

AMERICAN EUGENICS SOCIETY

INCORPORATED 1918

RCA Building, 50 West 50th Street, New York City, N. Y.

Tel. Circle 5-8000

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Address

RUDOLF C. BERTHEAU
Secretary
30 West 50th Street
New York, N. Y.

May 1, 1940

Dr. Albert F. Blakeslee
Cold Spring Harbor
Long Island, New York

Dear Dr. Blakeslee:

In accordance with the announcement by the Board of Directors in EUGENICAL NEWS the Society is now starting a determined effort to enlarge its membership in 1940 by asking all present members to send out over their signature a number of letters to individuals who are likely to join.

If you will -

- (1) Please add on the enclosed prospect list, the names and addresses of individuals you will address
 - (2) Approve (or remove) the names with which we have started your prospect list
- and
- (3) Approve or modify the enclosed draft of the membership letter which is to be sent by you to those on your list: -

We will - as soon as you have returned your list and letter - send you individual letters, addressed, typed, pre-dated and stamped, ready to be mailed by you after you have signed them. "People - What Else Matters" - will be enclosed in every letter to prospective new members.

If you prefer to send personal letters on your own stationary, or have them typed yourself, we should, of course, be glad to have you do so. Our main reason for asking you to return the enclosed prospect list is to save you from all details. Moreover, it is important that we be advised whom you address so that there will be no duplication of letters to prospective new members from our members.

An early reply will be appreciated.

Sincerely yours,

Rudolph C. Bertheau
Secretary

Enclosures: PEOPLE - WHAT ELSE MATTERS - to be sent with your letter.
Draft of your letter. Form for your prospect list.