

The Urban Coalition

1815 H Street, N.W.
Washington, D.C. 20006
Telephone: 347-9630

CHAIRMAN: John W. Gardner

CO-CHAIRMEN: Andrew Heiskell / A. Philip Randolph

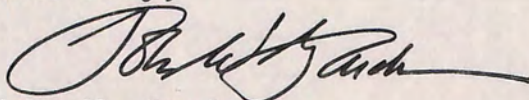
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We need your help:

The Urban Coalition and local Urban Coalitions in 33 American cities join in asking your support for the campaign, "Crisis In Our Cities", prepared by the Advertising Council for Urban America. This fine example of advertising in the public service, coupled with related campaigns, represents the largest single effort yet attempted to use the power of mass advertising to meet the growing problems of cities and people which threaten to destroy our way of life.

No domestic crisis has equaled the gravity of the one which now confronts us and never has there been a more important opportunity to turn the nation's communications resources to better purpose. I urge you to give to this campaign the full and continuing support of your organization. The stakes, for all of us, have never been greater.

Sincerely,



John W. Gardner
Chairman