

Louis Benito  *advertising*

507 Morgan Street . . . Tampa 2, Florida . . . Telephone 2-2747

Dear Mr. Chairman,

Enclosed you will find proofs of ads scheduled for Farris Bryant as follows:

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| Tuesday, May 17 | "YOU KNOW THAT BRYANT STANDS FOR SEGREGATION...WITHOUT CLOSING OUR SCHOOLS" |
| Thursday, May 19 | "YOU KNOW THAT BRYANT STANDS FOR A BETTER ROAD PROGRAM FOR FLORIDA" |
| Friday, May 20 | "YOU KNOW THAT BRYANT WILL SAVE \$100,000,000 FOR THE PEOPLE OF FLORIDA" |
| Monday, May 23 | "YOU KNOW THAT BRYANT STANDS FOR BETTER SCHOOLS...HIGHER TEACHERS' SALARIES" |

There are two additional ads scheduled for which we can send you proofs shortly. These two ads are as follows:

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| Sunday, May 22 | "THE ISSUES ARE CLEAR" |
| Tuesday, May 24 A.M. | "VOTE TODAY" |

In addition, we enclose mats of ads which have been fully approved, but which the state campaign fund will not run. If it is possible for you to run any or all of these 4 col x 10" ads at local campaign expense, please do so.

Cordially,


(Mrs.) Arlene Ballinger