

ADVERTISERS FOR
FREEDOM COMMITTEE
R. Leigh Smith Jr.
Chairman

"See Here, Private Enterprise!"

WHAT BUSINESS CAN DO TO SELL

CAPITALISM
- - - - -

89 Mawal Drive
Cedar Grove, N. J.
Phone:
VERona 8-0914-M

WE URGE all businesses NOT in the excess profits tax bracket devote ten percent of their advertising budgets to political informative advertising. You can do this by devoting one ad out of ten to advancing the cause of capitalism and exposing socialism; or, you can devote one tenth of the space in each ad to political education and sale of the free enterprise system.

AND FOR BUSINESSES FORCED TO PAY "EXCESS" PROFITS, WE URGE THAT PRESENT AD BUDGETS BE INCREASED TEN PER CENT.

WE URGE all corporate executives to publicly endorse the theory of political advertising to colleagues, stockholders, workers and customers in every way available to you.

WE ASK

all corporations to back THE ADVERTISERS FOR FREEDOM COMMITTEE financially with a payment which we suggest at between \$500. and \$1000. or one tenth of one percent of your gross advertising budget. This payment can be made to our Committee for professional advertising services rendered to your firm. This is a tax deductible legitimate business expense for your firm.

HERE IS WHY WE ASK FOR MONEY:

Every advertisement which sells the capitalistic free enterprise system and influences the public to be more favorably disposed toward business is an advertisement which will help ALL American businesses. The more firms who adopt political advertising AS A CONTINUING POLICY, the more Effective such advertising will be and the more that every company will gain.

THE ADVERTISERS FOR FREEDOM COMMITTEE
is

a non-profit organization designed to convince more and more firms of the value of political advertising; it is also our aim to co-ordinate business efforts in this pioneer field; to suggest advertising themes and targets and help prevent duplication of efforts; and to collect all information pertaining to political advertising and transmit it to American firms. The more money made available to our Committee, the better the job we can do. All money will be strictly accounted for to contributors. We emphasize: this is not primarily an Election Year activity. It is a long range project to keep the American people informed of the benefits business creates and to help fight trends toward socialism here.

PLEASE HELP US HELP BUSINESS HELP AMERICA

THROUGH ADVERTISING

"Advertise for Free Enterprise"

and

support Advertisers For Freedom

TODAY MAIL YOUR CORPORATION'S CHECK