

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

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

June 1, 1949

Dear Lorraine:

I am enclosing herewith author's proofs and pasteup on the Leonard Read folder. We have the following queries and suggestions:

1. The face on Page 1 is about the same size as the old folder but, being a head-on shot, looks almost too large. We'd like to make the face a bit smaller and take in more of the shoulders, unless you object.
2. By using 8-point type, we were able to get the entire trustee list on Page 4, without abbreviations. If the heading were to read simply "Trustees, 1949-50" as in the original copy, we could gain some space to add between the names. However, we feel that it is editorially more important to identify the Foundation in the heading.
3. As a result, we have space to spread out the straight text, and we recommend adding a point of leading throughout. The pasteup shows the resulting break. This still leaves space on Page 3, either for more copy or for a Foundation signature. Or else the trustee list can be run back to Page 3 as discussed, and the Foundation signature placed at the foot of Page 4.
4. Could copy be doctored to avoid paragraph opening in the last line of Page 2?

Please let me know if there are any further questions.

Sincerely yours,

Grace E. Neaton

Production Manager

Mrs. Lorraine Alexander
The Foundation for Economic Education, Inc.
Irvington-on-Hudson, New York