

# Medical Economics, Inc.

RUTHERFORD · NEW JERSEY

September 6, 1951

Mr. Hans Toch  
219 East 50th Street  
New York 22, N. Y.

Dear Mr. Toch:

We thought this was an excellent batch of roughs. We'd like to see, on approval, a spot finish on the rough captioned "The veil too..." and a cartoon finish on "What nerve! He has her on his expense account under "teaching aids!"

Our specifications for finishes may be found in the enclosed sheet of suggestions. Please follow them carefully.

We're prepared to pay \$15 for the spot and \$40 for the cartoon upon acceptance.

Cordially yours,

*Doug Steinbauer*  
Douglas R. Steinbauer  
Editorial Production

DRS:lb  
Enclosure: 9 roughs

# Medical Economics, Inc.

RUTHERFORD · NEW JERSEY

September 27, 1951

Mr. Hans Toch  
219 East 50th Street  
New York 22, New York


Dear Mr. Toch:

Enclosed is a check for \$40.00 for complete rights to your cartoon: "What nerve! He has her on his expense account under 'teaching aids!'"

The spot, "The veil too....," seems to us to miss fire because the location isn't well enough established. The only method that we can think of to make it obvious is making the fez more prominent. To do this you may have to draw the scene from another angle. It's up to you. It might save some trouble if you showed us a revised rough before going ahead with a new finish.

We hope we'll be seeing new roughs from you soon. We'd like to get more of your wit into Medical Economics.

Cordially yours,

  
Douglas R. Steinbauer  
Editorial Production

DRS:ab  
Enclosure