

4-26-1950

## Letter to John L. Matthiesen from Alvin Austin, April 26, 1950

Alvin Austin

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Father's Day

Council Inc.

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

Murray Hill 7-6952

Executive Director  
ALVIN AUSTIN

National Chairman  
ERNEST D. GOODMAN

1950 Fund Raising Chairman  
CLARE E. NELSON

April 26, 1950

Mr. John L. Matthiesen  
John W. Graham & Co., Inc.  
Spokane 6, Wash.

Dear Mr. Matthiesen:

Thanks for your kind letter of April 20th. You have the wrong name, it is Ernest D. Goodman not Goldman.

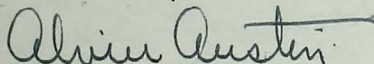
We are glad you folks in Spokane are getting started. We hope you will have an excellent Father's Day this year. We are sending Mr. Hammer as well as you the promotional information and material for which you have asked. We do hope Spokane will make a good showing this year.

Father's Day is the best promotional device for men in the yearly calendar. The service the Council renders in its aggressive publicity is a useful service to retailers and they should be more than glad to pay for it since it brings them so many benefits. We are sending you some subscription blanks and if you want more, please let us know. We are enclosing half a dozen leaflet which you might find helpful.

Our best wishes.

Sincerely,

Father's Day Council



Alvin Austin  
Executive Director

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