September 26, 1961

TO: ALL RECORD MANAGERS

If you act promptly - before September 30th - you will reap special profits on some very important plus-business which is coming your way. It will result from the

ONE-MAN SHOW ONLY ONE MAN COULD DO!

In a span of only forty days, between October 30 and December 10, Artur Rubinstein will give ten concerts in Carnegie Hall, playing ten totally different programs.

This series will be big, important news, all over the country. Rubinstein is always good copy, but in this case the newspapers and magazines are planning to go all out with headlines, features and pictures in their coverage of this historic musical "World Series".

You can expect the demand for all Rubinstein recordings to reach an all-time high.

To make the most of your opportunities we suggest that you take another close look at the orders you have recently placed for Rubinstein albums and that you then rush to us an additional order for all of these albums.

Cordially,

P. A. Leonard, Administrator
Red Seal Planning and Merchandising