

GMB:

March 7, 1941

I hope that we get Schlenker's ok on this. If we do, I doubt if we will have any further need to refer to him in our advertising.

I certainly got the impression when you retained him that we would be able to generalize from these tests, and I don't see what value they have to us unless we can make advertising claims based on the tests. Notice how he revised the publicity stories. I am sure you will agree that such publicity stories would have no value whatsoever for us.

You said in your note you had no idea JF was going to make such strong claims based on these tests. I have a note in the file here from you in which you yourself suggest that we do not mention exactly how the test was made. I had this same opinion myself, of course, and still have it. Players are not interested in all these technical details, and Schlenker certainly cannot expect them to wade through a mass of ifs and wherefore about the test.

(single tone)

However, if he does not ok this latest effort, I believe we had better forget about mentioning him and merely quote the test reports without saying who made them. There is nothing he can do about this, I am sure.

I am inclined more and more to think that either Langley or Schlenker misrepresented this thing to you somewhat, as I am sure that you would not have ok'd spending this amount of money for testing a single tone. That recent leaflet you sent through with the article by Hymie Voxman contained analyses of twelve different clarinet tones, and they seemed to be much more detailed analyses than Schlenker's analyses, inasmuch as they went up all the way to the 27th partial in some cases, and analysed the tones when played at two and three different volume levels.

Well anyway, we have had the use of the thing in one magazine ad, and I think that it helped quite a bit in comparison with the generalized statements made by competitors. Even if we cannot use this in the future, I believe we have our money's worth out of it right now, without any future use, and am not complaining at all.

JFF/e

If we want to check more tones,  
might be able to get it done cheaper  
by students like Voxman at some  
university JF