

ADVERTISERS FOR FREEDOM COMMITTEE

A Non-Profit Organization To Serve Business

89 Mawal Drive

Cedar Grove, N. J.

VERONA 8-0914-M

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Dear Mr. Hewitt:

I certainly thank you for writing me your views on the part advertising can play in halting the leaps that are being made toward socialism.

Quite frankly I have been so busy lately that I haven't had chance to do as much to advance the ADVERTISERS FOR FREEDOM COMMITTEE cause. I have left J. Walter Thompson Co., with whom I was employed, to do special work at the request of one of the steel companies for their public relations council in the wage case. This has been taking up all my time.

I made the move quite eagerly though because of the entirely un-cooperative attitude which the Company developed as soon as it became apparent that my outside activities for the Committee were putting me in the spotlight just a little bit. They have 103 clients and take the attitude that they can't even defend the principle of free enterprise because so many of these clients of theirs are indebted to the government for war contracts, etc. It is a long and rather complicated story, but amazingly enough the government has put pressure in certain quarters to attempt to cause us to cease our activities. You are no doubt familiar with the President's denunciation of the fine work being done by the electric power companies. There is a growing list of far sighted corporations who have adopted some of our proposals, however, and if the steel seizure does nothing else, perhaps it will convince other segments of industry that it "could happen to them."

Enclosed is some of the material we have distributed. We have received excellent press coverage from all wire services and from the advertising business papers. The latter are pressing me to relate the entire effort by government to halt activities and I hope I am someday soon in a financial position to do so and still weather the storm which I know would break about us. You must realize we are a young group and inexperienced in some of the finer points of putting things as important as this across. We would welcome any help or advice we could get and if you are interested, please write me further and I shall tell you the complete tale.

Sincerely,

R. Leigh Smith

"ADVERTISE FOR FREE ENTERPRISE"