

March 4, 1960

9773

Mr. R. L. Richard
Keystone Heights, Florida

Dear Mr. Richard:

At this time we have a number of large invoices in Ocala, and these invoices will become due next week and the following week. These invoices cover purchases of necessary items, such as billboards, bumper strips, newspaper, and other forms of advertising, and I am writing to ask for your help.

I wish you would make every effort to meet your local county quota and, if possible, get this quota of \$2500.00 sent in to Ocala during the next two weeks.

May I suggest that you get a group together for a coffee hour, tell them our immediate problems, and, at the same time, ask them to put forth every effort to help you accomplish this purpose. We have found this procedure to be very effective in other places, and feel sure that with good men helping you during the next two weeks you will be able to meet the county quota.

Thanks in advance, and with very best wishes, I remain

Sincerely,
It's time for Bryant



J. C. Pace

JCP-pc

cc. Mr. Max Brewer

Bcc. Mr. Judson Freeman