

Billboard®

The International Newsweekly of Music and Home Entertainment

9107 Wilshire Blvd., Suite 700

Beverly Hills, Calif. 90210

Tele: (213) 273-7040

Telex: 66-4969 BVHL

November 23, 1988

Devra Hall
Devra Enterprises
2641 Lake View Terrace West
Los Angeles, California 90039

Dear Devra:

I wanted to express my congratulations for the incredible effort you put forth on behalf of the Joe Williams special in the Dec. 3, 1988 issue of Billboard.

In a few words, it was the best package of its kind I've had the pleasure of guiding home in all my years at Billboard. I say 'guiding home' because that's all you left for me to do!

You wrote all the editorial--and it was so well done; no hype, just quality writing based on knowledge and understanding of a lifetime in music--a real tribute to Joe. Our readers will praise this level of work.

You also managed the ad sales, which was crucial to earning the editorial pages necessary to run the full complement of custom-tailored editorial.

Amazingly, it all worked out beautifully--advertising, editorial, photography, art--to complete a feat I feel is as close to 'the perfect special' as we're ever likely to see.

In the end, as in the beginning, what made the project so rewarding was your constant professionalism and poise. The capable manner in which you handled the myriad of elements and details was as significant as the work itself, which undoubtedly explains the quality results, and for which I'm most grateful.

I look forward to working with you again very soon on something equally as successful as the Joe Williams special.

Sincerely,



Ed Ochs

Special Issues Editor