

May 9, 1939.

Mr. William Allen,
Musical Artist's Bureau,
312 Manhattan Ave.
New York City.

Dear Mr. Allen:-

Under separate cover I am mailing you a sample poster for window display for Mr. Petri. I have kept it extremely simple and I trust well spaced and balanced and in good taste. It has seemed to me as I have observed window cards for musicians for many years, that the cards themselves are always jaz. The first point of good advertising is attention, then legibility. The picture should tell the story

and not be confused with meaningless decorations etc. You may not like this at all and I suppose the average advertising agency would through up their hands in horror at anything so simple, but I send it any way and if you have time to leave it around and see what the comments are it would be interesting to find out.

Should it be considered, I will gladly make you prices on it. Of-course the finished card would be on a paper that would take a half tone print so that the picture and type would be printed at one time/. It could be enlarged if necessary. The wording I have used is simply to indicate the kind of type that seems to me in character with Mr. Petri and a blank could be left for the place and time.

I shall be interested in your reactions to this and look forward to hearing from you. I am sending it to New York as this may catch you there.

Sincerely yours,