

# CAMPBELL-EWALD COMPANY · Advertising ·

GENERAL MOTORS BUILDING

DETROIT 2, MICHIGAN TRINITY 2-6200

August 3, 1956

*Campbell - Ewald Co.*

Mr. O. E. Ederhard  
The Dorr Foundation  
99 Park Avenue  
New York 16, New York

Dear Mr. Ederhard:

Thanks very much for permission to use the picture of the child in bed from Mrs. Dorr's book "Mother and Child". I want to apologize for the delay in answering your very kind letter, but we first had to submit the proposed advertisement to the United Fund for their approval. Needless to say, with that wonderful picture in it, they loved it.

The advertisement covers the subject of deafness, and the headline under the picture will be "When the World's So Big and Quiet, Too". We will, of course, include whatever credit line you request, but we feel that it would be more effective without it. For this reason -- most people who read these ads actually associate the picture with the local United Fund and their work. A credit line, however, quickly dispels any such illusion, thereby reducing somewhat, the effectiveness of the appeal, which is certainly a worthy one. However, we will abide by whatever decision you might make.

As to the print needed, we would prefer to have an 11" x 14" glossy print of the entire negative, which we will crop differently than that in the book. Since I will be out of town for the next week or so, I would very much appreciate your sending the print to Mr. R. B. Freeman, in care of the art department here at Campbell-Ewald.

8x10

*Trinity 2-6200*

ADVERTISING

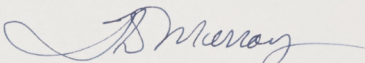


WELL DIRECTED

I can't give you the date as yet that the ad will appear, since the ads must first be submitted to local automotive firms for sponsorship, and then scheduled. I can only tell you that it has been accepted, and will run as a full page in the Detroit papers. I will certainly give you advance notice of its appearance if possible.

Thanks for your kindness and thoughtful cooperation.

Cordially,

A handwritten signature in dark ink, appearing to read 'T. D. Murray', with a long, sweeping horizontal flourish extending to the right.

T. D. Murray  
Copy Supervisor

cc: Mr. R. B. Freeman