



CARTER, JONES & TAYLOR ■ ADVERTISING AGENCY
448-453 ASSOCIATES BUILDING ■ SOUTH BEND, INDIANA

November 22nd 1940

Mr. J. F. Feddersen
H. & A. Selmer, Incorporated
Selmer Building
Elkhart, Indiana

Dear Mr. Feddersen:

Thanks a lot for returning the advance publicity release with the revisions. I assume that as it now stands, it is okay for me to release immediately and will proceed to do so.

At the same time, I should like to send out 23 prints of the Brand gauge test, shown in the attached print. In order to concentrate attention on the test itself, it might be advisable to crop these prints as indicated. You will notice also that the glass tubing drifts into the black background here and there, and it occurred to me that perhaps your artist at the plant would be able to gray out the background around the glass tube, where necessary, and and fade it into the other parts where no definition is needed. This would necessitate a new copy negative, but I am sure it would be worthwhile in obtaining maximum use of the prints.

As to the publicity in points where saxes are being sent to selected dealers in advance: this should be done by all means, because publicity, as you know, depends upon sending out as much material through as many different sources as possible and figuring on a fraction finding its way into print.

I am attaching proposed copy for such a story. You will note that we have deliberately referred to "the new padless selmer". Newspaper editors, particularly in bigger cities, are much more apt to let the name ride through in this fashion because there is doubt as to whether it is the product name or just part of the description.

In connection with this release, I suggest that we send one copy direct to the editor of the paper with the name of the city and the name of the dealer filled in; and that you send a copy direct to the dealer with a suggestion that he contact the paper or papers, also, to which the release would go.

Because your big city newspapers are more apt to run such a story when they know there is a chance of a little advertising, I also suggest that you consider supplying the dealer at the same time with a rough layout and copy for a small ad he can run at his own expense when the time is ripe. However, he ought to hand the ad to representatives of the paper at the same time ~~as~~ he releases the publicity story, even if he has to tell them to hold it for a later release date.