

CITIZENS FOR EISENHOWER-NIXON

51 East 47th Street • New York 17, N. Y.

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October 21, 1952

Mr. Amon G. Carter
Ft. Worth Star Telegram
Ft. Worth, Texas

Dear Mr. Carter:

As of today, volunteer Eisenhower-Nixon groups are arranging for the appearance of the enclosed full page in a considerable number of metropolitan newspapers.

I ask that you read this advertisement to see whether the people of your city should not have a chance to study it in your newspaper.

If you agree, will you and your organization carry the ball in finding a local financial sponsor?

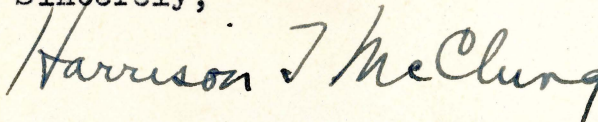
I'm sending you by air a mailing tube containing an unfolded glossy reproduction proof. It goes only to you in your city. It is yours to sell.

We, of course, are urging each of our clubs to use the advertisement. Proofs and letters go today to every Eisenhower-Nixon volunteer group we know of. Many have been covered by personal call or telephone.

I am not going to promote this as so many lines of possible advertising. It seems to me simply that the emergency demands the case be presented, and that in turn calls for the use of this type of advertisement in the great newspaper medium.

The advertisement should appear the last week preceding Election Day.

Sincerely,



Harrison T. McClung
Chief, Special Media

