

9-14-1949

Letter to John W. Graham & Co. from C. E. Nelson, September 14, 1949

C. E. Nelson

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Father's Day

Council Inc.

50 East 42nd Street, New York 17, N. Y.

Murray Hill 7-6952

September 14, 1949

John W. Graham & Co.
Att: President
Spokane, Wash.

Executive Director
ALVIN AUSTIN

National Chairman
ERNEST D. GOODMAN

1950 Fund Raising Chairman
CLARE E. NELSON

Gentlemen:

Your past Father's Day Council appropriation was \$15.00, and we today have opened the 1950 campaign and hope you will help us raise our important \$150,000. budget by appropriating at least this sum and perhaps an increase for the 1950 promotion.

You know full well, of course, that Father's Day is the biggest thing in the men's business. It is actually another Christmas. When sales slumped in 1949, FD volume actually went ahead. What better proof do you need that this terrific campaign sells a lot of goods for you, even in a market of declining volume? In these times of keen pressure and competition, more money is needed than ever to get the publicity that puts Father's Day over. The Council is lauded from all sides for the cleverness and dynamics of its program. Please read the enclosed two minute outline and get all the necessary and exciting facts.

You need no bill. Consider this letter an invoice if you need one for your bookkeeping records. Won't you please audit it for payment right now so our Committee, all of whom are volunteering our time, can be sure there will be no faltering in the biggest Father's Day program ever projected, that of 1950. Your business needs it; you get back \$100. or more for every dollar you appropriate to this most successful of promotion programs. Every progressive person in the men's business admits the need and the success of the project. You surely appreciate it yourselves. We know you will again make this very modest appropriation that means so much to your business in 1950. Checks are to be made payable to "Father's Day Council" and mailed to 50 East 42nd Street, New York City. Thanks and thanks again for your continued support. After all, this helps your business most.

Sincerely,

Father's Day Council

C. E. Nelson

C. E. Nelson
1950 Fund Raising Chairman

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