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**CHESS  
REVIEW**  
THE PICTURE CHESS MAGAZINE

250 WEST 57 STREET - NEW YORK 19, N. Y. - CIRCLE 6-8258

April 16 1956

Dear Mr. Reynolds:

Thank you for your kind note, and for the Precita Valley Chess Herald.

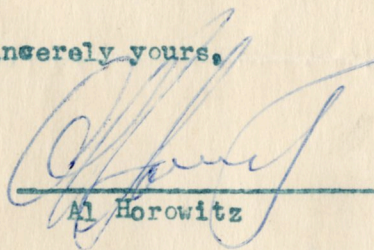
You do a mighty fine job in the cause of Caissa. More power to you.

I do not expect that anyone can give you any pointers on publicity. But I have found that one advertisement gets more members than a raft of publicity. So, I would suggest that you place a small ad in your local paper (should cost no more than a dollar or two) asking those who are interested in chess to get in touch with you. You might get a good response.

This method has proved to be sound in the past.

I am so busy at the moment, I cannot give any further thought to a contemplated tour. But I will get back to it in due time. If I can physically make it, I'll be seeing you next year.

Sincerely yours,



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Al Horowitz

IAH:R