

LOS ANGELES COUNTY FARM BUREAU



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AN URGENT APPEAL

Dear Farm Bureau Member:

IT'S TIME AGRICULTURE PUT THEIR ORGANIZED EFFORTS BEHIND THIS MOST WORTHWHILE OF ALL APPEALS.

Farmers have always carried their fair share and more when there was a job to be done, but because their efforts have been individual rather than unified, as a group they are blamed for not doing their part.

The return envelope enclosed with this letter will serve a dual purpose. It provides you with the means of making one sizeable contribution to this appeal, which you can keep track of, rather than doling out a dime here and a dime there everytime you're faced with an iron lung money can, and never knowing what you actually have contributed. In addition, because the face of this envelope is stamped Farm Bureau, organized agriculture will get credit for the real role it plays in supporting these appeals.

We certainly hope you will use this simple, efficient way to get behind the polio campaign, by enclosing a dollar or more in the return envelope and mailing it as your total contribution.

Yes, we said a dollar or more, because we are sure that if you'll study the facts, you will realize that the need is acute, the cause worthwhile, the results outstanding. Study the enclosed facts sheet, then let your conscience be your guide - but let's make this an organized response.

Sincerely yours

Louis F. De Martini Jr.

Louis F. De Martini Jr., President

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