

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

52 Vanderbilt Avenue, *P* New York 17, N. Y. Murray Hill 6-0342

October 27, 1950

Dear Leonard:

Here is a rough on the promotion piece for "Mainspring." The general sequence is as you suggested. We have added the blue headings in order to provide a starting point for the eye and, in the case of the last one, to lead from the list of questions into selling copy. The wording of the second and third headings as they now stand is taken from the text.

We think the last two paragraphs of Mr. Scantland's letter should be left out after all; they are sort of a red herring in this context since visual material is not the subject of the folder. If you are afraid that the omission might make the letter seem pointless, a tear clear across, as shown on the layout will indicate to the reader that he is reading an excerpt.

The back page could be filled with such incidental material as a reprint of the table of contents or a list of Foundation publications. It should not be used for any essential part of the selling story since the readership of the back page is usually less than that of the others.

I am returning the Scantland file for the time being.

The Sports Afield Club certainly was an experience. Thank you again.

Sincerely,



George Salomon

Mr. Leonard E. Read, President  
The Foundation for Economic Education  
Irvington-on-Hudson, New York