

ALLEN McMAHON

ADVERTISING - PUBLICITY

800 EIGHTH AVENUE

NEW YORK

CHICKERING 4-0971

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Dear Miss Tarbell,

There will perhaps be considerable surprise for you in these letters, but the explanation is quite simple and does not carry with ^{it} the alarm it might have a year ago.

The Near East Foundation has been cutting consistently every six months for three years, and my congé came this time as a New Year's present.

You will perhaps recall Francis Bosworth who has been almost a son to me for the last five or six years. He had just opened a play-production office, in collaboration with a group of people who represent the fine things of the theater, among them Dr. Hilton Smith of Teachers College, Raymond Crosscut, head of the drama department of Curtis Brown, Ltd. and Woodman Thompson, for many years associated with ^{Ames} Winthrop. They intend to produce plays of high standard and have a splendid

plan for developing a warm relationship
with educational elements between the
drama-loving public and the theater.

So Francis proposed that I take
a small office adjoining theirs and
help in the development of this plan
and that he and I would work together
to build up a general publicity and
advertising business as a by-product. It seemed
so much more sensible an arrangement
than tramping the streets looking for
someone who would let me help to
build up their business, that I've
come into it with great joy.

The new producing firm is known
as Raymond Herrick, and the first
play is Francis' own - The Fields Beyond,
which was tried not successfully at
Columbia three years ago and again
at a summer theater in New Hampshire
last summer.

I wanted you to know all these things
about your humble fellow club member,
and I hope if you are free you will come
and hear about the plan on Sunday. Francis
and I will speak to me hope, some
three hundred presidents of women's clubs
in the city and Brooklyn, Westchester
and New Jersey.

Most sincerely yours
Florence Allen McKelison