif. is having a tough time, although I personally think his column is a notch above the ordinary.

I do not want to be unnecessarily pessimistic. Papers eventually will enlarge their editorial holes and find more money for features. And military affairs will again attract a readership. But it would serve no purpose to give you other than my honest thinking. If you wish, give me a ring and we can talk further. In any case, I wish you all good luck. You might try submitting a longer piece or two to the Post's editorial page or to the Outlook section; I will be glad to pass them along if you mail the articles to me.

Best Regards,


William B. Dickinson Jr.

Adm. E.R. Zumwalt Jr.
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