

GENERAL MOTORS CORPORATION

GENERAL MOTORS BUILDING

DETROIT, MICHIGAN 48202

GAIL SMITH
GENERAL DIRECTOR
ADVERTISING AND MERCHANDISING

August, 1968

From One Involved Businessman to Another:

The CRISIS IN OUR CITIES campaign is the newest public service effort of The Advertising Council, and in many ways it is the most significant project the Council has undertaken in a number of years.

The advertising is straight talk. It deals with the hard realities of life in Urban America. It is not a "scare" campaign, nor was it meant to be. Rather, it seeks to inspire, encourage and move Americans to become involved in the urban, racial crisis facing our nation -- to do something constructive to help solve the problems of our cities. Unfortunately, until now too many of our citizens have been bystanders in this vital area.

As you will see from the enclosed materials, the campaign puts into clear perspective the aspirations of those who live in the ghettos. And it calls for action, individually and collectively, from all of us who are -- or should be -- concerned.

We are conducting this campaign in cooperation with Urban America, Inc. and the Urban Coalition. You and your associates will be interested in the enclosed letter from John Gardner.

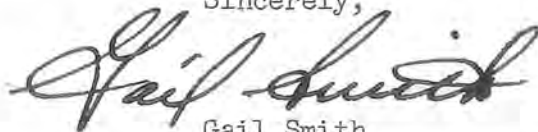
Ketchum, MacLeod & Grove, Inc. is serving as the Council's volunteer advertising agency for the CRISIS IN OUR CITIES campaign. I think you will agree that they have created outstanding advertising about a very complex subject.

I have learned from first-hand experience here in Detroit that effective communications are absolutely vital to any successful effort in dealing with the problems of the city. In my opinion, advertising can make a significant contribution in these critical times. But we need your help and the help of all media. I am particularly hopeful that your medium can persuade millions of Americans to send for the free booklet, "The Turning Point", which is offered in the advertising.

I know that you will do everything you can to give this important campaign the maximum exposure which the urban, racial crisis demands.

Everyone concerned with these problems will be most grateful for your valuable help.

Sincerely,



Gail Smith
Volunteer Coordinator
CRISIS IN OUR CITIES campaign