

February 28, 1944.

Prentice-Hall Publishing Company,  
750 Fifth Avenue,  
New York City, N.Y.

Gentlemen:

Mr. Carter's son, Amon G. Carter, Jr., is a prisoner of war in Germany and has asked that books on advertising be sent to him and upon making inquiry of the University of Missouri they sent us a list of suggestions out of which the following two have been selected:

"The Technique of Advertising Production" by Thomas B. Stanley, New York University.

"Advertising Procedure" (3rd Edition) by Otto Kleppner, President of the Kleppner Company, Advertising Agency, New York City.

According to information received from the Prisoner of War Division of the Office of The Provost Marshal General, Washington, D.C. Book publishers, through arrangements with the Office of Censorship, are permitted to accept orders for new books. The purchaser's name may appear on the shipping label, but no writing, markings, or extraneous matter will be permitted inside the covering wrapper. One parcel of books weighing not more than five pounds will be permitted to go forward to identified prisoners of war in enemy or enemy occupies countries every 30 days. Therefore if both of these books will come within the five pound limit, please send both of them as soon as possible. If not, then send one now and another in 30 days, rendering the bill to Mr. Carter direct, and you may list his name as the purchaser of one and the writer's name as the purchaser of the other "Katrine Deakins". The address is:

Prisoner of War Mail

Postage Free

2nd. Lt. Amon G. Carter, Jr., U. S. Army,  
American P. O. W. #1595,  
Interned at Oflag 64, Germany,  
Via New York, N. Y., USA.

In the event you are not familiar with the manner in which these packages are to be address, please double space the address and place your return address on the package - no postage is necessary.

Kindly acknowledge receipt of this order and oblige,

Yours very truly,

Secretary to A. G. Carter.