

J. WALTER THOMPSON COMPANY

ADVERTISING

ESTABLISHED 1864

NEW YORK · CHICAGO · BOSTON · CINCINNATI · CLEVELAND · SAN FRANCISCO · LONDON

LONDON, W. C. 2
BUSH HOUSE, ALDWYCH

Mr P. A. De Laugel.
2 Fitz John Avenue

Dear Sir:

I have since our conversation had considerable correspondence with our New York office in reference to the reproduction of your painting of the Pope. The people in our New York office have gone to a considerable effort in the matter and they suggest that it might be a good thing for you to allow one of the well known National Magazines to print a full page reproduction in one of their issues. They have gone to the extent of consulting these Magazines & they have obtained the consent of the Publications.

This would give you a great amount of publicity which would be valuable for your proposed trip to America, and at the same time it is more than likely that one of the larger Publishers would

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approach you for Publishing rights; you could then make what terms with them that you saw fit. I could come up to see you & discuss this further if you would let me know.

I have also received from our New York office a form which they have as a customary official permission & I would be very grateful to you if you would sign it & let me have it back.

I want to thank you for all the courtesy you have shown me & hope that you may derive some benefit from our efforts on your behalf.

Sincerely yours

Arthur J. Ellison