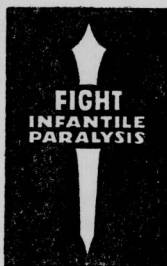


HAMILTON COUNTY CHAPTER
OF
THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC.
CINCINNATI 2, OHIO

November 25, 1949

431 MAIN ST. - ROOM 300
DUNBAR 6492



Dr. Albert B. Sabin
c/o Children's Hospital
Elland Avenue
Cincinnati 29, Ohio

Dear Dr. Sabin:

Enclosed is a proposed 4-page brochure, which will be folded and enclosed in a #10 Postage Saver envelope and mailed to 85,000 telephone subscribers.

The letter on the first page should be signed by the seven doctors on our Medical Advisory Board. I hope that the language is satisfactory. It is the combined work of John L. Eckels of Perry Brown, Inc., and Wm. F. McCarthy, Advertising Manager of Eagle-Picher Sales Co. If there are to be any changes on the first page, they should be made at once so that it will be in my hands by Monday noon.

The second and third pages may have a few designs interspersed in the typewritten material showing the cost for nursing, treatments, equipment, etc. The second and third page written material and figures is the combined effort of Miss Piker, Mr. Lehr, the two advertising men and myself. A good part of it is also taken from the Columbus, Ohio Chapter's campaign material which was prepared by a leading advertising agency of that community. We have been so extremely careful about the material on the second and third pages that I hope you will not have any changes.

I am going to sign the letter to Special Gifts prospects and to business men, which, because of its reference to socialized medicine, would not be a good letter for the doctors to sign; and in which I am using the second and third pages in the form herewith submitted. That letter will be sent out the first full week in December, and unless there is a major error on pages two and three, I would prefer to keep it in that form in order to save the cost of changing the form, which will be lithographed.

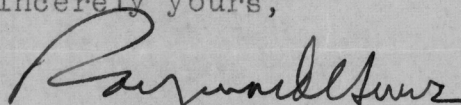
Page four will be devoted entirely to names of all workers and organizations campaigning for the 1950 Polio Fund.

Dr. Albert B. Sabin

#2

Enclosed is a Special Delivery return envelope, so that this matter can be expedited. There is also enclosed a sheet of white bond paper on which I wish you would write your signature in black ink (Higgins, Waterman or some other brand ink). Please write your signature six times in black ink, spaced about 1" apart, and indicate on the extreme right hand side your #1 and #2 preference. Please enclose this also in the same envelope, so that it may be used for the letter to be signed by all the doctors.

Sincerely yours,



Raymond Huwe, General Chairman
1950 Polio Fund