

Bayer  
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herbert bayer 119 w 56 street new-york telephone circle 5-4576  
850 - 7th ave.

Mr. Walter Gropius,  
Lincoln, Massachusetts.

November 28, 1941

Dear Pius:

Mr. Henry Luce is in New York now. I don't know how long he will be here.

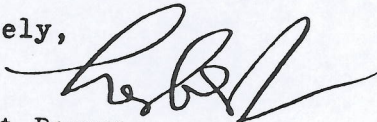
As I told you, Mr. Peter Piening left Life magazine to become Art Director of Fortune. Mr. Francis Brennan, who was the art director of Fortune is now the Art Editor of that magazine. I have worked for both of them. Brennan said there might be a chance of getting into Life as art director or of working out a different presentation or format. As I hope to continue working for these two gentleman in Fortune I would like you to keep the letter to Mr. Luce so that it will not hurt their feelings in any way.

Also, in your letter to Mr. Luce, it might be a good idea to say what I have done for Life magazine. I did four full page illustrations for them. One illustrating the brain, another the eye, another a microscope, and a fourth a radio beam detector. The radio beam illustration was not published because the Army did not want the information given out.

Of course Fortune would be the place for me. Piening said he is redesigning Fortune. Maybe Luce would give me a chance to submit a new format as a commission. Please be sure he understands that I have had a lot of experience in presentation of magazines and newspapers. At present I think Life is becoming a little boring in its presentation. I feel that certain pages could be treated in a more interesting way.

Thank you very much in advance for writing this letter for me.

Sincerely,



Herbert Bayer

hb/jp