

6-12-1950

Letter to John W. Graham & Company from E. O. Hand, June 12, 1950

E. O. Hand

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CLUETT, PEABODY & CO., INC.

ARROW →

10 EAST 40TH STREET. NEW YORK 16. N. Y.

E. O. HAND
VICE PRESIDENT

June 12, 1950

Mr. Sealey

John W. Graham & Company
Att: President
Spokane
Washington

Gentlemen:

In accordance with the suggestion made to us, I am enclosing editorial from the Daily News Record which gives further reasons why the Council is an essential part of the promotion of Father's Day.

Our total budget is \$150,000. So far we are \$51,000 short of our goal for 1950. The publicity is so far-reaching it really makes Father's Day. If you attended the Award Luncheon May 25th at the Waldorf-Astoria you saw the extensive plans for conducting this important publicity through every means of communication. Every far-seeing business man understands that it is this non-commercial promotion that makes the public respect Father's Day, observe it and therefore buy gifts. This technique has saved Father's Day from disappearing. Everyone admits if this technique were abandoned Father's Day would disappear.

We hope this clears the subject for you and that you will join in this united industry-wide effort and send along your subscription as soon as possible. You last subscribed \$15. Please draw check to Father's Day Council and mail to 50 East 42nd Street, New York 17. Our best wishes.

Sincerely,

E. O. Hand

E. O. Hand
Co-Chairman
Father's Day Council

CLINTON BOD & CO
ARROW

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