

SUGGESTIONS FOR ADS TO BE RUN ON CONSECUTIVE MONDAYS (FRIDAYS?)

IN THE CLASSIFIED SECTION OF THE WALL STREET JOURNAL

(each to be a one-inch advertisement; price quotations have been requested)

1)

ATTENTION MEMPHIS!

Wake up, Memphis! Keep out-of-state ~~auto~~ pollution on the perimeter expressways if you want BREATHEABLE AIR in our city! Complete I-240-- NOW!

2)

CALLING ALL MEMPHIANS

OVERTON PARK belongs to you! Don't let short sighted people-- whoever they are--give away your children's priceless heritage! Inner city PARKLAND is irreplaceable. Selfish politicians are not.

3)

ATTENTION, MEMPHIS ZOO LOVERS

What do you suppose all that highway pollution will do for the residents of Overton Park? Ask any veterinarian. Then act! Tell your councilman YOU DON'T WANT EXPRESSWAYS IN YOUR PARK!

4) GET WITH IT, MEMPHIS!

The ANTI-PARK PEOPLE are the true "obstructionists"! They stand between you and clean air, priceless parkland, and common sense. THE ERA OF CONSERVATION IS HERE-- (except in Memphis?)

5) REQUIEM FOR OVERTON PARK?

The Lord giveth, but the City taketh away. Blessed be the names of the Preservers of Parkland:

OVERTON PARK CAN STILL BE SAVED--if you act now!

MEMPHIANS!

6) WANTED: 500,000 CITIZENS!

To PRESERVE their priceless heritage: OVERTON PARK. Unless you speak out now, 1971 may be its last summer! OVERTON PARK needs your help!

7) /This one to be run when the book is ready for release-- hopefully by some time in July?/

WAKE UP, MEMPHIS! IT'S YOUR PARK!

Read this new book if you want to know the FACTS behind the now-famous OVERTON PARK EXPRESSWAY CASE. Supreme Court's opinion included. Judge for yourself!

April 6, 1971

Classified Ad Department:  
THE WALL STREET JOURNAL  
Southwest Edition  
1233 Regal Row  
Dallas, Texas  
75247

Sir:

Please send at your earliest convenience the information requested below. I enclose a carbon copy: feel free to write answers in the margins where pertinent, or at the bottom of letter.

1. Cost of a single ad of one inch (single column) to be run once.
2. Cost of several such ads--each different--to be run on consecutive Mondays (or Fridays? Which day do you suggest as drawing the most reader attention?).
3. Any reduction for non-profit organizations?(I am inquiring on behalf of Citizens to Preserve Overton Park, currently associated with Sierra Club and other conservationist groups in legal action, of which your paper sometimes gives reports.)
4. Are these ads (a) payable in advance  
(b) to be billed individually  
(c) to be billed all at one time (say, four ads run consecutively)  
(d) reduction for quantity ads--that is, more than one, but of different content ?

Your prompt reply will be appreciated.

Yours truly,