



INAUGURAL COMMITTEE 1953

JOSEPH C. MCGARRAGHY

CHAIRMAN

1420 PENNSYLVANIA AVENUE, N. W.

WASHINGTON 4, D. C.

January 8, 1953

Mr. Amon G. Carter
Carter Publications, Inc.
400 W. 7th Street
Fort Worth 1, Texas

Dear Mr. Carter:

The Official Inaugural Souvenir Program for the Inauguration of Dwight D. Eisenhower as the thirty-fourth President of the United States will soon be ready for distribution.

In every detail, the Program will be in keeping with the historic, momentous and long awaited occasion it commemorates. Printed in five colors on the finest paper available, it will contain photographs and biographical sketches of the principals in the Inauguration, as well as the program of events during the three-day ceremony. The contents page is enclosed for your further information.

The proceeds from the sale of the Program are hoped to defray a large portion of the expenses connected with the Inaugural ceremony. As is the case with many another phase of our American way of life, we must look to our businessmen for the success of this endeavor.

Many firms are buying in the hundreds and thousands, for distribution to clients, friends, employees, schools, libraries, etc. The price of the program, in individual envelopes suitable for mailing, is one dollar. For all orders of one hundred or more, this price includes mailing in bulk or to individuals with the compliments of the contributing firm. For orders of less than one hundred, there will be a ten cent mailing charge on each program.

Each individual connected with the Inaugural ceremonies is toiling to the full, far limits of his strength to make this Inauguration the greatest in all our country's history. Your help will be deeply appreciated by this entire committee.

We respectfully urge your prompt and generous response. Order blanks and self-addressed envelope are enclosed for your convenience.

Cordially,

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Joseph C. McGarraghy
Chairman