

Telephone: GERRARD 3312.

110, ST. MARTIN'S LANE,

LONDON, W.C.2.

1st. May 1923.

Philip A. de Laszlo Esq.,
3, Fitzjohn's Avenue,
N.W.3.

Dear Mr. Laszlo,

I am sending you herewith the cost of the suggested advertising of your exhibition in the daily papers, including the space for June in the Art Gallery Poster Guide. The minimum cost of this works out at £52.10. 0, and this provides for three lines only in each of the papers, which I personally think will be quite sufficient.

For your guidance, I enclose you a copy of the Art Exhibitions column in the "Times" and have marked with a single cross the three line space. On the other hand, the French Gallery apparently usually have a larger space, which would occupy five or six lines --- see double cross. If you should prefer to have the larger space, I have sent an alternative quotation herewith and quoted for a five line space, which would give a better "display". If you should desire the latter display, it will cost another £26.4.0. Please note that I do not recommend this extra expenditure, but only wish to point out the difference.

With regard to the Art Gallery

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Poster Guide, you will remember that this provides for inclusion on 600 double crown and double royal posters displayed on the Underground stations and 150 extra that are shown at the principal hotels and clubs.

The small reproduction is also shown in other hotels and clubs and sent to private subscribers who are interested in Art Exhibitions.

I enclose a few specimen private view cards but I should strongly recommend you to adopt the usual form of card that the French Gallery use, because I imagine this will be much more suitable to the occasion.

With kind regards,

Yours very truly,

C. P. Brisman