

APPLETON, *A* PARSONS & CO., Inc.

52 Vanderbilt Avenue, New York 17, N.Y.

File

August 18, 1947

Dear Herb:

Here is a layout for the new order card. As you will notice, I haven't subjected your rough to any devastating change.

It might be a good idea to print the card on the same or a similar stock as the cover of "Planned Chaos," so as to make Page 1 a sort of miniature of the book.

The title and author have been omitted on Page 2, and the Foundation signature moved from Page 2 to Page 1, so as to make more room for the body copy. Without this adjustment, the body would have to be set in too small a size to invite reading.

Of course the author, signature, etc. could have gone on Page 3 instead, where there is lots of room. But in that case the first half of the card would have no publisher's address and would be worthless once the return card was torn off. I'd rather design the job in such a way that the first half, without the return card, could be passed along to another interested person.

I like the idea of treating the "35,000" statement as a typographic afterthought. Is this layout, with a rough reverse panel and contrasting type, about what you had in mind?

Cordially,

George

George Salomon

Mr. H. C. Cornuelle
Assistant to the President
The Foundation for Economic Education, Inc.
Irvington-on-Hudson, New York