9-7-1960

From: Eunice B. Bradley

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Mr. John Allen Chalk
155 East Broad Street
Cookeville, Tennessee

Dear Brother Chalk:

Brother Collins has asked me to write you about contacts for advertising the "Far Horizons" lecture that Brother Pullias will be giving at the Broad Street Church of Christ on Thursday, September 29.

We will want to run an advertisement in the Cookeville paper, and in addition I will prepare news releases for the newspaper and radio station. I have just checked my list of papers and find that there are two—The Citizen, a weekly, and the Putnam County Herald, a semi-weekly. We would like to advertise in both, if you think it will be worth while.

Usually, we do not advertise on radio stations, but we do furnish them news releases which they are usually glad to use on their public service time. My list shows Station WHUB, with Mr. M. L. Medley listed as owner, and Stacy Mott as manager.

In addition to these forms of advertising, we have posters printed for distribution to congregations within driving distance of the program, as well as to business houses and other public places in the town.

Brother Collins tells me that you will send us a list of the congregations that should be included. I will need to know how many of these to have posters printed for, and I would also like to know how many you think you will be able to use around Cookeville. I will appreciate this information as soon as possible.

Will you please contact the newspapers and find out for me what their advertising rates are, and what their deadlines are for receiving copy? This information will be most helpful to me in preparing the advertising copy.

Your cooperation in this matter will be much appreciated.

Sincerely yours,

Eunice B. Bradley
Director of News Bureau

PS: I was in Celina Sunday and they are already advertising the meeting, with a huge sign across the Main Street in town.