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47	4	08/1960	Report	Nixon-Lodge Volunteers Rally Man Operation Guide. Sections: Basic Rally Plan, Committees, Special Events, Publicity, Checklists and Reports, Staff and Contacts, and Materials.33 pages.

CONFIDENTIAL

NIXON-LODGE VOLUNTEERS

RALLY MAN OPERATION GUIDE

August, 1960

6

IT IS THE FUNCTION OF THE NIXON-LODGE RALLY
MAN TO HELP DEVELOP INTEREST AND ENTHUSIASM IN
PERSONAL APPEARANCES OF THE VICE PRESIDENT AND
AMBASSADOR LODGE. THE RALLY MAN OPERATION AS
DESCRIBED HEREIN SHOULD ENCOURAGE MAXIMUM CROWDS
AND AN ATMOSPHERE OF WELCOME AND EXCITEMENT FOR
EACH MAJOR APPEARANCE.

NIXON-LODGE VOLUNTEERS

GENERAL POLICY

1. Rally Men operate under the direction of the Rally Director, the Rally Coordinator and the Advance Man from the Nixon for President headquarters.
2. The primary function of the Rally Man is to provide guidance and assistance to the local organizations in developing enthusiasm and effective rally activities.
3. He must bear in mind at all times that it is his job to arouse the interest of others and get them to do the work so that he does not find himself burdened with the details of one aspect to the extent that he may lose his perspective of the over-all program.
4. You must always remember that you are a personal representative of the Washington office of the Nixon-Lodge Volunteers and conduct yourself accordingly. There will be times when it will not be easy to act with patience and diplomacy, but you must be prepared for this when you are working with volunteers.
5. Personal arrangements for the candidates and the official party are the responsibility of the Advance Man. Be prepared to offer assistance within your area of responsibility, but do not interfere.

6. Security is the job of the Secret Service. Please do not interfere.
7. Avoid granting interviews or issuing press releases except those authorized by the Rally Director. The Rally Man should never seek any personal publicity or be included in any publicity photographs where he could be readily identified. All publicity should revolve around activities of local people and organizations. The local group should not advise the press of the arrival of the Rally Man.
8. In working with volunteers, it is imperative that the importance of the acceptance of responsibility be stressed. It is far more desirable that a person recognize his limitations than that he attempt to assume responsibilities which he cannot effectively accomplish. This will only create additional problems for you. You must obtain maximum efficiency without overburdening.
9. The Washington office will help you in every way possible to make your task run smoothly.
10. The job of the Rally Man is by no means an easy one--but the success of the rally operation will depend upon your advance preparation and your ability to generate the kind of enthusiasm necessary to this type of operation.
11. Every one of the applicable items in this memorandum should be checked to make certain that the local committees have the situation well in hand.

STANDARD OPERATING PROCEDURE
(First Visit)

1. Your itinerary, initial local contacts and any special instructions will be furnished from Washington.
2. At least one week prior to your arrival in the city of a rally, get in touch by phone with the local contacts to let them know when you will be arriving and to set up a meeting of key people of all organizations (local Nixon-Lodge Volunteers, local Republican Committee, Young Republicans, College Youth for Nixon, and the various women's groups).
3. Request from the local volunteer organization desk space, if possible, from which to carry on your operations. Also, try to obtain from them the services of a secretary. She can be of infinite value in handling correspondence and reports, answering telephones, and assembling information for thank-you letters.
4. You will proceed to assigned location at least one week in advance but after Nixon Advance Man has been in area.
5. Meet first with the key people of all local organizations to discuss the over-all program and to assign responsibilities. The following committees should be organized immediately and the importance of the acceptance of responsibility should be thoroughly stressed:

Arrival committee

Parade committee

Publicity committee

Women's activities committee

Details of the duties of each committee will be found in the next section of the manual. Obtain from the key people as soon as possible the names, addresses (business and home) and telephone numbers (business and home) for chairmen of all committees.

STANDARD OPERATING PROCEDURE
(Second Visit)

1. When possible arrive in city three days prior to candidate's arrival.
2. Secure candidate's schedule for entire visit from Nixon Advance Man.
3. Maintain communication with the Advance Man to be sure he is informed of the general plan of your program and to receive any special instructions he may have for you--in many cases this contact will have to be through the Washington office.
4. Check to see that all supplies have been received from the warehouse and assign someone to be responsible for them.
5. Secure an area map and familiarize yourself with parade route, motorcade route, rally location, etc.
6. Meet with all committee chairmen to carefully outline the details of the responsibilities of each person. This is best accomplished in a general meeting so that each chairman can be made aware of the total program.
7. Maintain daily communication with the Washington office to keep them informed of the details of the program and to receive any special instructions they may have for you.
8. After the basic program is set up, check daily with the local chairmen to be sure that all details are being carried out and that no changes are made without your approval.

9. Be sure that accurate records are kept by the local people so that borrowed equipment may be returned immediately after the rally.
10. Be on hand to meet emergencies and be sure everything proceeds as planned.
11. It is essential that you have a complete list of the names, addresses and activities of all the people who participated in any way in the candidate's visit or the arrangements for same. Be sure that the list gives the full name, accurate address and a sufficiently detailed description of the activities so a proper thank-you letter can be prepared. Also, instruct the local chairman to send the Washington office a follow-up list with additional names to be included. This is extremely important.
12. After the rally, check with the local chairmen to see that all borrowed equipment has been returned and that all follow-up activity has been carried out.

ARRIVAL COMMITTEE

1. The arrival committee will be responsible for amassing the largest possible crowds to greet the candidate when he arrives at the airport or railroad station.
2. The official details of the arrival, including the formation of the reception committee, are the responsibility of the Advance Man.
3. The arrival committee should work with the women's activities committee to be sure that the telephone pyramid is working for the arrival also.
4. At least one band (non-military) must be on hand to play lively music and a singing group should be familiar with the official song.
5. All local civic clubs and similar organizations should be contacted to send representatives. Schools may be contacted to suggest that teachers and pupils be dismissed in order to attend.
6. Homemade welcoming signs should be abundant.
7. It will be the responsibility of the arrival committee to see that the airport or railroad platform are appropriately decorated with signs, bunting, etc.
8. If the arrival is at an airport, all outlying communities and Republican and Nixon organizations should be contacted and encouraged to attend. Busses should be chartered to bring in groups.

9. The details of and instructions for the motorcade to the hotel are the responsibility of the Advance Man. If the Advance Man approves, members of the welcoming group should follow the candidates motorcade into town--but not as part of the official motorcade which will usually be under police escort.

PARADE COMMITTEE

1. The parade committee will be responsible for obtaining permits for the following:

Sound trucks

Parade route

Fireworks (when used)

Noon parade routed through city
covering principal business
area.

2. Contact must be established with municipal officials, police department, fire department and traffic engineers and a meeting set up where a full explanation of the plans will be presented.
3. Arrangements should be made to borrow jeeps, station wagons and trucks for use in the parade.
4. Three or four days prior to the arrival, some jeeps and station wagons should be decorated and equipped with sound to be routed around the area playing official music and announcing the candidate's visit.
5. Parades should consist of any and all of the following items that are attainable:

Horses

Color guard

Bands (not military)

Marching units

Ethnic groups in costume

Floats

Sound trucks

Open cars for VIP's

Jeeps

Balloon truck

Any other units desirable in a particular location.

(The basic parade plan should vary from city to city.)

6. In lieu of sufficient units, local delivery units can be incorporated provided they bear an identifying Nixon-Lodge legend.
7. The parade committee will be responsible for acquiring bands, drum and bugle corps, etc. Unions must be contacted in order to avert trouble. If proper salesmanship is employed, they will often allow many bands to participate provided one band is paid union scale.

To attract such volunteer groups, a competition could be set up with a prize trophy awarded. This trophy could be donated by a local jeweler.
8. Floats will be prepared by local people but should not include night club advertising or anything of a similar nature that might reflect badly on the candidate. There is no objection, however, to the use of units like the Anheuser-Busch team and wagon.

WOMEN'S ACTIVITIES COMMITTEE

The Women's activities committee will be responsible for raising crowds and for the recruitment and management of the "Nixon girls". Two sub-chairmen should be appointed--one to handle the telephone pyramid and one to handle the "Nixon girls".

TELEPHONE PYRAMID

1. Three directors (minimum) and thirty captains (minimum) should be appointed.
2. The directors will divide the local telephone directories so that each director is responsible for one section.
3. Each director then subdivides his section into ten divisions for his ten captains.
4. Each captain calls ten people in his division instructing them to call ten additional names within that division.
5. Each person making a call asks the person called, if he sounds receptive, to call ten additional names within the division. The caller always continues making calls until he has secured ten people who have agreed to make ten more calls. Thus the pyramid keeps building.
6. Suggestions as to the wording of the conversations should be worked out locally. The importance of the visit of either candidate should be impressed upon the people called.

7. The directors should recheck their captains to be sure that all calls have been made.
8. The captains should recheck their people frequently. The people making the calls will be volunteers; therefore, constant recheck is necessary so the chain of calls will not be broken.

"NIXON GIRLS"

1. The chairman will recruit the necessary number of attractive young ladies to be dressed in the official Nixon-Lodge Volunteers costume.
2. It will be the responsibility of this group to see that a Nixon-Lodge information booth is set up in the lobby of the hotel in which the candidate will stay. Mountable materials for a background for the booth will be furnished. A simple table appropriately decorated should be provided for the distribution of buttons and literature. The booth should be manned by girls in official costumes.
3. These girls will assist in the distribution of literature and buttons throughout the city. They will also participate in the activities of other committees.
4. The chairman will assume personal responsibility for the Nixon-Lodge Volunteers costumes. She will see that all items of the costume are returned to her by each girl and that they are mailed to the Regional Supply Center. She will also take care of having the costumes properly cleaned or laundered if necessary.

SPECIAL EVENTS
(Not to be used every time)

FIREWORKS

Both daylight and evening displays can be used. A brochure pertaining to this is included in another section of this manual. The use of fireworks must always be approved by the Washington office.

SPARKLERS

Sparklers are particularly effective along the route of the motorcade or at an airport arrival after dark. The local committee will provide large-sized sparklers to be distributed to the crowd and when the car arrives, sparklers are lit and held. In order to make this operation effective, there should be a specific signal from the person in charge so they will all be lit at the same time.

FLARES

Railroad flares are readily obtainable. A 6' x 20' plywood board should be obtained and titled with either the words "Nixon" or "Lodge" with the flares appropriately set in the lettering. This should be mounted on a fairly large truck and the flares ignited at the same time so the name will be in light. It will take approximately 50 flares to complete the display. This operation is dangerous and care should be exerted when the flares are ignited.

KIDDIE PARADE

The kiddie parade can be very effective for an airport arrival. It should include children between the ages of five and ten. Each child should be

encouraged to devise his own Mother Goose costume and to make his own sign to carry. Materials should also be available at the airport for some of the children to make signs after they get there if they have none. An airline baggage train can be decorated for the children to ride in.

CONFETTI DROP

In major cities, confetti drops will be made when the candidate arrives at his hotel. Arrangements must be made with the hotel staff to make available a sufficient number of strategically-located windows. Confetti should be secured and paid for locally. If confetti is not available locally, the Washington office will furnish contact for ordering.

BALLOON RELEASE

A closed truck should be properly decorated and filled with 1500 - 2000 helium-filled balloons to be released by attractive young ladies at strategic points along the parade route.

HELICOPTERS

The Washington office will advise where helicopters may be obtained to be used in connection with the rallies. There are three methods of using the helicopter operation. The first is to have a banner hanging beneath the helicopter appropriately lettered for the arrival. The second is to have a trailing gauze banner announcing details of the arrival. The third is to use sound equipment on a helicopter hovering over an area to make announcements pertinent to the arrival.

MAJOR RALLIES

The details for each major rally will be worked out individually by the Washington office.

PUBLICITY COMMITTEE

1. The Rally Publicity Committee must work directly under the Publicity Chairman set up by the Advance Man.
2. The chairman must be sure that radio, TV and newspaper people are included in the group so that local interest stories can be aired and printed in advance of the arrival.
3. The local group should not advise the press of the arrival of the Rally Man.
4. All publicity will focus on the activities of local people and organizations. The Rally Man should never receive any personal publicity or be included in any publicity photographs where he could be readily identified.
5. Suggested publicity material for the Nixon-Lodge Volunteers will be furnished by the Rally Man.
6. The basic publicity for the arrival will be handled under the direction of the Advance Man.
7. The committee will include a group of men and women who will distribute, to stores and offices, printed signs telling the location and time of the arrival of the candidate. This group should be selected carefully because the success of this operation will be extremely important in swelling the crowd.

8. This committee will also be responsible for the printing and distribution on the morning of the arrival of handbills telling the time and location of the arrival. These should be passed out at major commutation points, busy intersections, etc., by high school, college, etc., groups.
9. Spot announcements on radio and inclusion in TV newscasts will help swell crowds also.
10. Remember--information for any kind of publicity must always be accurate.

EXPENSES

1. Each Rally Man will receive an Air Travel Card, Telephone Charge Card and Identification Card.
2. Needless to say, expenses are to be kept to a minimum.
3. When advising the local contact (preferably the local Nixon Volunteers Chairman) ask him to secure your hotel reservations. The local committee should take care of your hotel bill.
4. Expense reports should be mailed to Washington weekly. Receipts must be attached. Checks will be forwarded to one of your future stops.

RALLY CHECKLIST

- _____ 1. Phone contact established with local contacts and meeting set up.
- _____ 2. Advance Man notified of your arrival in the city.
- _____ 3. Washington office notified of your arrival and your location.
- _____ 4. Area map secured.
- _____ 5. Meeting held with key people of all local organizations.
- _____ 6. Meeting held with committee chairmen.
- _____ 7. Check made of warehouse supplies received.
- _____ 8. Constant communication maintained with Advance Man and Washington office.
- _____ 9. Check made daily with local chairmen.
- _____ 10. Accurate records being kept of borrowed equipment.
- _____ 11. Thank-you lists compiled.

POST-RALLY CHECKLIST

- _____ 1. All borrowed equipment returned.
- _____ 2. All Rally Group equipment returned to warehouse.
- _____ Banners
- _____ Posters
- _____ Skirts
- _____ Bands
- _____ Hats
- _____ Sweaters
- _____ Tapes
- _____ Balloons
- _____ Buttons
- _____ Miscellaneous
- _____ 3. All financial matters properly disposed.
- _____ 4. Names and addresses for thank-you letters secured and forwarded to the Washington office.
- _____ 5. Report of operation forwarded to Washington office.
(include press clippings.)

RALLY MAN REPORT

ARRIVAL

Type of demonstration

Crowd estimate

PARADE

Number of units _____

Bands _____

Marching units _____

Sound trucks _____

Floats _____

Jeeps _____

Balloon truck _____

Horses _____

Other _____

Route

Crowd estimate

PUBLICITY

Newspaper (attach press clippings)

Radio

TV

Sign distribution

Handbill distribution

WOMEN'S ACTIVITIES

Telephone Pyramid

"Nixon girls"

Hotel booth

SPECIAL EVENTS

Fireworks

Kiddie Parade

Confetti Drop

Balloon Release

COMMENTS



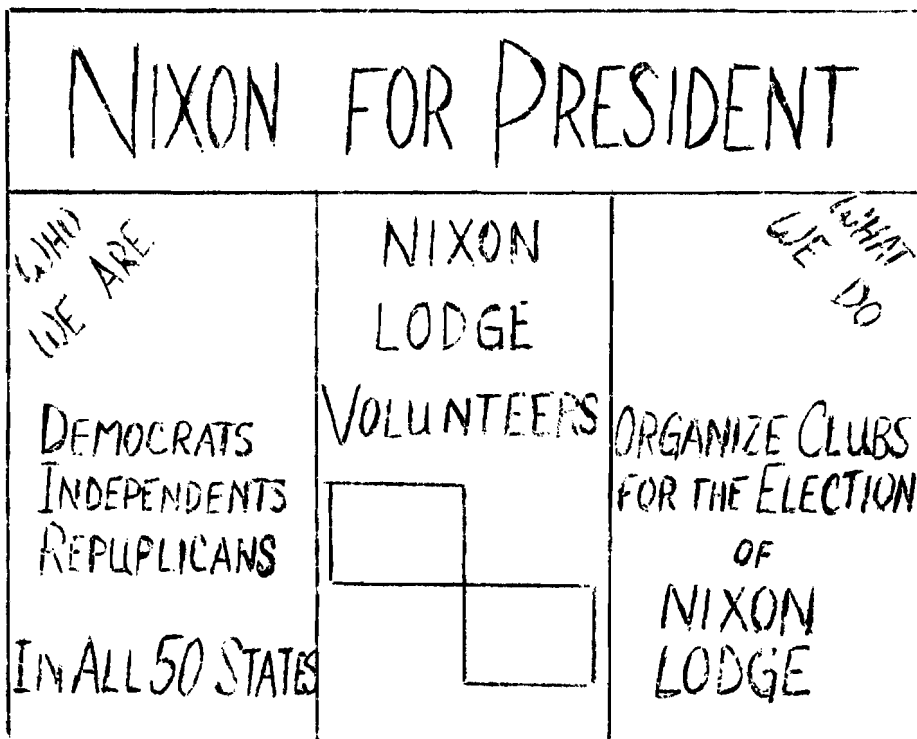
MERRILY WE ROLL ALONG

Here comes Nixon,
Our man Nixon,
We want Nixon,
To be our President. So--
Merrily we roll along, roll along, roll along
Merrily we roll along,
A hundred million strong.

Here comes Nixon,
Our man Nixon,
We want Nixon
To be our President. So--
Merrily we roll along, roll along, roll along
Merrily we roll along,
A hundred million strong.

BOOTH BACKDROP

This is what the Information Booth background should look like:



WELCOME
VICE-PRESIDENT
NIXON

HERE ON

WED. AUG. 24
9:00 A. M. to 10:00 A. M.

Michigan Avenue from Telegraph Road
to Cadillac Square to Grand Circus
Park to Sheraton-Cadillac Hotel.

LITERATURE

ITEM	PRICE	SUPPLIER
		Washington 4, D. C. (Contributions should be made payable to Volunteers for Nixon-Lodge. All shipments mailed prepaid.)
PAMPHLET. "Why America Needs Richard Nixon."	100,000-\$6.64/M 50,000-\$7.15/M 25,000-\$7.45/M 20,000-\$7.60/M 15,000-\$7.85/M 10,000-\$8.15/M 5,000-\$8.60/M	The Georgian Press, Inc. 175 Varick Street New York, New York Attention: Ed Weinstein Phone: WAtkins 4-4820 (Minimum order of 5,000.) Cash with order. Shipping charges collect.)

MOVIES

FILM. "Ambassador of Friendship." Black & white, 21 minute, 16mm sound.	\$26. per copy. (Orders from California must include additional 4% for sales tax)	General Film Laboratories 1546 North Argyle Ave. Hollywood 28, Calif. (Check must accompany orders. All films sent Railway Express, shipping charges collect.)
HAND-OUT PIECE. "Ten Reasons Why We Should Elect Nixon President." Size 3½" x 6", printed 2 sides.	10,000-\$155. (Minimum order) 20,000-\$225. 50,000-\$325.	Darby Printing Co. 2414 Douglas St., N.E. Washington, D. C. (Prices include cost for imprinting name, officers, address of your organization, packing & shipping. Shipment within 5 days of receipt of order.)
HAND-OUT PIECE. "Thumbnail Biography of Richard Nixon." Size 3½" x 8", printed on two sides.	10,000-\$160. (Minimum order.) 20,000-\$240. 50,000-\$420.	Darby Printing Co. (See above.)
BOOK. Richard Nixon. Paperback.	\$.20 each (Minimum order of 10)	Volunteers for Nixon-Lodge headquarters. P.O. Box 7398

PRICE & SOURCE LIST (REVISED)

MASS DISTRIBUTION ITEMS

ITEM	PRICE	SUPPLIER
CAMPAIGN BUTTON. "I'm for Nixon." Red, white, blue, 7/8".	1,000-\$12.50/M 5,000-\$10./M 10,000-\$ 8.50/M (or more)	Green Duck Metal Stamping Co., 1520 West Montana St. Chicago 14, Illinois Phone: Lakeview 5-7100 (All Green Duck items shipped F.O.B. Chicago, Ill. Immediate delivery.)
CAMPAIGN BUTTON. "Nixon-Lodge." Red, white & blue, 1/2".	1,000-\$12./M 5,000-\$ 9.50/M 10,000-\$ 8./M	Green Duck. (See above)
BOOSTER BUTTON. "I'm for Nixon." Red, white & blue, 3".	\$.10 each	Green Duck. (See above)
BOOSTER BUTTON. "Nixon-Lodge." Red, white & blue, 3".	\$.10 each	Green Duck. (See above)
CAMPAIGN BUTTON. "America Needs Nixon." Red, white & blue, 1¼".	1,000-\$21. 2,500-\$18.50/M 5,000-\$16.50/M 10,000-\$13.25/M 25,000-\$12./M	A. G. Trimble Co. 3006 Jenkins Arcade Pittsburgh 22, Pa. Phone: Atlantic 1-4090 (All Trimble items shipped F.O.B. shipping point.)
CAMPAIGN BUTTON. "Click with Dick." Red, white, & blue, 1".	1,000-\$18.50/M 2,500-\$16.50/M 5,000-\$14.75/M 10,000-\$13.25/M 25,000-\$12./M	A. G. Trimble Co. (See above)
NIXON TABS. "Nixon." Black on gold.	1,000-\$ 6./M 5,000-\$ 5./M 10,000-\$3.50/M (or more)	Green Duck. (See above)
CLICKERS. Metal crickets. "Click with Dick." Assorted colors.	250-\$15. 500-\$25. 1,000-\$49./M 5,000-\$33./M 10,000-\$30./M	A. G. Trimble Co. (See above)
MATCHES. Standard 20 match book, "Nixon for President." Red, white & blue.	10 cases-\$100. (25,000 matchbooks) (Minimum order)	Universal Match Corp. 1411 K Street, N.W. Suite 710 Washington 5, D. C. Freight is free-F.O.B. your destination.

ITEM	PRICE	SUPPLIER
GOLD "N" PINS. ¼" with clutch back (3743) or stickpin clasp (3763)	100-10,000-\$.14 each 10,000-50,000-\$.12 each	Art Craft Wholesale Jewelry 827 14th St., N.W. Washington 5, D. C. Phone: EMerson 2-1861 (One-third amount with order, balance on de- livery. Shipped F.O.B. Washington, D. C.)
BUMPER STRIPS. "Nixon-Lodge." Red & blue, 2" x 7/4"	1,000-\$15. more than 1,000-\$12.50/M	Metropolitan Printing Co. 1609 North 5th St. Philadelphia 22, Pa. Phone: Poplar 5-0526 (Allow one week for delivery.)
BUMPER STRIPS. "I'm a Democrat for Nixon." Orange & blue, 2" x 7/4"	1,000-\$15. more than 1,000-\$12.50/M	Metropolitan Printing Co. (See above.)
BUMPER STRIPS. "I'm an Independent for Nixon." Yellow & green, 2" x 7/4"	1,000-\$15. more than 1,000-\$12.50/M	Metropolitan Printing Co. (See above.)
BUMPER STRIPS. "I'm Riding with Nixon." Red & blue, 2" x 7/4"	1,000-\$15. more than 1,000-\$12.50/M	Metropolitan Printing Co. (See above.)
BUMPER STRIPS. "Nixon for President." Red, white & blue, 4" x 15". Style No. FLB-203.	500-\$25. 1,000-\$45. 5,000-\$42.50/M 10,000-\$40./M	Metropolitan Printing Co. (See above.)
BUMPER STRIPS. "Nixon for President." Red, white & blue, 4" x 15".	1-5,000-\$50./M 5,000-\$45./M 10,000-\$42.50/M	Aldine Printing Co. 1160 So. Figueroa St. Los Angeles 15, Calif. Phone: RI. 9-7001 (Prices include delivery when check accompanies order. Alternately shipped C.O.D. plus shipping charges.)
WINDSHIELD STICKER Red, white & blue, 5/4" x 4/4"	1- 5,000-\$9. 5-10,000-\$8./M 10-15,000-\$7.50/M 15-25,000-\$7./M 25-50,000-\$6./M 50,000-\$5.50/M	Aldine Printing Co. (See above.)

DISPLAY MATERIALS

ITEM	PRICE	SUPPLIER
CAMPAIGN POSTER. "The Nation Needs Nixon... Richard Nixon for President." Size 22" x 28". Style No. FL-22. (Also available in sizes 28" x 44", 14" x 22". Paper or cardboard backing.)	25 or less-\$.40 each 50 or less-\$10. 100 -\$17.50 500 -\$80.	Metropolitan Printing Co. 1609 North 5th Street Philadelphia 22, Pa. Phone: Poplar 5-0526 (Allow one week for delivery.)
CAMPAIGN POSTER. "Experienced Leader ... Henry Cabot Lodge." Size 22" x 28". Style No. FL-22. (Also available in sizes 28" x 44" or 14" x 22" paper or cardboard backing.)	25 or less-\$.40 each 50 -\$10. 100 -\$17.50 500 -\$80.	Metropolitan Printing Co. (See above.)
CAMPAIGN PICTURE. Richard Nixon. Full color, 21" x 27".	\$.50 each (postage prepaid)	Transichrome 52 East 19th Street New York 3, N. Y. Phone: OR. 4-4708
CAMPAIGN PICTURE. Henry Cabot Lodge. Full color, 21" x 27".	\$.50 each (postage prepaid)	Transichrome (See above.)
HEADQUARTERS BANNER. "Nixon for President." Red, white & blue, 22" x 72".	\$.50 each	Metropolitan Printing Co. (See above.)
AUTO OR DOOR BANNER (Not included in Launching Kit.) Blue, red, white & black, pictures of Nixon, Lodge & Lincoln, "Experienced Leaders," and dates 1860-1960.	\$.25 each	Metropolitan Printing Co. (See above.)
NIXON SONGTAPE. "Here Comes Nixon" (Merrily We Roll Along)	\$2.25 each (including shipping)	Capital Transcriptions, Inc. 620 11th Street, N.W. Washington, D. C. Phone EX. 3-1246

RALLY EQUIPMENT LIST

Supplied on Loan:

10 Official Nixon girl costumes
2 Tapes of campaign music

Supplied at Minimum Cost:

1 Information booth backdrop \$ 4
50 Paper motorcade banners 15

Required for Visit:

<u>ITEM</u>	<u>PRICE</u>	<u>SOURCE</u>
<u>Banners</u> - cloth - decorating (100" x 30")	\$ 7.00 each	Bemiss-Jason Corp. 3250 Ash Street Palo Alto, Calif. Allen Marks DA 1-0740
<u>Banners</u> - paper - decorating (22" x 72")	.50 each	Metropolitan Print- ing Company 1609 N. Fifth St. Philadelphia 22, Pa. Mr. Kimmelman PO 5-0526
<u>Bumper Strips</u> (Nixon-Lodge)	15.00 /M	Metropolitan Printing Company (see above)
<u>Bunting</u>		obtain locally
<u>Buttons</u> 1 3/16" 3"	7.50 /M .10 each	Green Duck Metal Stamping Company 1520 W. Montana St. Chicago 14, Ill. LA 5-7100
<u>Literature</u>		

A BEST SELLER RIGHT FROM THE START

VISIT

Crystal Springs
THE VACATION SPOT

The **Ballyhoo**
ANTENNA
FLAG

- FAIRS
- RESORTS
- RODEOS
- PARADES
- SOUVENIRS
- CENTENNIALS
- ATTRACTIONS
- CELEBRATIONS
- SPECIAL EVENTS
- RACING EVENTS



IT'S AN ADVERTISING "NATURAL"

FROM COAST TO COAST FROM GULF TO BORDER