



Y. M. C. A.
Casilla 88
VALPARAISO

Valparaiso 13th. October, 1939.

My dear Mr. Simons:

I had the pleasure of writing you on the 7th. inst. & have none of your favours to acknowledge - As everybody who reads the little works I have sent to the States (I hope you have found the one about Subas interesting) has found them interesting it seems to me that it is ^{not} unreasonable to suppose that the general public will be impressed in the same way.

To the
owner
of news-stands
This makes me think that you could send fifty or so little posters reproducing a picture such as I enclose to as many ^{railway} junctions all over your territory. On the posters you would print something like the following:

Read something unusual.

Next week

A Cheap Book will appear
with True & Unbelievable

Stories from Chile.

Don't fail to buy it.

And if there are sufficient inquiries you could print say 2000 copies of a cheap book with a paper cover on which you must print some noticeable & charming picture - Some hundreds of thousands of passengers pass through those fifty junctions every day & I fancy that a few thousand might be attracted by the novelty.