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"Rummaging in the government's attic"

Description of document: FBI Files on Curtis Publishing Company, 1936-1937, 1955, 1963-1969

Released date: 27-May-2014

Posted date: 16-June-2014

Source of document: Federal Bureau of Investigation
Attn: FOI/PA Request
Record/Information Dissemination Section
170 Marcel Drive
Winchester, VA 22602-4843
Fax: (540) 868-4391/4997
Email: foiparequest@ic.fbi.gov

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May 27, 2014

FOIPA Request No.: 1219309-000
Subject: CURTIS PUBLISHING COMPANY

The enclosed documents were reviewed under the Freedom of Information/Privacy Acts (FOIPA), Title 5, United States Code, Section 552/552a. Deletions have been made to protect information which is exempt from disclosure, with the appropriate exemptions noted on the page next to the excision. In addition, a deleted page information sheet was inserted in the file to indicate where pages were withheld entirely. The exemptions used to withhold information are marked below and explained on the enclosed Explanation of Exemptions:

Section 552		Section 552a
<input type="checkbox"/> (b)(1)	<input type="checkbox"/> (b)(7)(A)	<input type="checkbox"/> (d)(5)
<input type="checkbox"/> (b)(2)	<input type="checkbox"/> (b)(7)(B)	<input type="checkbox"/> (j)(2)
<input type="checkbox"/> (b)(3)	<input checked="" type="checkbox"/> (b)(7)(C)	<input type="checkbox"/> (k)(1)
	<input checked="" type="checkbox"/> (b)(7)(D)	<input type="checkbox"/> (k)(2)
	<input checked="" type="checkbox"/> (b)(7)(E)	<input type="checkbox"/> (k)(3)
	<input type="checkbox"/> (b)(7)(F)	<input type="checkbox"/> (k)(4)
<input type="checkbox"/> (b)(4)	<input type="checkbox"/> (b)(8)	<input type="checkbox"/> (k)(5)
<input type="checkbox"/> (b)(5)	<input type="checkbox"/> (b)(9)	<input type="checkbox"/> (k)(6)
<input checked="" type="checkbox"/> (b)(6)		<input type="checkbox"/> (k)(7)

267 page(s) were reviewed and 249 page(s) are being released.

☐ Document(s) were located which originated with, or contained information concerning other Government agency(ies) [OGA]. This information has been:

☐ referred to the OGA for review and direct response to you.

☐ referred to the OGA for consultation. The FBI will correspond with you regarding this information when the consultation is finished.

☐ In accordance with standard FBI practice and pursuant to FOIA exemption (b)(7)(E) and Privacy Act exemption (j)(2) [5 U.S.C. § 552/552a (b)(7)(E)/(j)(2)], this response neither confirms nor denies the existence of your subject's name on any watch lists.

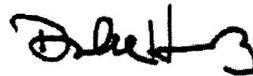
For your information, Congress excluded three discrete categories of law enforcement and national security records from the requirements of the FOIA. See 5 U.S.C. § 552(c) (2006 & Supp. IV (2010)). This response is limited to those records that are subject to the requirements of the FOIA. This is a standard notification that is given to all our requesters and should not be taken as an indication that excluded records do, or do not, exist. Enclosed for your information is a copy of the Explanation of Exemptions.

☒ You have the right to appeal any denials in this release. Appeals should be directed in writing to the Director, Office of Information Policy (OIP), U.S. Department of Justice, 1425 New York Ave., NW, Suite 11050, Washington, D.C. 20530-0001, or you may submit an appeal through OIP's eFOIA portal at <http://www.justice.gov/oip/efoia-portal.html>. Your appeal must be received by OIP within sixty (60) days from the date of this letter in order to be considered timely. The envelope and the letter should be clearly marked "Freedom of Information Appeal." Please cite the FOIPA Request Number assigned to your request so that it may be easily identified.

☐ The enclosed material is from the main investigative file(s) in which the subject(s) of your request was the focus of the investigation. Our search located additional references, in files relating to other individuals, or matters, which may or may not be about your subject(s). Our experience has shown when ident, references usually contain information similar to the information processed in the main file(s). Because of our significant backlog, we have given priority to processing only the main investigative file(s). If you want the references, you must submit a separate request for them in writing, and they will be reviewed at a later date, as time and resources permit.

☒ See additional information which follows.

Sincerely,



David M. Hardy
Section Chief
Record/Information
Dissemination Section
Records Management Division

Enclosure(s)

Enclosed please a CD-ROM containing records from files 97-PH-307, 139-HQ-1717, 62-HQ-45750, and 60-HQ-6252 that have been processed in response to your Freedom of Information Act (FOIA) request submitted to Winchester, VA. All responsive documents for this request have been processed and this material is being provided to you at no charge. Additionally, for your information, a record that may be responsive to your Freedom of Information Act request has been transferred to the National Archives. You may desire to direct a request to the National Archives, 8601 Adelphi Road, College Park, MD 20740-6001. Please reference the file number 100-HQ-8871.

Records (173-NY-165, 60-NY-1527, 60-PH-759, and 174-PH-295) which may be responsive to your Freedom of Information Act (FOIA) request, were destroyed on 11/78, 2/78, 06/78, and 5/79. Since this material could not be reviewed, it is not known if it was responsive to your request. The retention and disposal of records are governed by statute and regulation under the supervision of the National Archives and Records Administration (NARA), Title 44, United States Code, Section 3301 and Title 36, Code of Federal Regulations, Chapter 12, Sub-chapter B, Part 1228. The FBI Records Retention Plan and Disposition Schedules have been approved by the United States District Court for the District of Columbia and are monitored by NARA. Please also note that file 80-PH-949 may be responsive to your request, however, it could not be located.

FBI FILE: 97-PH-307

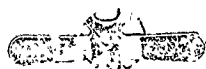
CURTIS PUBLISHING COMPANY

FEDERAL BUREAU OF INVESTIGATION
FOI/PA
DELETED PAGE INFORMATION SHEET
FOI/PA# 1219309-0

Total Deleted Page(s) = 5
Page 54 ~ Duplicate;
Page 55 ~ Duplicate;
Page 56 ~ b6; b7C; b7D;
Page 57 ~ b6; b7C; b7D;
Page 58 ~ b6; b7C; b7D;

XXXXXXXXXXXXXXXXXXXXXXXXXXXXX
X Deleted Page(s) X
X No Duplication Fee X
X For this Page X
XXXXXXXXXXXXXXXXXXXXXXXXXXXXX

(File No.) 97-307

[illegible]

97-307-1A

SEARCHED _____	INDEXED _____
SERIALIZED _____	FILED _____
MAY 2 1960	
FBI — PHILADELPHIA	

FD-340 (REV. 6-24-65)

File No. 97-307-1A1

Date Received 4/4/69

From

(NAME OF CONTRIBUTOR)

(ADDRESS OF CONTRIBUTOR)

By

(NAME OF SPECIAL AGENT)

To Be Returned ☐ Yes
☒ No

Receipt given ☐ Yes
☐ No

Description:

*Sample of material
mailed by Curtiss*

b6
b7C

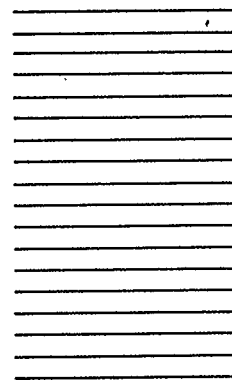
FIRST CLASS
Permit No. 31867
Washington, D.C.

BUSINESS REPLY MAIL

No Postage Stamp Necessary If Mailed in the United States

POSTAGE WILL BE PAID BY

SOVIET LIFE
1706 EIGHTEENTH ST. N.W.
WASHINGTON, D.C. 20009



A CORDIAL
Invitation
FROM
Nikolai Zhiltsov

MANAGING EDITOR
OF
SOVIET LIFE MAGAZINE

R.S.V.P.



SOVIET LIFE

1706 Eighteenth St. N.W., Washington, D.C. 20009

SIR:

The enclosed material was sent to
Bluffton Elem-High School without being
solicited.

[REDACTED]
Bluffton Elem-High School
Bluffton, S. C. 29910
March 25, 1969

b6
b7C

The magazine
SOVIET LIFE
is published by
reciprocal agreement
between the
governments of the
United States
and the Soviet Union.
The agreement
provides for the
publication and
circulation of
the magazine
SOVIET LIFE
in the United States
and the magazine
AMERICA
in the Soviet Union.

DETACH HERE

AN
Invitation
FROM
Nikolai Zhiltsov

MANAGING EDITOR OF SOVIET LIFE MAGAZINE

You are invited to enjoy the next 12 issues of Soviet Life magazine for only \$1.75—one-half the regular subscription price of \$3.50. You need send no money now, we will be glad to bill you later. Simply return this card in the enclosed postage-paid envelope today.

☐ No, thank you.
(If you do not
wish to subscribe
at this time, please
check the "No"
box and return this
card.)

Reserved for:

[REDACTED]
BLUFFTON SCHOOL

BLUFFTON SC 29910

R.S.V.P.

T

Refund Privilege

If at any time, you wish to cancel your subscription, simply notify us to that effect. You will receive a prompt refund for the undelivered portion of your subscription term.

THE MANAGING EDITOR OF
SOVIET LIFE MAGAZINE CORDIALLY INVITES
YOU AND YOUR STUDENTS TO
"COME TO RUSSIA"
THROUGH THE PAGES OF SOVIET LIFE

*

(at a very special introductory rate!)

Dear Teacher:

Will you and your students join me on an exciting, international journey and discover what's going on in modern Russia -- through the colorful pages of Soviet Life magazine?

I think you'll find it of invaluable use in your classes, as your students learn about everything from Russia's colorful past to the new Soviet art . . . from life on a collective farm to Russia's space program . . . from the rich folklore of the Ural Mountains to university life in Moscow!

And if you will join me now on this lively, informative journey, I can offer you a very special "preferred" rate for your classroom travels: You can have the next full year (12 picture-filled issues) of Soviet Life for only \$1.75 -- exactly one-half the regular subscription rate of \$3.50!

Please note carefully: Soviet Life is the only English-language magazine, distributed in this country under the exchange agreement between the U.S.A. and the U.S.S.R. (Under the terms of the agreement, the U.S. Russian-language magazine America is distributed on a reciprocal basis in the Soviet Union.)

This reciprocal agreement was created in the hope that "these exchanges may contribute to the broadening of mutual

(over, please)

understanding between the American and Soviet peoples and to the development of relations between the two countries."

Now -- you may be wondering just what's in Soviet Life . . . why is it so special? . . . why will your students especially benefit from it?

Because, as a teacher you are, of course, interested in helping your students become more knowledgeable about the world and its peoples. And Soviet Life "introduces" your students to the Soviet people, tells what they're thinking, shows how they live.

You and your students will meet Russian Grandmaster chess champions and vigorous, 110 year-old Georgian farmers . . . trailblazing women Chukotka hunters . . . get to know a Moscow office worker, a railway engineer, a young Siberian scientist, a Caspian Sea fisherman, the tenants of a new Russian housing project . . .

You'll rub shoulders with the new and exciting Soviet writers, artists and performers . . . get the latest word on new Soviet advances in science . . . learn about Russia's rich and vigorous past . . . "live" with a typical Moscow family for two weeks (and discover how much alike we really are) . . . visit a collective farm . . . and discover how Russian children are taught their ABC's.

Soviet Life covers an enormous range of subjects -- almost as wide as the vast Kara-Kum, Central Asia's great "desert without mirage." In fact, there's so much to discover about the U.S.S.R. and its people in Soviet Life magazine, it just isn't possible to describe it all here. Take the brilliant color and black-and-white photography (of everything from a spectacular volcanic eruption to the live capture of a snarling snow leopard) . . . or the big, regular features in every issue, (Children's Corner, Man in the Street, Sports, Questions on Communism, Poetry, Fiction) . . . or the fascinating major articles on Soviet education, science, history . . . or the wealth of material on new

trends (and old traditions) in Russian literature, drama, art, dance (including Soviet satire and Soviet humor.)

Not only will your subscription to Soviet Life prove a rich and interesting adventure in cultural understanding -- it's also quite a remarkable bargain, if you subscribe at this time! As new subscribers, you and your students can enjoy Soviet Life at a special introductory rate -- 50% less than the regular price.

That means you get the next 12 issues (a full year's worth) for only \$1.75 -- a substantial saving of \$1.75 off the regular subscription price.

You need not send any money now. We'll be glad to bill you later. But I do suggest you use the enclosed "Personal Invitation" card today.

And may I say to you and your students...

Добро пожаловать (Welcome)!

Sincerely yours,



Managing Editor
Soviet Life

P.S. Should you decide that you do not wish to subscribe to Soviet Life at this time, may I ask that you check the "No" box and return the card anyway.

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 03-21-2014 BY ADG/J72J82T32

SOVIET LIFE

1968 • 35 cents

TRIBUTE TO YURI GAGARIN
WORLD'S WATER PROBLEM

A VISIT TO
KIEV'S MAIN STREET

(See pages 6-21)



COME TO RUSSIA--

and discover its incredible variety, color and excitement for yourself!

A BRILLIANT INTERNATIONAL "ADVENTURE IN IDEAS" THAT BRINGS YOU A FULL YEAR OF **SOVIET LIFE** MAGAZINE FOR JUST HALF PRICE

You'll find the lively pages of the sparkling English-language magazine, *Soviet Life*, as wide-ranging, interesting and entertaining as a trip through Russia itself!

So come join this exciting and important international "adventure in ideas"—and get acquainted with *Soviet Life* now, at only one-half the regular price!

HERE'S JUST A SAMPLE OF THE FASCINATING, PICTURE-FILLED ARTICLES AND FEATURES YOU'LL FIND IN **SOVIET LIFE** MAGAZINE

College Shows—Stings, smiles and spontaneity abound in these delightful shows.

The Russian Revolution—A penetrating, frank review of the effects of the "ten days that shook the world."

White Sea Pilots—The famous "dynasty" of Arkhangelsk sea pilots which dates back four centuries—and is still going strong today.

Brecht vs. Stanislavsky—Two opposites of the modern theatre who may actually be much more alike than some of their overzealous disciples.

What is the Triple S?—A fascinating report on the new experimental "Student Scientific Society" which aims to educate young science enthusiasts.

Study in Sculpture—Ernest Neizvestny, one of the most dynamic and provocative Soviet sculptors, gives his views on modern art.

A Wedding, Bukovina Style—Ancient national customs and traditions are cherished and upheld in this district in the Western Ukraine.

Two Trends in the Movies—A leading Soviet film critic analyzes intellectual and emotional film making.

I Am a Georgian—A Georgian poet writes movingly about the legendary land between the Black and Caspian Seas which Georgians claim God had reserved for Himself.

Luna 13 Reporting—Actual pictures taken on the moon by the Soviet automatic station, plus a factual description of the lunar landscape.

Soviet Polyclinics—Reporters in disguise interview patients and snap candid photos in a polyclinic to learn who visits the doctor and for what.

The Moscow Kremlin—An "inside" tour of the home of the Supreme Soviet, one of the world's ancient, yet very contemporary, architectural ensembles.

The magazine *Soviet Life* is published by reciprocal agreement between the governments of the United States and the Soviet Union. The agreement provides for the publication and circulation of the magazine *Soviet Life* in the United States and the magazine *America* in the Soviet Union.

Special Half-Price Offer to New Subscribers
only \$1⁷⁵ for 12 big issues!

MAIL YOUR RESERVATION CERTIFICATE TODAY!

UNITED STATES GOVERNMENT

Memorandum

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 03-21-2014 BY ADG/J72J82T32

TO : SAC, Philadelphia

DATE: 3/20/69

FROM : Director, FBI (62-45750)

SUBJECT: CURTIS PUBLISHING COMPANY
PHILADELPHIA, PENNSYLVANIA
REGISTRATION ACT
Buded 4/20/69

Reurlet 2/28/69 with accompanying LHM. both
captioned [redacted]
[redacted] IS - R." wherein you requested Bureau authority to
interview [redacted] captioned
company for information concerning his contacts with [redacted]
and [redacted] while they were in Philadelphia.

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Bufiles contain no information concerning him other
than that already known to your office. You indicated [redacted]
would be informed that Bureau has no interest in any printing
contract captioned company might negotiate with the Soviet Embassy
but that our interest would be only in determining activities of
these persons including any indication they were seeking infor-
mation of an intelligence nature.

Your attention is directed to WFO airtels 3/7 and 17/69
concerning [redacted] your file 105-8138.
Information from a source of WFO indicated that [redacted]

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- 3 - Philadelphia
(1-105-14004)
(1-105-16331)
(1-105-8138)

- 4 - WFO
(1-105-67055)
(1-105-81726)
(1-105-39802)

- 1 - New York



5010-108

Buy U.S. Savings Bonds Regularly on the Payroll Savings Plan

Letter to SAC, Philadelphia
RE: CURTIS PUBLISHING COMPANY
PHILADELPHIA, PENNSYLVANIA
62-45750

Previous information developed by WFO of what appears to be similar activity in the past by a firm in Washington, D. C., was furnished to the Foreign Agents Registration Section of the Department which subsequently requested appropriate inquiries by this Bureau, including interviews of individuals who could furnish details concerning the activity, which later resulted in the registration of this company being solicited under FARA, 1938, as amended.

→ [Promptly submit a report containing all information in your possession which has been developed concerning mailing activities by Curtis Publishing Company for the Soviets. Bureau will furnish same to Department and request its determination as to whether or not additional inquiries by this Bureau are desired to assist Department in determining whether or not Curtis Publishing Company has incurred any obligation under the Registration Act.

→ [Conduct no active investigation pending advice from Bureau as to decision of Department.

SAC, WFO (100-19066)

4-3-69

Director, FBI (100-353703)

INFORMATION DEPARTMENT
SOVIET EMBASSY
IS - R

ReSVlet 3/26/69 captioned "Importation and Sale of Soviet Publications, Internal Security - Russia," a copy of which is enclosed for information of Philadelphia and WFO. Philadelphia is also being furnished the enclosure mentioned therein since it appears to be a sample of the material mailed by Curtis Publishing Company, Philadelphia, Pennsylvania, for captioned establishment. This is for your information in connection with investigation requested of your office in Bulet 3/20/69 captioned "Curtis Publishing Company, Philadelphia, Pennsylvania, Registration Act."

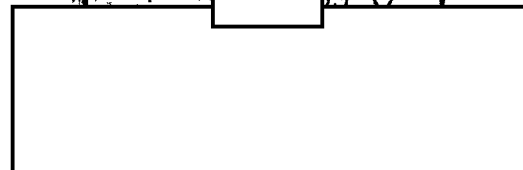
For the information of Savannah and Columbia, "Soviet Life" is a publication of the Information Department, Soviet Embassy, 1706 18th Street, Northwest, Washington, D. C., based on exchange agreement between U. S. and USSR which provides for similar distribution of "Amerika" in the Soviet Union. A copy of any additional material of the type described in relet should be transmitted to WFO for completion of its file.

Enclosure

- 1 - WFO (105-39302) [redacted]
- ③ - Philadelphia (Enclosures-2)
- ② - 97-Curtis Publishing Company)
- 1 - Columbia
- 1 - Savannah

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97-307-2
SEARCHED [redacted] INDEXED [redacted]
SERIALIZED [redacted]
APR [redacted]



DIRECTOR, FBI (100-365088)

3/26/69

SAC, SAVANNAH (100-0-4354)

IMPORTATION AND SALE OF
SOVIET PUBLICATIONS
INTERNAL SECURITY - R

Enclosed is a form letter from [redacted]
[redacted] "Soviet Life" magazine, advertising
this publication and enclosing a franked envelope for
subscription purposes addressed to "Soviet Life, 1706
Eighteenth St. N.W., Washington, D. C. 20009". This
letter was addressed to [redacted]
Bluffton Elementary-High School, Bluffton, S. C. 29910,
who furnished this letter to the Savannah Office with
the comment that the material was not solicited. The
advertisement in the letter points out that "Soviet
Life" is the only English language magazine distributed
in this country under the exchange agreement between
the U.S.A. and the U.S.S.R.

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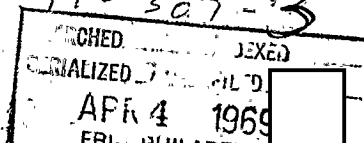
While it is likely this publication and its
distribution throughout the country is well known to
the Bureau, the fact that it is apparently being
received by school systems in this country is being
pointed out.

A copy of this communication is being furnished
the Columbia Office in the event that office receives
inquiries.

- ②- Bureau (Enc. 1) (RM)
1- Columbia (Info) (RM)
2- Savannah
(1- 100-3535) (CP, USA, Pamphlets and
Publications)

[redacted]
(5)

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FEDERAL BUREAU OF INVESTIGATION

REPORTING OFFICE PHILADELPHIA	OFFICE OF ORIGIN PHILADELPHIA	DATE 4/25/69	INVESTIGATIVE PERIOD 3/26/69 - 4/22/69	b6 b7C
TITLE OF CASE CURTIS PUBLISHING COMPANY, PHILADELPHIA, PENNSYLVANIA		REPORT MADE BY FRANCIS J. GAFFNEY		
		CHARACTER OF CASE REGISTRATION ACT - USSR		

Reference

Bureau letter to Philadelphia, 3/20/69.

- P* -

Lead

PHILADELPHIA:

AT PHILADELPHIA, PA.

Will await Bureau instructions regarding any further investigation into this matter.

ACCOMPLISHMENTS CLAIMED NONE						ACQUIT- TALS	CASE HAS BEEN:	
CONVIC.	AUTO.	FUG.	FINES	SAVINGS	RECOVERIES		PENDING OVER ONE YEAR	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
							PENDING PROSECUTION OVER SIX MONTHS	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
APPROVED <i>ly</i>						SPECIAL AGENT IN CHARGE		
COPIES MADE:						DO NOT WRITE IN SPACES BELOW		
4 - Bureau (62-45750) (RM)						97-307- <i>4</i>		
1 - New York (Info) (RM)						Searched.....		
1 - Washington Field (Info) (RM)						Serialized.....		
2 - Philadelphia (97-307)						Indexed.....		
						Filed.....		
Dissemination Record of Attached Report						Notations		
Agency								
Request Recd.								
Date Fwd.								
How Fwd.								
By								

PH 97-307

Administrative Data

This report is classified "~~SECRET-NO FOREIGN DISSEMINATION~~" due to the highly sensitive nature of the investigative technique involved in the use of

b7E

Informants

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~~SECRET - NO FOREIGN DISSEMINATION~~
UNITED STATES DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION

DECLASSIFICATION AUTHORITY FROM:
FBI AUTOMATIC DECLASSIFICATION GUIDE
DATE 03-21-2014
J72J82T32
FBI INFORMATION ONLY

Copy to:

Report of:
Date:

FRANCIS J. CAFFEY
April 25, 1969

Office: Philadelphia, Pennsylvania

Field Office File #:

97-307

Bureau File #: 62-45750

Title:

CURTIS PUBLISHING COMPANY,
PHILADELPHIA, PENNSYLVANIA

Character:

REGISTRATION ACT - USER

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Synopsis

Informant advised that Curtis Publishing Company has

- pa -

DETAILS:

At Philadelphia, Pa.

PH T-1 advised he had learned

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b7D

~~SECRET - NO FOREIGN DISSEMINATION~~

GROUP 1
Excluded from automatic
downgrading and
declassification

PH 97-307

The "Diplomatic List" published by the U.S. Department of State (USDS) lists GEORGIY IVANOVICH ISATCHENKO as the Information Counselor of the Soviet Information Department, Embassy of the Union of Soviet Socialist Republics (USSR), Washington, D.C.

The "Soviet Life" magazine is a publication of the Embassy of the USSR, Washington, D.C.

Poor's Register of Corporations, Directors and Executives, 1969 Edition, lists PHILIP J. KENDALL as Vice-President, Curtis Publishing Company, Philadelphia, Pa.



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b7D

The Press Department, Soviet Embassy, Washington, D.C., Press Release No. 167, dated July 26, 1961, described the "Novosti Press Agency" as an information agency of Soviet Republic organizations. This press release stated "the agency pursues the aim of facilitating in every way the promotion and consolidation of international understanding, confidence, and

PH 97-307

friendship by widely circulating abroad true information about the Soviet Union and acquainting the Soviet public with the life of other people.

On January 6, 1969, PH T-1 advised he had learned

[REDACTED]

b6
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b7D

On January 28, 1969, PH T-1 advised that

[REDACTED]

[REDACTED]

b6
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b7D

[REDACTED]

b6
b7C
b7D

The November 1968 "Diplomatic List" published by the USDS lists NIKOLAI VASILEVICH ZHILTSOV as First Secretary, Embassy of the USSR, Washington, D.C.

The January 1969 issue of the "Employees of Diplomatic Missions" published by the USDS lists Miss IRINA B. DOBROKHOTOVA as an employee of the Embassy of the USSR, Washington, D.C.

PH 97-307

On February 10, 1969, PH T-2 advised that [REDACTED]

b6
b7C
b7D

On February 24, 1969, PH T-3 advised that the [REDACTED]

b7D
b6
b7C

On February 28, 1969, PH T-1 advised that [REDACTED]

b6
b7C
b7D

FEDERAL BUREAU OF INVESTIGATION

Date 4/24/69

1

[redacted]
[redacted]
[redacted] seeking legitimate printing business [redacted] with Soviet representatives in this country attempting to obtain the printing and direct mail contract for the Soviet Embassy publication "Soviet Life." Initially, [redacted] identified as [redacted]

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[redacted] Then in January 1969, [redacted] a representative from Moscow, came to see him. They stayed overnight at a local hotel and [redacted] took them sightseeing and also to a hockey game. Since then, [redacted] and another Russian, name unrecalled, have visited the offices of Curtis Publishing Company. [redacted] has never discussed politics with any of the Russians and to his knowledge they have never acted outside the scope of their visit and have never solicited any information of an intelligence nature.

The business discussions [redacted] held with the Soviet officials concerned the printing and direct mail contracts for the publication "Soviet Life," which contracts are now held by Fawcett-Haynes Printers, Washington, D. C. The contracts are due to expire in August 1969. Although Curtis is aggressively seeking the contracts, the Soviet officials, particularly [redacted] are interested in having the magazine printed in Finland since because of the "exchange rate" with Finland, the Russians would be exempted from paying cash.

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[redacted] explained the printing and distribution of the magazine "Soviet Life" is part of a reciprocal agreement between the Governments of the United States and the Soviet Union. The Russians are only authorized to

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b7C

On [redacted] at [redacted] File #Philadelphia 97-307

by SA [redacted] - 5 - Date dictated 4/23/69

b6
b7C

~~SECRET - NO FOREIGN DISSEMINATION~~

PH 97-307

2

distribute as many magazines here as they allow the United States to distribute our magazine "America" in the Soviet Union. Since the exchange program is authorized by the U. S. State Department, this is the reason Curtis Publishing Company has been aggressively seeking the legitimate printing contracts.

In an effort to prove to the Russians they could handle such printing contracts, Curtis undertook a "direct mail" promotional for "Soviet Life" which involved the mailing of 300,000 letters to persons inviting them to subscribe to the magazine "Soviet Life." The mailing list was furnished by Arau Associates, New York City. The Russians paid Curtis for this promotional job.

promised to keep this office advised of future developments and particularly if Curtis is successful in obtaining the printing and direct mail contracts for "Soviet Life."

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~~SECRET - NO FOREIGN DISSEMINATION~~

~~SECRET - NO FOREIGN DISSEMINATION~~

~~SECRET - NO FOREIGN DISSEMINATION~~



UNITED STATES DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION

In Reply, Please Refer to
File No. 97-307

Philadelphia, Pennsylvania

April 9, 1969

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 03-21-2014 BY ADG/J72J82T32

Title CURTIS PUBLISHING COMPANY,
PHILADELPHIA, PENNSYLVANIA

Character REGISTRATION ACT - USSR

Reference Report of Special Agent FRANCIS
J. GAFFNEY dated and captioned
as above.

All sources (except any listed below) whose identities
are concealed in referenced communication have furnished reliable
information in the past.

PH T-3
with whom insufficient contact has been had
to establish his reliability, but who is in
a position to furnish accurate information.

b7D

FEDERAL BUREAU OF INVESTIGATION

REPORTING OFFICE PHILADELPHIA	OFFICE OF ORIGIN PHILADELPHIA	DATE 4/9/69	INVESTIGATIVE PERIOD 3/26/69 - 4/7/69
TITLE OF CASE CURTIS PUBLISHING COMPANY, PHILADELPHIA, PENNSYLVANIA		REPORT MADE BY FRANCIS J. GAFFNEY	TYPED BY <div style="border: 1px solid black; width: 50px; height: 20px;"></div>
		CHARACTER OF CASE REGISTRATION ACT - USSR	

b6
b7CReference

Bureau letter to Philadelphia, 3/20/69.

- P* -

Lead

PHILADELPHIA:
AT PHILADELPHIA, PA.

Will await Bureau instructions regarding any further investigation into this matter.

ACCOMPLISHMENTS CLAIMED						ACQUIT- TALS	CASE HAS BEEN:
CONVIC.	AUTO.	FUG.	FINES	SAVINGS	RECOVERIES		
							PENDING OVER ONE YEAR <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO PENDING PROSECUTION OVER SIX MONTHS <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO

APPROVED *len* SPECIAL AGENT
IN CHARGE

DO NOT WRITE IN SPACES BELOW

COPIES MADE:

- 4 - Bureau (62-45750) (RM)
1 - New York (Info) (RM)
1 - Washington Field (Info) (RM)
② - Philadelphia (97-307)

97-307-4

Searched.....

Serialized.....

Indexed.....

Filed.....

b6
b7C

Dissemination Record of Attached Report

Agency				
Request Recd.				
Date Fwd.				
How Fwd.				
By				

Notations

UNITED STATES DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION

~~SECRET - NO FOREIGN DISSEMINATION~~

Copy to:

Report of: FRANCIS J. GAFFNEY Office: Philadelphia,
Date: April 9, 1969 Pennsylvania
Field Office File #: 97-307 Bureau File #: 62-45750
Title: CURTIS PUBLISHING COMPANY,
PHILADELPHIA, PENNSYLVANIA

Character: REGISTRATION ACT - USSR

Synopsis: Informant advised that [REDACTED]

b6
b7C
b7D

[REDACTED]
[REDACTED]
[REDACTED] Other informants have reported contacts of USSR
representatives with Curtis Publishing Company and that
Curtis is doing a "direct mail" promotional for "Soviet
Life."

- P* -

DETAILS: At Philadelphia, Pa.

On [REDACTED] PH T-1 advised he had
learned that [REDACTED]

b6
b7C
b7D

~~SECRET - NO FOREIGN DISSEMINATION~~

~~GROUP 1
Excluded from automatic
downgrading and
declassification~~

DECLASSIFICATION AUTHORITY DERIVED FROM:
FBI AUTOMATIC DECLASSIFICATION GUIDE
DATE 03-21-2014
J72J82T32

This document contains neither recommendations nor conclusions of the FBI. It is the property of the FBI and is loaned to your agency; it and its contents are not to be distributed outside your agency.

~~SECRET NO FOREIGN DISSEMINATION~~

PH 97-307

On February 10, 1969, PH T-2 advised that [REDACTED]

b6
b7C
b7D

On February 24, 1969, PH T-3 advised that the [REDACTED]

b6
b7C
b7D

[REDACTED] PH T-3 was not aware of the details of the discussions between [REDACTED] and the Soviet representatives.

On February 28, 1969, PH T-1 advised that [REDACTED]

b6
b7C
b7D

- 4* -

~~SECRET NO FOREIGN DISSEMINATION~~

~~SECRET - NO FOREIGN DISSEMINATION~~

~~SECRET - NO FOREIGN DISSEMINATION~~

DIRECTOR, FBI (62-45750)

4/9/69

SAC, PHILADELPHIA (97-307) (P*)

CURTIS PUBLISHING COMPANY,
PHILADELPHIA, PA.,
REGISTRATION ACT - USSR
(OO: PHILADELPHIA)

Re Bulet, 3/20/69.

Enclosed for the Bureau are four copies of the report of SA FRANCIS J. GAFFNEY dated and captioned as above. One copy each is furnished to New York and WFO for information.

Request of the Bureau

The Bureau is requested to determine from the Department whether or not additional inquiries are desired to assist the Department in determining if Curtis Publishing Company has incurred any obligation under the Registration Act.

LEAD

PHILADELPHIA

AT PHILADELPHIA, PA.

Will await Bureau instructions regarding any further investigation in this matter.

- ✓
2- Bureau (62-45750) (Encl. 4) (RM)
1- New York (Encl. 1) (RM)
1- WFO (Encl. 1) (RM)
② Philadelphia (97-307)

FJG
EGG
(6)



97-307-5

Searched	
Serialized	
Indexed	
Filed	

b6
b7c

April 11, 1969

Director, Federal Bureau
of Investigation

J. Walter Yeagley
Assistant Attorney General
Internal Security Division

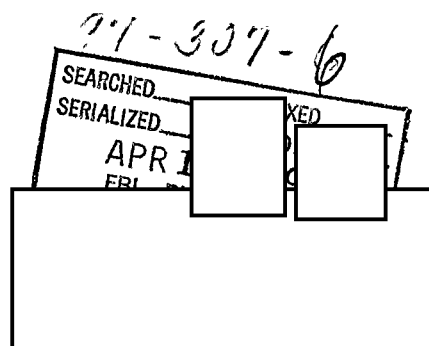
CURTIS PUBLISHING COMPANY"
REGISTRATION ACT

According to information furnished on page 3 of
your letterhead memorandum dated February 20, 1969 at
Washington, D. C. [redacted]

[redacted] Internal
Security - R," the Curtis Publishing Company,
Philadelphia, Pennsylvania, has been doing promotional
work for the magazine Soviet Life. It appears that
this promotional work consists in direct mailings.

Since this information suggests the possibility
that subject may be required to register under the
Foreign Agents Registration Act as a result of this
promotional work, it would be appreciated if you would
make inquiry to determine the nature of the relation-
ship between subject and any Soviet authority pursuant
to which subject is engaging in these activities as well
as the nature of the activities themselves.

This Division has no objection to your interviewing
a responsible official of subject, if you should deem
this advisable.



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ALL FBI INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 03-21-2014 BY ADG/J72J82T32

F B I

Date: 4-14-69

Transmit the following in _____
(Type in plaintext or code)

Via Airtel _____
(Priority)

To: SAC, Philadelphia
✓ From: Director, FBI (62-45750)

CURTIS PUBLISHING COMPANY
PHILADELPHIA, PENNSYLVANIA
REGISTRATION ACT
New Buded 5/1/69

ReBulet 3/20/69 which instructed that report be submitted by 4/20/69 containing all information in your possession concerning mailing activities by captioned for Soviets.

Enclosed for each office is copy of letter dated 4/9/69 from J. Walter Yeagley, Assistant Attorney General, Internal Security Division, Department of Justice, which is self-explanatory. Since Department has no objection to interview of responsible official at Curtis, if deemed advisable, you may desire to interview [redacted] in the event this action is necessary to fully develop the information desired by the Department.

Enclosure

1 - WFO (Enclosure)

cco
(make P)
un

97-347-7

SEARCHED	INDEX
SERIALIZED	FILED
APR	196
ERI	DEL

This prepared before they sent on report of 4/9.

Sent Via _____

b6
b7C

b6
b7C

b6
b7C

Routing Slip
0-7 (Rev. 9-25-67)

(Copies to Offices Checked)

TO: SAC,

☐ Albany
☐ Albuquerque
☐ Anchorage
☐ Atlanta
☐ Baltimore
☐ Birmingham
☐ Boston
☐ Buffalo
☐ Butte
☐ Charlotte
☐ Chicago
☐ Cincinnati
☐ Cleveland
☐ Columbia
☐ Dallas
☐ Denver
☐ Detroit
☐ El Paso
☐ Honolulu

☐ Houston
☐ Indianapolis
☐ Jackson
☐ Jacksonville
☐ Kansas City
☐ Knoxville
☐ Las Vegas
☐ Little Rock
☐ Los Angeles
☐ Louisville
☐ Memphis
☐ Miami
☐ Milwaukee
☐ Minneapolis
☐ Mobile
☐ Newark
☐ New Haven
☐ New Orleans
☐ New York City

☐ Norfolk
☐ Oklahoma City
☐ Omaha
☒ Philadelphia
☐ Phoenix
☐ Pittsburgh
☐ Portland
☐ Richmond
☐ Sacramento
☐ St. Louis
☐ Salt Lake City
☐ San Antonio
☐ San Diego
☐ San Francisco
☐ San Juan
☐ Savannah
☐ Seattle
☐ Springfield

☐ Tampa
☐ Washington Field
☐ Quantico

TO LEGAT:

☐ Bern
☐ Bonn
☐ Buenos Aires
☐ Hong Kong
☐ London
☐ Manila
☐ Mexico, D.F.
☐ Ottawa
☐ Paris
☐ Rome
☐ Santo Domingo
☐ Tokyo

Date **4-18-69**

RE: **CURTIS PUBLISHING COMPANY
PHILADELPHIA, PENNSYLVANIA
REGISTRATION ACT
Buded 5/1/69**

☐ For information ☐ Retention optional ☐ For appropriate action ☐ Surep, by _____
☐ The enclosed is for your information. If used in a future report, ☐ conceal all sources, ☐ paraphrase contents.
☐ Enclosed are corrected pages from report of SA _____ dated _____

Remarks:

Rerep of SA Francis J. Gaffney 4/9/69 and Buairtel 4/14/69. Rerep not received by substantive supervisor until 4/16/69. Conduct interview mentioned in reairtel and furnish results in FD-302 which will be appended as page 5 to your report. Also furnish revised FD-204 to indicate results of interview in synopsis. Make certain this material reaches Bureau by 5/1/69 without fail.

Enc.
Bufile
Urfile

**62-45750
97-307**

97-307-8

SEARCHED	INDEXED
SERIALIZED	FILED
APR 1969	106
FBI-P	

b6
b7C

Routing Slip

0-7 (Rev. 9-25-67)

(Copies to Office Checked)

TO: SAC,

☐ Albany
☐ Albuquerque
☐ Anchorage
☐ Atlanta
☐ Baltimore
☐ Birmingham
☐ Boston
☐ Buffalo
☐ Butte
☐ Charlotte
☐ Chicago
☐ Cincinnati
☐ Cleveland
☐ Columbia
☐ Dallas
☐ Denver
☐ Detroit
☐ El Paso
☐ Honolulu

☐ Houston
☐ Indianapolis
☐ Jackson
☐ Jacksonville
☐ Kansas City
☐ Knoxville
☐ Las Vegas
☐ Little Rock
☐ Los Angeles
☐ Louisville
☐ Memphis
☐ Miami
☐ Milwaukee
☐ Minneapolis
☐ Mobile
☐ Newark
☐ New Haven
☐ New Orleans
☐ New York City

☐ Norfolk
☐ Oklahoma City
☐ Omaha
☒ Philadelphia
☐ Phoenix
☐ Pittsburgh
☐ Portland
☐ Richmond
☐ Sacramento
☐ St. Louis
☐ Salt Lake City
☐ San Antonio
☐ San Diego
☐ San Francisco
☐ San Juan
☐ Savannah
☐ Seattle
☐ Springfield

☐ Tampa
☐ Washington Field
☐ Quantico

TO LEGAT:

☐ Bern
☐ Bonn
☐ Buenos Aires
☐ Hong Kong
☐ London
☐ Manila
☐ Mexico, D.F.
☐ Ottawa
☐ Paris
☐ Rome
☐ Santo Domingo
☐ Tokyo

Date 4-22-69

RE:

*CURTIS PUBLISHING CO. - 97-307**
RA

☒ For information ☐ Retention optional ☐ For appropriate action ☐ Surep, by _____

☐ The enclosed is for your information. If used in a future report, ☐ conceal all sources, ☐ paraphrase contents.

☐ Enclosed are corrected pages from report of SA _____ dated _____

Remarks:

ALL INFORMATION CONTAINED
 HEREIN IS UNCLASSIFIED
 DATE 03-21-2014 BY ADG/J72J82T32

Enc. *2*
 Bufile *62-45750*
 Urfile

DIRECTOR, FBI (105-143204)

4/17/69

SAC, WFO (105-67055) (P)

[REDACTED] 105-143204-35
IS - R [REDACTED]
(OO:WFO)

b6
b7C

Enclosed for the information of the Bureau and
NY Office are two copies and one copy respectively of a
memo of conversation furnished SA [REDACTED] by PSI
[REDACTED]

b6
b7C

The enclosed memo sets forth information of
interest concerning [REDACTED]
[REDACTED]

b6
b7C

This data is set forth for whatever action New
York may wish to take in this matter.

- (2- Bureau (Enc. 2)
1- New York (Info) (Enc. 1) (RM)
1- WFO

b6
b7C

JDE:
(4)

92-307-11

Handwritten signature and initials at bottom right.

DIRECTOR, FBI (62-45750)

4/25/69

SAC, PHILADELPHIA (97-307) (P)

CURTIS PUBLISHING COMPANY,
PHILADELPHIA, PA.
REGISTRATION ACT - USSR

ReBulet 3/20/69, Bureau airtel 4/14/69, Bureau routing slip 4/18/69, and report of SA FRANCIS J. GAFFNEY dated 4/9/69 at Philadelphia, Pa.

ReBulet instructed that report be submitted by 4/20/69 containing all information in Philadelphia's possession concerning mailing activities by captioned firm for Soviets.

Report of SA FRANCIS J. GAFFNEY submitted 4/9/69. Bureau airtel 4/14/69 set forth that the Department of Justice had no objection to the interview of a responsible official at Curtis, and if deemed advisable, [redacted] may be interviewed to develop this information.

b6
b7C

Bureau routing slip 4/18/69 instructed that the interview of [redacted] be conducted and that an FD-302 should be submitted as appended pages 5 and 6 to report of SA FRANCIS J. GAFFNEY. Bureau also instructed that a revised FD-204 be submitted to indicate the results of such interview in the synopsis. Bureau also instructed the material should reach the Bureau by 5/1/69 without fail.

b6
b7C

- 2 - Bureau (62-45750) (Enc. 19) (RM)
- 1 - New York (Enc. 5) (RM)
- 1 - WFO (Enc. 5) (RM)
- 2 - Philadelphia
 - 1 - 97-307 [redacted]
 - 1 - 105-16331 [redacted]

b6
b7C

(6)

97-307-12

Searched	
Serialized	
Indexed	
Filed	

PH 97-307

Enclosed for the Bureau, New York, and WFO are amended FD-263, extending investigative period to cover date of FD-302 and showing new date of report; amended FD-204 reflecting additional information in the Synopsis; amended page 4 deleting the classification "~~SECRET~~ - ~~NO~~ FOREIGN DISSEMINATION" and asterisk in page number; and appended pages 5 and 6, FD-302, page six including the classification.

Also enclosed for the Bureau is a sample of the promotional mailing which was provided by [redacted] and which the Bureau may wish to forward to the Department along with the report.

[redacted] promised to cooperate in the future regarding developments concerning the obtaining of the printing contracts for "Soviet Life."

b6
b7c

DIRECTOR, FBI

5/29/69

SAC, PHILADELPHIA (105-16541)(RUC)

[REDACTED] aka

IS - R [REDACTED]
(OO: WFO)
Bufile 105-94493
PHfile 105-8138
WFOfile 105-39802

b6
b7C

[REDACTED]

IS - R [REDACTED]
(OO: WFO)
BUfile 105-174439
WFOfile 105-85198

b6
b7C

Re WFO airtel to Bureau, 3/7/69.

Investigation requested in referenced airtel appears in the interview of [REDACTED] Curtis Publishing Company, Washington Square, Philadelphia, Pa., and report of SA FRANCIS J. GAFFNEY, dated 4/25/69, at Philadelphia in case entitled "CURTIS PUBLISHING COMPANY, PHILADELPHIA, PA., REGISTRATION ACT - USSR," PHfile 97-307, BUfile 62-45750.

b6
b7C

2 - Bureau
1 - WFO
② - Philadelphia (105-16541)
① - 97-307

JAW
(5)

[REDACTED]

Clu

97-307-13

Searched

Serialized

Indexed

Filed

[REDACTED]

b6
b7C

TO: SAC,

☐ Albany
☐ Albuquerque
☐ Anchorage
☐ Atlanta
☐ Baltimore
☐ Birmingham
☐ Boston
☐ Buffalo
☐ Butte
☐ Charlotte
☐ Chicago
☐ Cincinnati
☐ Cleveland
☐ Columbia
☐ Dallas
☐ Denver
☐ Detroit
☐ El Paso
☐ Honolulu

☐ Houston
☐ Indianapolis
☐ Jackson
☐ Jacksonville
☐ Kansas City
☐ Knoxville
☐ Las Vegas
☐ Little Rock
☐ Los Angeles
☐ Louisville
☐ Memphis
☐ Miami
☐ Milwaukee
☐ Minneapolis
☐ Mobile
☐ Newark
☐ New Haven
☐ New Orleans
☐ New York City

☐ Norfolk
☐ Oklahoma City
☐ Omaha
☒ Philadelphia
☐ Phoenix
☐ Pittsburgh
☐ Portland
☐ Richmond
☐ Sacramento
☐ St. Louis
☐ Salt Lake City
☐ San Antonio
☐ San Diego
☐ San Francisco
☐ San Juan
☐ Savannah
☐ Seattle
☐ Springfield

☐ Tampa
☒ Washington Field
☐ Quantico

TO LEGAT:

☐ Bern
☐ Bonn
☐ Buenos Aires
☐ Hong Kong
☐ London
☐ Manila
☐ Mexico, D.F.
☐ Ottawa
☐ Paris
☐ Rome
☐ Santo Domingo
☐ Tokyo

Date

6-3-69

RE:

**CURTIS PUBLISHING COMPANY
PHILADELPHIA, PENNSYLVANIA
REGISTRATION ACT**

☒ For information ☐ Retention optional ☐ For appropriate action ☐ Surep, by _____

☐ The enclosed is for your information. If used in a future report, ☐ conceal all sources, ☐ paraphrase contents.

☐ Enclosed are corrected pages from report of SA _____ dated _____

Remarks:

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 03-21-2014 BY ADG/J72J82T32

SEARCHED _____ INDEXED _____
SERIALIZED _____ FILED _____
JUN 4 - 1969

Enc. 1
Bufile 62-45750
Urfile 97-307

b6
b7c

May 26, 1969

Director, Federal Bureau
of Investigation

J. Walter Yeagley
Assistant Attorney General
Internal Security Division

CURTIS PUBLISHING COMPANY
PHILADELPHIA, PENNSYLVANIA
REGISTRATION ACT

~~CONFIDENTIAL~~

This is to advise you in response to the request in your memorandum of May 5, 1969, captioned as above, that on the basis of the information furnished in the report of SA Francis J. Gaffney, dated April 25, 1969 at Philadelphia, Pennsylvania and captioned as above, subject has been constituted an agent of a foreign principal within the meaning of the Foreign Agents Registration Act when it mailed 300,000 letters to promote the circulation of Soviet Life. Subject is therefore being solicited for its registration under the Act. } =

97-307-14

SEARCHED	INDEXED
SERIALIZED	FILED
MAY 27 1969	
FBI - PHILADELPHIA	

b6
b7C

~~CONFIDENTIAL~~

SAC (105-8138)

6/6/69

SA JAMES A. WALSH

[redacted] aka

IS - R [redacted]
OO: WFO
BUfile 105-94493
WFOfile 105-39802
PHfile 105-8138

b6
b7C

[redacted]

IS - R [redacted]
OO: WFO
BUfile 105-174439
WFOfile 105-85198

b6
b7C

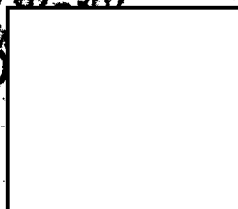
Reference is made to WFO airtel to Bureau dated 3/7/69 captioned as above, and WFO airtel to Bureau dated 3/17/69 captioned, [redacted] aka; IS - R", OO: WFO. Reference is also made to WFO routing slip to Philadelphia dated 5/29/69 captioned, [redacted] IS - R", OO: WFO.

b6
b7C

Investigation requested by WFO in Serial 13 and 14 of Philadelphia file 105-8138 has been handled and reported in the report of SA FRANCIS J. GAFFNEY dated 4/25/69 in case captioned, "Curtis Publishing Company, Philadelphia, Pa.; Registration Act - USSR", a copy of which report was submitted for information purposes to WFO.

1- 105-8138
1- 105-16541
1- 87-307

JAN
(3)



97-307-15

SEARCHED	INDEXED
SERIALIZED	FILED
JUN 8 1969	
FBI - PHILADELPHIA	

lin

b6
b7C

SAC (105-16331) (P*)

6/30/69

SA CHARLES SILVERTHORN

[redacted] Aka
IS - R (CORRESPONDENT)
OO: New York

b6
b7C

Re Philadelphia letter, 4/25/69.

Re Philadelphia letter set forth that [redacted]
[redacted] Curtis Publishing Company, had
been interviewed by SA CHARLES SILVERTHORN and had advised
that Curtis Publishing Company did a promotional type pro-
gram for the Soviet Embassy, specifically mailing 300
pieces of advertisement requesting subscribers for the pub-
lication "Soviet Life."

b6
b7C

As a result, Curtis Publishing Company had been
asked to register under the Foreign Agents Registration Act
of 1938.

[redacted] is supposed to advise this office of any
future contacts with the Soviets, including the subject.
As yet he has not voluntarily contacted this office.

b6
b7C

This case will be placed in a pending-inactive
status until such time as we hear that Curtis Publishing
Company has registered as requested and until such time as
[redacted] voluntarily recontacts this office regarding recent
contacts that he has had with the Soviets. It is felt that
we should not interview [redacted] again until such time as we
know that Curtis Publishing Company has complied with the
request of the Justice Department to register.

b6
b7C

1 - 105-16331

1 - 97-307 (CURTIS PUBLISHING COMPANY)

CS
(2)



97-307-116

SEARCHED	INDEXED
SERIALIZED	FILED
JUN 30 1969	
FBI - PHILADELPHIA	

[Signature]

SAC, 105-16331

12/24/69

SA CHARLES SILVERTHORN

CURTIS PUBLISHING COMPANY,
PHILADELPHIA, PA.
REGISTRATION ACT - USSR
(OO:PH)

-C-

[redacted] aka
IS - R
(CORRESPONDENT)
(OO:NY)

-RUC-

Re Philadelphia letter, 4/25/69; and memo of
SA CHARLES SILVERTHORN, 6/30/69.

Referenced Philadelphia communication set forth
that [redacted] Curtis Publishing
Company, had been interviewed by SA CHARLES SILVERTHORN
and had advised that Curtis Publishing Company did a
promotional-type program for the Soviet Embassy, specifi-
cally mailing 300 pieces of advertisement requesting sub-
scribers for the publication, "Soviet Life".

As a result, Curtis Publishing Company had been
asked to register under the Foreign Agents Registration
Act of 1938.

[redacted] was requested to advise this office of
any future contacts with the Soviets and up until 6/30/69,
he had not voluntarily contacted this office.

The case was placed in a pending inactive status
until such time as we heard that Curtis Publishing Company
had registered as requested or until such time as [redacted]
voluntarily recontacted this office regarding any recent
contacts he has had with Soviet officials. It was felt that
we should not interview [redacted] again until such time as we
know that Curtis Publishing Company has complied with the

1 - 105-16331
1 - 97-307

CS
(2)



[Handwritten signature]

SEARCHED	INDEXED
SERIALIZED	FILED
DEC 24 1969	
FBI - PHILADELPHIA	

[Handwritten signature]

b6
b7C

b6
b7C

b6
b7C

b6
b7C

PH 105-16331

request of the Justice Department to register or until [redacted] voluntarily recontacted the office.

b6
b7C

Attempts were made to recontact [redacted] on 12/15/69, and it was determined that he is no longer at the Curtis Publishing Company as a result of their recently-publicized reorganization.

In view of this development, it is suggested that the matter on Curtis Publishing Company be closed, and the case on the Soviet [redacted] be RUC'd to New York. It is not believed necessary to notify New York on this development inasmuch as they can be notified in the event that they ever ask that [redacted] be recontacted.

b6
b7C

FBI FILE: 139-HQ-1717

CURTIS PUBLISHING COMPANY

TELETYPE

U=NZAA

PM CST JCM

OFFICE OF

ENCLOSURE
* Unauthorized Publication or use of copyrighted material
Rose to Robert Brown's "Building the National Front - First Steps"
3/23/63
36 MAR 26 1963
MR. BELMONT FOR THE DIRECTOR
"First Steps"

and 3-25-44-21

REC'D - ROSEN
FBI
MAR 20 10 04 AM '63
RECEIVED-TOLSON
FBI

RECEIVED-DIRECTOR
B. I.
MAR 21 10 15 AM '63
MAR 20 8 37 AM '63

RECEIVED
MAR 20 3 42 PM '63
GENERAL INVESTIGATIVE
DIVISION
MAR 21 3 42 PM '63
REC'D BELMONT
F.B.I.
U.S. DEPT. OF JUSTICE

MAR 20 8 27 AM '63
REC'D BELMONT
F.B.I.
U.S. DEPT. OF JUSTICE

RECEIVED-EVANS
MAR 20 11 08 AM '63
FBI
U.S. DEPT. OF JUSTICE

RECEIVED
MAR 20 11 29 AM '63
F.B.I.
U.S. DEPT. OF JUSTICE

REC'D DE LOACH
FBI
MAR 21 9 58 AM '63

REC'D CIV RIGHTS
FBI
MAR 21 9 58 AM '63

BEGIN PAGE ONEXXX TWO

CURTISS PUBLISHING COMPANY WAS CONCERNED, VENUE COULD LIE, IN HIS OPINION, IN ANY STATE IN WHICH THAT COMPANY DID BUSINESS. WEAVER STATED THAT HE WAS INITIATING THE ACTION IN ALABAMA IN VIEW OF THE FACT THAT HE HAD RECEIVED COMPLAINT FROM THE LAW FIRM OF PRITCHARD AND MC CALL, WHICH REPRESENTS PAUL BRYANT IN A LIBEL SUIT AGAINST THE SATURDAY EVENING POST.

MR. WEAVER-S ATTENTION WAS BROUGHT TO THE FACT THAT THERE IS CONSIDERABLE EMOTION IN THE AIR AT THIS TIME AND RUMORS ARE BEING PRINTED IN THE DAILY PAPERS AND BROADCASTS AND A NUMBER OF INVESTIGATIONS ARE PRESENTLY IN EFFECT, INCLUDING ONE BY THE SOUTHEASTERN CONFERENCE, AND ONE, ACCORDING TO THE NEWSPAPERS, BY A SENATE COMMITTEE, AS WELL AS THE STATE OF GEORGIA. WEAVER STATED HE TOOK THE POSITION THAT THIS MAY BE TRUE, BUT NO ONE IS ACTUALLY CONDUCTING AN INVESTIGATION OF THE UPUC STATUTE AND HE FELT THAT SUCH AN INVESTIGATION SHOULD BE MADE.

IT IS SUGGESTED THAT THE BUREAU TAKE THIS UP WITH THE DEPARTMENT AS IT IS NOT CONSIDERED FEASIBLE TO INJECT THE FBI INTO THIS MATTER AT THIS TIME, AND IF WE DO CONDUCT SOME INVESTIGATION IT WOULD BE TO OUR BEST INTERESTS TO LET THE PUBLICITY DIE DOWN

END PAGE TWO

BEGIN PAGE THREE

SOMEWHAT PRIOR TO THE TIME ANY INVESTIGATION IS CONDUCTED. BUREAU MAY DESIRE TO POINT OUT THAT IF WE CONDUCT INQUIRIES IN THE MATTER AT THIS TIME, AGENTS MIGHT POSSIBLY BE SUBPOENAED IN CIVIL ACTION IN CONNECTION WITH BRYANT-S CURRENT SUIT IN U. S. DISTRICT COURT, BIRMINGHAM, AGAINST THE SATURDAY EVENING POST AND THE CURTISS PUBLISHING COMPANY. WEAVER IS VERY FRIENDLY TO THE FBI.

NO ACTION IS CONTEMPLATED BY THE BIRMINGHAM OFFICE PENDING RECEIPT OF SPECIFIC INSTRUCTIONS AS TO THE DESIRES OF THE BUREAU.

AT FOUR TWENTY P.M. CST I RECEIVED A PHONE CALL FROM GEORGE BIGGERS, III, WHO COVERS THE FEDERAL BEAT FOR THE "THE BIRMINGHAM NEWS," AND HE SAID THAT U. S. ATTORNEY MACON WEAVER INFORMED HIM HE HAD REQUESTED THE FBI TO CONDUCT AN INVESTIGATION. I TOLD MR. BIGGERS, WHO IS VERY FRIENDLY TO THIS OFFICE, THAT I HAD NO COMMENT TO MAKE ON THE MATTER AT THIS TIME.

END AND ACK

WA 7-5 0 PM OK FBI WA WS

AT 7-50 PM EST OK FBI AT LG

DISCKQKT

CC-MR. ROSEN

SPECIAL INVESTIGATIVE DIVISION

March 20, 1963

ALZ
FR

This concerns possible unauthorized publication or disclosure of telephone conversation between Wallace Butts, former athletic director, University of Georgia, and Paul "Bear" Bryant football coach, University of Alabama. Conversation was overheard through alleged telephonic quirk by George Burnett who has subsequently sold contents of conversation "The Saturday Evening Post."

While no violation of Unauthorized Publication and Use of Communication evident facts will be discussed with Department today for its opinion this matter.

Do so promptly.
K D

ENCLOSURE

139-1717-1

Memorandum

TO : Director, Federal Bureau of Investigation

DATE: March 21 1963

HJM:JWB:ik
82-1-NEWFROM : Herbert J. Miller, Jr., Assistant Attorney General
Criminal DivisionSUBJECT: CURTIS PUBLISHING COMPANY
GEORGE BURNETT
UNAUTHORIZED PUBLICATION OR USE OF COMMUNICATION

This is in response to your memorandum dated March 20, 1963.

No further investigation is desired at this time.

MAR 28 1963

REC-7
MCT-8 / 37 - 1442-2

13 MAR 21 1963

FBI FILE: 62-HQ-45750

CURTIS PUBLISHING COMPANY

FEDERAL BUREAU OF INVESTIGATION
FOI/PA
DELETED PAGE INFORMATION SHEET
FOI/PA# 1219309-0

Total Deleted Page(s) = 13

Page 135 ~ b6; b7C;

Page 136 ~ b6; b7C;

Page 139 ~ Duplicate - 97-307 ser 4 20-27, 29, 31&32;

Page 140 ~ Duplicate - 97-307 ser 4 20-27, 29, 31&32;

Page 141 ~ Duplicate - 97-307 ser 4 20-27, 29, 31&32;

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Page 149 ~ Duplicate - 97-307 ser 4 20-27, 29, 31&32;

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LCS:LGB

August 22, 1936.

RECORDED

62-45750-1
Mr. F. F. Robinson,
Manager,
Prize Merchandise,
Curtis Publishing Company,
Independence Square,
Philadelphia, Pennsylvania.

Dear Mr. Robinson:

I beg to acknowledge receipt of your letter of August 17, 1936, and to advise you that you are correct in the assumption that the Federal Bureau of Investigation maintains a civil fingerprint file which is kept separate from the criminal records. The records for this file are contributed voluntarily by citizens who desire to file their impressions for their own protection.

It is the practice of the Federal Bureau of Investigation to supply to interested law enforcement agencies, individuals or organizations, not engaged upon the project as a commercial venture, with special civil cards to be used by individuals desiring to record their impressions for this file. I would be very glad to furnish you with a requisite supply of these cards for the purpose indicated and, of course, would have absolutely no objection to your effecting distribution of these cards along the general lines contained in your communication cited.

In connection with the foregoing, I am attaching, for your information, copies of the pamphlets entitled "How to Take Fingerprints" and "FBI Civil Identification" which refer to the Bureau's civil fingerprinting project.

In connection with this matter, I would like to offer for your consideration the suggestion that when these boys have their fingerprints recorded they consult their local law enforcement agency to secure the assistance of a fingerprint expert to take the prints most legibly. It has been the experience of the Federal Bureau of Investigation that unless this procedure is followed some difficulty may be encountered in the classification of the fingerprints for filing purposes.

It is assumed that any of the fingerprint records taken by the boys connected with your organization will be routed to you and referred by you to this Bureau for its files.

With my best wishes for success in your current undertaking, I am

Sincerely yours,

John Edgar Hoover,
Director.

Enclosure #371626

CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE PHILADELPHIA, PA., U.S.A.
✓ THE SATURDAY EVENING POST
✓ LADIES HOME JOURNAL
✓ COUNTRY GENTLEMAN

August 17, 1936

Mr. J. Edgar Hoover
Director Federal Bureau of Investigation
Department of Justice
Washington, D. C.

Dear Mr. Hoover:

I understand that the Federal Bureau of Investigation maintains a civil file of finger prints which is kept separate from the file containing the finger prints of criminals, and that you are anxious to build up this civilian finger print file.

As you may know, we have many thousands of boys up to the age of about sixteen years selling our publications throughout the country. Many of these boys are enrolled in our League of Curtis Salesmen, an honor organization to which a boy gains membership and advances by meeting certain requirements as to school, health, personal habits and sales of the publications. In many cities there are also local organizations of our boys which are fostered and supervised by our various city managers.

see index
I have been advised that you have special finger print cards to be used by any civilians who wish to have their finger prints placed in the civilian file. I am sure that many of our boys would get a real thrill out of sending their finger prints to the F. B. I. Consequently, I would like to have your reaction to the plan of having any of our boys who wish to do so secure the proper finger print cards and sending their prints to your Bureau.

see index
If you approve of this plan, what would be the proper procedure? Would it be possible for us to secure a supply of the finger print cards to forward to any of our managers or boys who wish to use them? This procedure would relieve your Bureau of the necessity of sending out a large number of individual shipments of the cards, and would also fit into our clerical operations very nicely.

RECORDED
&
INDEXED.

62-45750-1

McK-
FH

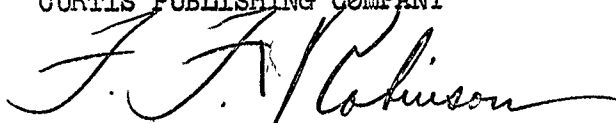
J.E.Hoover

-2-

I will appreciate having any information regarding this plan if you care to send.

Sincerely yours

CURTIS PUBLISHING COMPANY

A handwritten signature in cursive script, appearing to read "F. F. Robinson".

Manager

Prize Merchandise

FFR:BHL

LCS:LBS

62-45750 - 2

RECORDED

September 11, 1936.

Mr. F. P. Robinson,
Manager, Prize Merchandise,
Curtis Publishing Company,
Independence Square,
Philadelphia, Pennsylvania.

Dear Mr. Robinson:

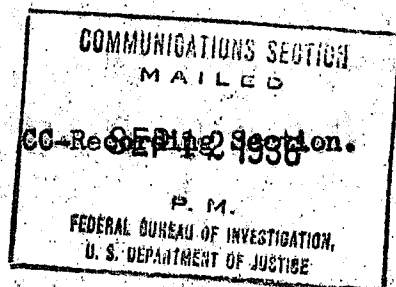
Receipt is acknowledged of your letter of September 8, 1936, with reference to your plan to have your sales boys forward their fingerprints to the Federal Bureau of Investigation. In compliance with your request I am glad to inform you that I have caused 1,000 personal identification fingerprint cards to be forwarded to you under separate cover, marked for your personal attention.

With further reference to your letter, please be informed that the Bureau has suggested that these fingerprints be routed to the Bureau through your headquarters in Philadelphia because of the fact that this action will probably be helpful in enabling you to appraise the progress effected in this project, and furthermore it may be of assistance to you in knowing whether any groups of boys are taking fingerprints not susceptible of proper classification.

The Bureau, of course, will be glad to receive these fingerprints directly from the boys or through your headquarters, in whichever manner you may elect.

Sincerely yours,

John Edgar Hoover,
Director.



CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE PHILADELPHIA, PA., U.S.A.

THE SATURDAY EVENING POST
LADIES' HOME JOURNAL
COUNTRY GENTLEMAN

September 8, 1936

Mr. John Edgar Hoover, Director
Federal Bureau of Investigation
U. S. Department of Justice
Washington, D. C.

Dear Mr. Hoover:

Thank you for your letter of August 22 in which you stated that you approved of my plan of having our sales boys send their finger prints to the Federal Bureau of Investigation. I have very carefully read the material which you sent with your letter, and I wish to go ahead with the plan.

You advised me that you would be glad to furnish us with a supply of the necessary finger print cards for the civil fingerprint file. I believe we will need about 1000 to begin with, so I will appreciate it if you will send these marked for my personal attention.

In the next-to-the-last paragraph of your letter you said you assumed that any of the finger print records taken by our boys would be routed to us and then referred to you from our office here in Philadelphia. It seems to me that it would be more practical to have the finger prints sent directly to you by the field managers in charge of our boys. However, you may have very definite reasons for wanting it handled in the way you suggested. I would like to have further advice on this part of the operation.

Very truly yours

CURTIS PUBLISHING COMPANY

J. F. Robinson

Manager
Prize Merchandise

FFR:BHL

Aug 9-11-36

RECORDED
&
INDEXED

62-45750-2

SEP 15 1936

IDENTIFICATION

LCS:DMR

November 5, 1936.

#62-45750-3

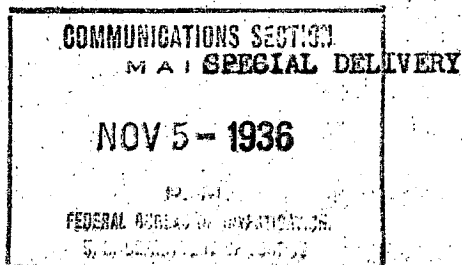
Mr. F. F. Robinson,
Manager, Prize Merchandise,
Curtis Publishing Company,
Independence Square,
Philadelphia, Pennsylvania.

Dear Mr. Robinson:

In compliance with the request contained in your communication of October 29, 1936, I am forwarding to you today, under separate cover, ten thousand additional non-criminal fingerprint cards for the use of the boy salesmen in transmitting their finger impressions to the Identification Division of this Bureau for retention in the Civil Identification Section.

Sincerely yours,

John Edgar Hoover,
Director.



CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE PHILADELPHIA, PA. U.S.A.

THE SATURDAY EVENING POST
LADIES HOME JOURNAL
COUNTRY GENTLEMAN

Mr. Nathan
Mr. Tolson
Mr. Baughman
Mr. Clegg
Mr. Coffey
Mr. Dawsey
Mr. Egan
Mr. Foxworth
Mr. Glavin
Mr. Harbo
Mr. Joseph
Mr. Lester
Mr. Nichols
Mr. Quinn
Mr. Tamm
Mr. Tracy

October 29, 1936.

Mr. J. E. Hoover, Director
Bureau of Federal Investigation
Department of Justice
Washington, D. C.

Dear Mr. Hoover:

You will be interested in knowing that our plans of having our sales boys send their fingerprints to you is developing very nicely. Most of our Field Managers are very enthusiastic about the idea.

We have sent out all the Government fingerprint cards which you sent and need a large additional supply. Will you please send us 10,000 at once?

Since the enthusiasm for the plan is mounting daily, I would appreciate it if these 10,000 civilian fingerprint cards are sent to me with no delay.

Very truly yours

CURTIS PUBLISHING COMPANY

Manager
Prizo Merchandise

FFR:HRM

RECORDED
&
INDEXED

NOV 1 0 1936

62-45750-3
FEDERAL BUREAU OF INVESTIGATION
OCT 30 1936
U. S. DEPARTMENT OF JUSTICE
NATHAN
IDENT UNIT
RES. DIV.
FILE

WJM:PS:AMP.

November 20, 1936.

RECORDED

62-45750. - 4

Mr. F. F. Robinson,
Manager Prize Merchandise,
Curtis Publishing Company,
Independence Square,
Philadelphia, Pennsylvania.

Dear Mr. Robinson:

This will acknowledge receipt of your letter dated November 11, 1936, wherein you acknowledge receipt of 10,000 non-criminal fingerprint cards which were recently forwarded to you by the Federal Bureau of Investigation. It is noted you advise that your plans for having your young boys send their finger impressions to this Bureau, under the sponsorship of your field men, have been working out well.

I note in the prize book which you enclosed with your communication that, on page 10, various "G-Men" prizes are listed therein. In this connection, you state that this wholesome interest in the activities of this Bureau would be furthered if your organization offered to send every boy who ordered a fingerprint set one of the personal identification fingerprint cards so that the same may be filled out and returned to the Identification Division of this Bureau, should the boy so desire. You further state you believe it would be desirable to include in the prize book instructions regarding the use of fingerprint cards so that the boys would be careful in completing the same. These instructions could be in the form of additional copy, regarding the fingerprint sets, or a message directly from me, as Director of the Federal Bureau of Investigation, to the boys.

While I am glad to note the interest being manifested in this project by your boys, I am not in a position because of departmental policy, to prepare a message as Director of the Federal Bureau of Investigation for the boys to be conveyed to them and, of course, I could not approve the inclusion in the fingerprint sets of any statement which could be interpreted as indicating that this Bureau has any interest in this project. The Bureau, of course, would have no objection to the transmittal of a blank fingerprint card to each of the boys for the purpose of taking his fingerprints, in compliance with specific requests therefor, but not as an element in the awarding of prizes.

Sincerely yours,

John Edgar Hoover,
Director.

NOV 24 1936

DE-INDEXED

DATE: 12/2/59

30

CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE PHILADELPHIA, PA., U.S.A.

THE SATURDAY EVENING POST
LADIES' HOME JOURNAL
COUNTRY GENTLEMAN

✓
November 11, 1936

Mr. John Edgar Hoover
Director Federal Bureau of Investigation
U. S. Department of Justice
Washington, D. C.

Dear Mr. Hoover:

We received the ten thousand non-criminal fingerprint cards which I requested in my letter of October 29, and I thank you for the very prompt attention given to my request.

Our plan of having our boys send their fingerprints to your bureau under the sponsorship of our field men has been working so well that I have been considering the extension of the plan, provided, of course, you approve.

As you may know, our boy salesmen deliver copies of our publications to regular customers. For this work, they receive regular commissions on their sales and prize vouchers which we call "Greenies" and "Brownies" which are redeemable for some four hundred prizes listed in our Prize Book. We publish two Prize Books a year -- one on March 1 and the other on September 1. I am beginning work on the Spring-Summer 1937 Prize Book which will be released on March 1, 1937. A copy of our Fall-Winter 1936-1937 Prize Book is enclosed.

You will note that on page 10 of the Prize Book enclosed we are listing various "G-Men" prizes, including a number of fingerprint sets. We are purchasing these fingerprints sets from the New York Toy and Game Company of New York, who, I understand, supply your bureau with many of your fingerprinting supplies.

Our increasing number of orders for the "G-Men" prizes, especially the fingerprint sets, indicates that our boys are extremely interested in the activities of you and your men. It is my conviction that

62-45750-4

NOV 11 1936

DEC 11 1936

this is a very healthy condition, since the boys are taking the law enforcement agencies instead of the criminal elements as their models. To further this interest in the activities of the F. B. I., I believe it would be a good plan to offer to send every boy who orders a fingerprint set one of the Personal Identification fingerprint cards, so he may fill it out and return it to you if he so desires.

If you approve of this plan, I believe it would be wise to include in the Prize Book a few instructions regarding the use of these fingerprint cards, so they will be of some real use to your bureau when they are received. My thought is that this copy would instruct the boys to be very careful in completing the cards and might even suggest that they secure the co-operation of their local Police Departments, as you outlined in one of your letters to me. These instructions could be in the form of additional copy regarding the fingerprint sets, or a message from you to the boys. Naturally, I would be very happy to submit the copy to you for approval, or to have you prepare it yourself if you so desire.

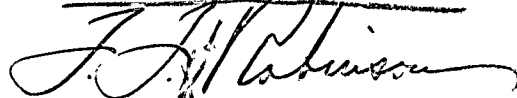
Frankly, Mr. Hoover, I have rather hesitated about writing to you in this connection for fear you would give an incorrect interpretation to my purpose. I assume you receive many requests for personal endorsements of various projects which are the result of selfish interests, but I assure you that such is not the case in the plan I have outlined above. The number of vouchers our boys receive, and consequently the number of prize awards we make, depends entirely upon the sales our boys make. As a rule, we are not especially interested in what prizes a boy selects; if he does not send his vouchers for one prize, he will send them in for another.

In this particular instance, I am very much interested in the plan I have outlined as I believe it would serve two very good purposes: it would provide a means for the boys to file their fingerprints with your bureau and it would also arouse more interest in law enforcement and the very efficient work which you and your bureau have been doing in this connection.

May I hear from you?

Sincerely yours,

CURTIS PUBLISHING COMPANY



Manager Prize Merchandise

FEDERAL BUREAU OF INVESTIGATION

Date 11/20/36

1936

TO: _____ Director

XXXXXXXX Mr. Tolson

_____ Mr. Clegg

_____ Mr. Egan

_____ Mr. Tamm

_____ Mr. Quinn

_____ Miss Gandy

_____ Mr. Tracy

_____ Mr. Glavin

_____ Mr. Joseph

_____ Mr. Renneberger

_____ Mr. Donegan

_____ Files Section

_____ Personnel Files

Mr. Nathan

Mr. Tolson

Mr. Baughman

Mr. Clegg

Mr. Coffey

Mr. Dawsey

Mr. Egan

Mr. Foxworth

Mr. Glavin

Mr. Harbo

Mr. Joseph

Mr. Lester

Mr. Nichols

Mr. Quinn

Mr. Schilder

Mr. Tamm

Mr. Tracy

Miss Gandy

M

Secretary

Correct

Re-write

Re-date

See me

Send file

Note and return

Mr. Schilder

Mr. Coffey

Mr. McNulty

Mr. Whelan

Mr. Harbo

Miss Power

Recording

Posting

Card Index

Technical

Assembly

Mrs. Hammack

Single Fingerprint

Typing

Rewritten per our talk. I have instructed that any letters containing references to messages of the Director be referred first to his office.

ALL INFORMATION CONTAINED

HEREIN IS UNCLASSIFIED

DATE 03-20-2014 BY ADG/J72J82T32

HAROLD NATHAN,

7643

BUREAU OF INVESTIGATION

5744 11/24

1936.

To: _____ Director
_____ Mr. Nathan
_____ Mr. Clegg
_____ Mr. Tamm
_____ Mr. Egan
_____ Mr. Quinn
_____ Mr. Glavin
✓ _____ Miss Gandy
_____ Mr. Tracy
_____ Mr. Schilder
_____ Mr. Renneberger
_____ Mr. Joseph
_____ Personnel Files Section
_____ Files Section
_____ Communications Section
_____ Miss Sheaffer

See Me

For Appropriate Action

Send File

Note and Return

Clyde Tolson



now it's
EASY
to
earn
a
bike!
(see page 22)

FALL-WINTER 1936-1937

BOOK OF PRIZES

CURTIS PUBLISHING COMPANY

DEPENDENCE SQUARE, PHILADELPHIA, PENNA.

45750-4

B-36

116 New Prizes!

Scattered Through This BOOK OF PRIZES

Prizes Listed but not Illustrated

You may continue to order the following prizes, even though they are not illustrated; for complete descriptions and illustrations see the Spring-Summer, 1936 BOOK OF PRIZES. Any prizes which are not listed anywhere in this book have been discontinued and should not be ordered.

Prize No.	Name of Prize	Voucher Value	Prize No.	Name of Prize	Voucher Value
BASEBALL EQUIPMENT			GOLF EQUIPMENT		
1523	"Mickey" Cochrane Catcher's Mitt.	95	1535	"Berwyck" Mid-Iron (No. 2)	60
1526	"Mickey" Cochrane Catcher's Mask	120	1536	"Berwyck" Mashie (No. 5)	60
1530	"Mickey" Cochrane League Baseball	23	1537	"Berwyck" Niblic (No. 9)	60
1529	"Mickey" Cochrane Leg Guards . .	145	1538	"Berwyck" Putter	60
1527	"Mickey" Cochrane Body Protector	85	1534	"Berwyck" Brassie.	65
1522	Jimmie Foxx Baseman's Mitt . . .	75	1540	"Birdie" Golf Ball.	8
250	Official American League Baseball .	40	1533	Golf Bag.	65
1195	Baseball Cap.	6	SWIMMING EQUIPMENT		
1570	"Famous Sluggers of the 1935 Season" Booklet	1	1223	Wikies Bathing Trunks	90
968	"Babe" Ruth Junior Louisville Slugger Bat	23	1004	Bathing Cap.	5
254	Louisville Bat	35	FISHING EQUIPMENT		
1539	"Dizzy" Dean Fielder's Glove . . .	80	846	Remington Fish Knife.	16
1343	Rubber Catcher's Protector	26	284A	Silkworm Gut Leader	2
1521	George Earnshaw Fielder's Glove. .	40	284B	B. B. Shot Weights.	1
1520	John Burnett Fielder's Glove. . . .	65	1198	Montague Salt Water Reel	55
1531	Official Soft Ball Bat.	19	1197	Fresh Water Reel	28
1525	Official Soft Ball.	30	284C	Six Snelled Hooks (No. 3)	5
1524	Outseam Playground Ball	12	1204	Split Bamboo Casting Rod	65
1532	Soft Ball Glove	55	1172	Boat Rod	65
1528	"Sprint Model" Baseball Shoes. . .	90	281	Steel Fishing Rod	30
TENNIS EQUIPMENT			284D	Six Carlisle Snelled Hooks—size 4/0.	5
1155	Wright & Ditson "All American" Tennis Racket.	140	283	Athlone Fishing Line	2
266A	"Park" Tennis Racket.	75	283A	50 Yards Salt Water Line	6
1203	"Keds" Tennis Shoes	35	281A	Bamboo Rod	35
976	Tennis Racket Cover.	10	MISCELLANEOUS		
265	Tennis Ball	12	364	Official Boy Scout Whistle	9
			1508	Hammock.	65
			1512	Wall Tent	350

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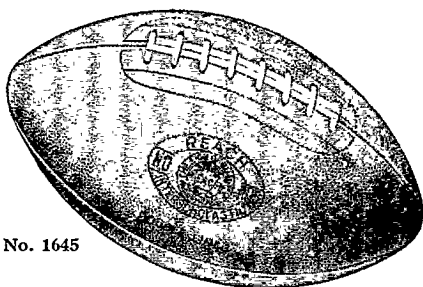
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CONDITIONS OF ISSUANCE AND EXCHANGE OF VOUCHERS

EACH Prize Voucher of Curtis Publishing Company is issued subject to the following conditions, by which the persons accepting the Prize Vouchers agree to be bound:

- The Company reserves the following rights:
 - To withdraw, without notice, any or all the Prizes herein listed or otherwise advertised.
 - To discontinue the issuance of, and refuse to accept, any Prize Vouchers in the event that any law or ordinance be passed prohibiting or affecting the exchange or imposing conditions that the Company considers burdensome.
 - To impose, without notice, such requirements for exchange as they may consider proper or necessary to comply with any law or ordinance now in effect or which may hereafter be enacted.
 - To place any mark upon, take up, cancel, or refuse to accept any Prize Vouchers presented by anyone who fails to satisfy any of our authorized representatives that he is a bona fide Curtis Boy Salesman entitled to exchange privileges.
 - To substitute for any Prize described herein or elsewhere advertised another article of similar character and value, should such substitution be considered advisable to maintain our service to our Boy Salesmen or to improve the quality of the article; or for any reason.
 - To increase or lower the number of Vouchers herein or elsewhere advertised as exchangeable for any Prize, if purchasing conditions make such change advisable in the case of that Prize.
- The title and right to possession of all Curtis Vouchers are, and at all times remain, with the Company.
- The only right that any person has or can obtain in or through Curtis Prize Vouchers is to exchange them for Prizes upon satisfying us that he is a bona fide Curtis Boy Salesman, entitled to the exchange privilege.
 - A Curtis Boy Salesman is a schoolboy delivering copies of the Curtis Publications to regular customers, at retail, at the time he sends us his Vouchers for redemption.
 - The Vouchers that a Curtis Boy Salesman sends in must be Vouchers he has earned by his own personal sales. All copies must be sold and paid for by the boy, to entitle him to Vouchers.
- We reserve these rights:
 - To limit at any time for any reason, the number (if any) of Vouchers that we will exchange as well as to limit the number of Prizes (if any) which we will distribute to any one person; and
 - To discontinue at will the issuance of Vouchers to, or redemption by, any Curtis Boy Salesman who does not sell all three publications in such numbers as may be designated by us from time to time.

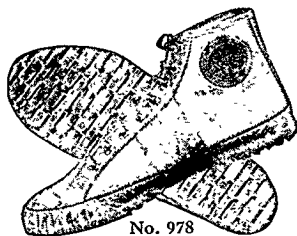
CURTIS PUBLISHING COMPANY
Independence Square, Philadelphia, Pa.



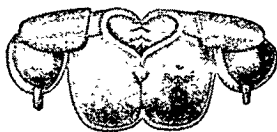
No. 1645



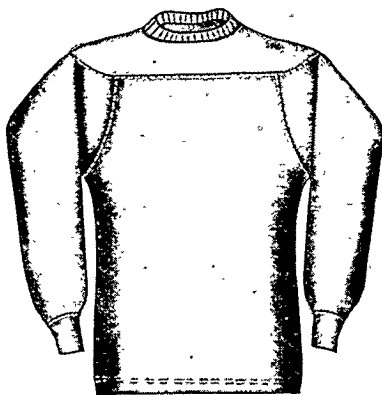
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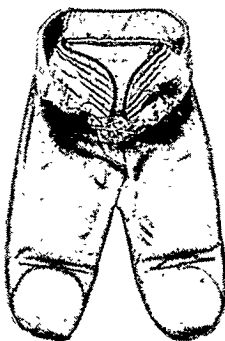
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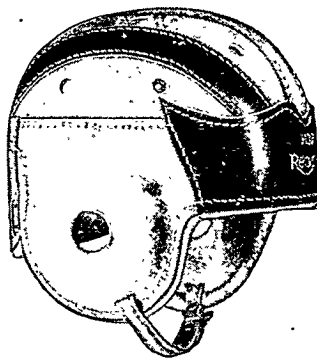
No. 262



No. 1646



No. 694



No. 261

No. 1645. Regulation Football—80 Brownies. This Reach football is made of tough, top-grain cowhide and is double lined. Valve model; regulation size and weight. The double fabric lining and heavy seamless rubber bladder insure long service. Fitted with rubber valve and laced, ready for inflation.

No. 1417. Regulation Football—45 Brownies. A sturdy regulation-size football of genuine cowhide which will give you lots of service. Valve-type bladder and double lining. Comes laced, ready for inflation.

No. 978. Keds—30 Brownies. These rugged shoes made by the U. S. Rubber Company are good for any sport, indoors or out. Heavy tread, broad toe and reinforced construction. Made of brown duck with brown trim. Arch-supporting stays, shock-absorbing insoles and pull-proof eyelets. Sizes—boys' 2½ to 6; youths' 11 to 2; men's 6½ to 12. Be sure to order correct size.

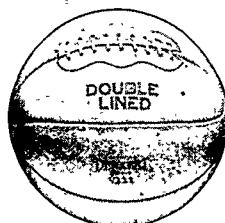
No. 262. Shoulder Pads—60 Brownies. With these dandy shoulder pads you won't need to worry about injuries in the hardest game! Made of heavy tan leather, well padded with white Kapok felt, molded fiber shoulder pads and clippers. Laced front and closed back. Shoulder caps also padded with white Kapok felt; elastic arm bands.

No. 1646. Football Jersey—27 Brownies. Out for the team? This football jersey is a bargain! Made of selected cotton, the sleeves are padded and there is an extra shoulder insert which is flexible so that it will fit all shoulder pads. Comes in either all navy blue or navy blue and white combination. Sizes from 28 to 46.

No. 694. Football Pants—85 Brownies. These pants will give you real protection! Made of 8-ounce tan duck, reinforced with fiber thigh guards and leather-covered felt hip pads. When ordering give waist measurement over jersey.

No. 261. Football Helmet—75 Brownies. With this streamlined helmet you can carry the ball through the line with perfect safety! Exceptionally well built with tan leather crown, sides and back. Two black and one tan crown straps; black leather winged forehead piece. Well padded with thick white felt; web shock absorber. Elastic size adjustment between ears and back piece and adjustable elastic chin strap.

No. 1647. Regulation Basketball—100 Brownies. Official-size basketball made of top-grain cowhide side leather, double lined and sewed with waxed linen thread. Equipped with rubber valve bladder; comes completely laced, ready for inflation and play.



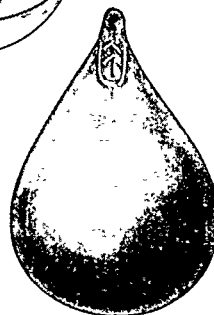
No. 1647

No. 1648. Outdoor Basketball—100 Brownies. Here's an all-purpose basketball built for outdoor games but which can also be used in the gym. Regulation size, made of velvet-finish split cowhide with welted seams. Double lined for strength and sewed with hot waxed linen thread. Equipped with rubber valve bladder; comes laced and ready for inflation and play.



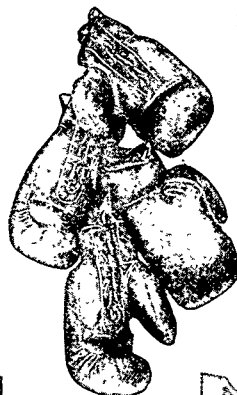
No. 1648

No. 1649. Striking Bag—65 Brownies. Full size, regulation pear-shaped, stem-type striking bag made of selected wine-colored sheepskin. Lined with highest-quality drill with double-stitched seams. Heavy rubber bladder; will stand hard usage.



No. 1649

No. 1650. Boxing Gloves—100 Brownies. Put up your guard! This set of four gloves is a peach! Made of selected wine-colored sheepskin with hair padding. Deep laced palms and strong seams. Weight, approximately 8 ounces.



No. 1650

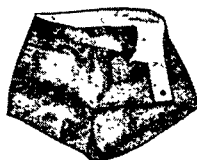
No. 241. Basketball Shirt—18 Brownies. This shirt of good-quality cotton yarn comes in navy blue color. Boys' sizes—6 to 16; men's 36 to 44. Give waist measurement when ordering.



No. 241

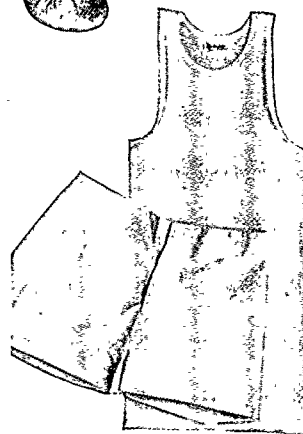
No. 656. Yale Shadow Ball—16 Brownies. This novel punching ball is lots of fun and improves your punch and timing.

No. 242. Basketball Pants—23 Brownies. These khaki-colored pants have comfortable hip pads. Strong leather belt and buckle. Sizes—boys' 8 to 16; men's 30 to 44.

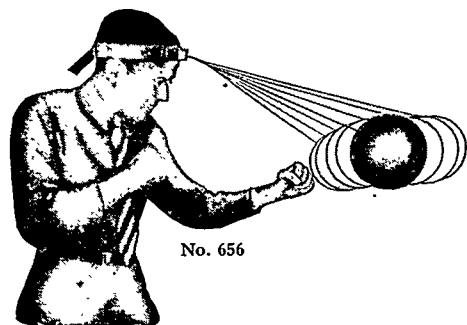


No. 242

No. 248. Gym Suit—30 Brownies. Complete white cotton gym outfit including shirt, pants and supporter. When ordering, give chest measurement for shirt and waist measurement for pants.



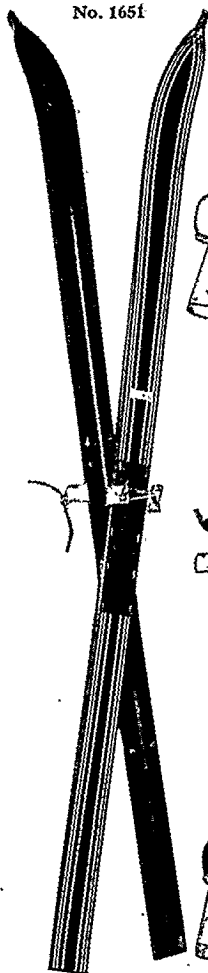
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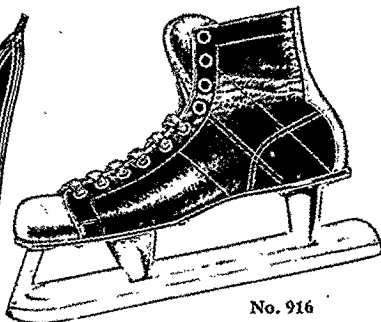
No. 656

BOOK OF PRIZES

No. 1651

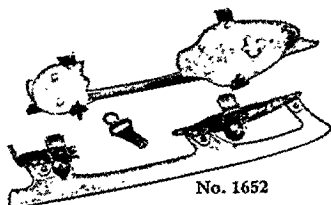


No. 1651. Skis—65 Brownies. These 6-foot skis are made from specially selected top-grain southern pine, correctly grooved and finished in dark walnut. Straps included.



No. 916

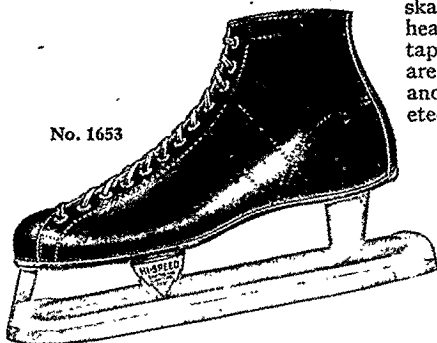
No. 916. Nestor Johnson Hockey Skates—Hard Toe Model—150 Brownies. The toe of this shoe will not break down! Good-quality leather, pull-proof eyelets and padded tongue. The skate runners are diamond-tested for hardness and will hold a good edge. A skate you'll be mighty proud to own. Get yours today! Give size when ordering.



No. 1652

No. 1652. Clamp Skates—40 Brownies. These skates are made by the Union Hardware Company, which assures you of good quality. The runners are made of a good-quality polished steel that will hold an edge. A real value in skates that will give you lots of service. Key included. Sizes—8 to 12.

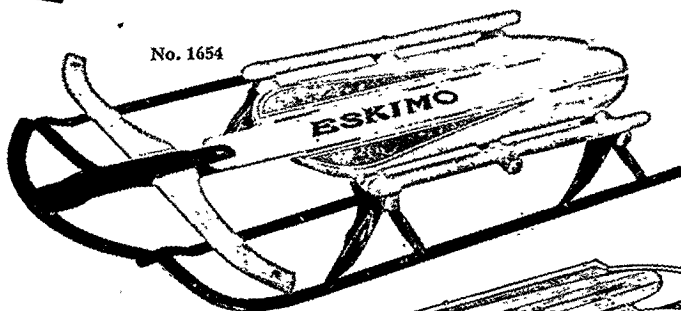
No. 1653



No. 1653. Nestor Johnson Hockey Skates—Soft Toe Model—120 Brownies. These keen skates are a supvalue! The sturdy shoe of heavy leather laces down to the toe, and has a tape ankle reinforcement inside. The runners are diamond-tested for hardness and will take and hold a real edge. Skates are securely riveted to the leather sole. Durable and speedy. Give size when ordering.

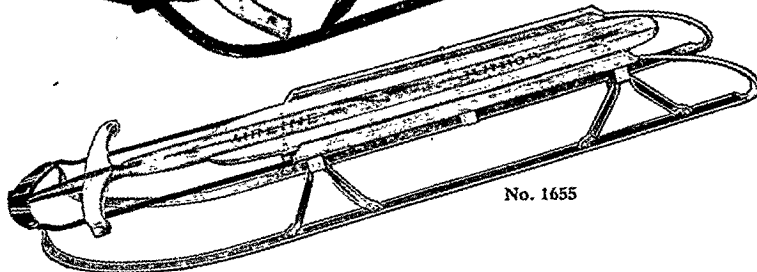
No. 1654. "Eskimo" Sled—60 Brownies. A fast, streamlined sled that will stand up under hard usage. Made of seasoned, clear-grained hardwood, with a varnished natural finish and red and black decorations. T-shaped grooved runners of best crucible steel with knees of heavy-gauge stamped steel. Length—36". Height—front, 7"; rear 5½".

No. 1654

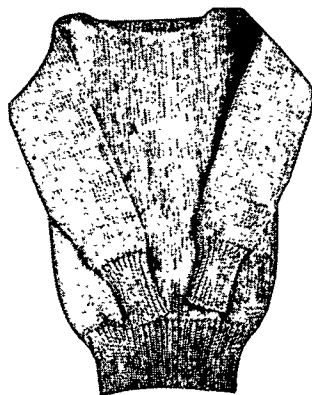


No. 1655. Flexible Flyer Airline Junior Sled—140 Brownies. The famous "Flexible Flyer" name stands for the very best in sleds. This streamlined model is 51" long, 12" wide, 6½" high in front and 5½" high in the rear. The runners are so flexible you can make the sharpest curves, and they are deeply grooved for safety and better control. The heavy patented bumper of strong steel gives additional safety. You'll have the fastest sled on the hill when you have the Airline Junior!

No. 1655



No. 445. Slip-Over Sweater—140 Brownies. Here's a sweater that's good for almost any time of the year. It's all wool, shake-knit and comes in a rich navy blue color. Hand finished, crew neck style. Boys' sizes—6 to 16 years; men's sizes—38 to 46 chest. Be sure to give correct size when ordering.



No. 445

No. 1656. Knit Cap—11 Brownies. This fine hockey cap will keep your head warm in the coldest weather. Just the thing for all kinds of winter sports and general wear. Double thickness; all wool. Dark blue color with white stripes and pompon.



No. 1656

No. 707. Sheepskin Naugatex Coat (Boys' sizes)—120 Brownies. This heavy sheepskin coat of black "Naugatex" will keep out the wind and cold on the bitterest day. Double-breasted style with heavy sheepskin lining, corduroy side and bottom facings, elastic wristlets and beaver collar. Made by U. S. Rubber Company. Boys' sizes 6 to 18.

No. 707A. Sheepskin Naugatex Coat (Men's sizes)—180 Brownies. This coat comes in men's sizes 34 to 46.

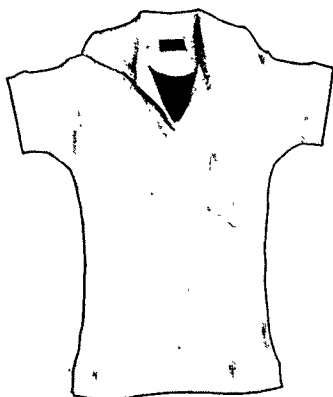
No. 1657. Polo Shirt—18 Brownies. This comfortable cotton polo shirt is good for general wear. The neck insert is of a different color from the rest of the shirt, giving an attractive color combination. Comes in blue with white neck, white with maize-yellow neck or maize yellow with white neck. Sizes—ages 10 to 18. Give size and color when ordering.

No. 585. Wool Auto Robe—95 Brownies. Paisley wool robe that has a variety of uses. Comes in assorted colors. Size 54" x 72"; weight, about 2½ lbs.



No. 707 and No. 707A

No. 1315. Melton Jacket—This comfortable garment is made of 32-ounce Melton material. It has a Talon zipper, separate facings, piped seams, belted bottom and adjustable waist and sleeve tabs. Comes in three-color plaid as illustrated or in a solid navy blue. State size and color wanted. Boys' sizes 6 to 18—95 Brownies. Men's sizes 34 to 46—115 Brownies.



No. 1657



No. 585



No. 1315

Boy Scout and

NOTICE!

Official Boy Scout Uniforms: Boy Scouts, Sea Scouts and Cub Scouts may use Vouchers to order any article of their Official Uniform equipment, except badges and insignia, from the Boy Scout Equipment Catalogue.

Official Equipment: Any boy may use Vouchers to order prizes from the Boy Scout Catalogue, except that only Scouts may order the Official Uniform.

The various Official Scout articles listed in this BOOK OF PRIZES may be ordered by any boy, whether he is a Scout or not.

How to Order from the Boy Scout Equipment Catalogue:

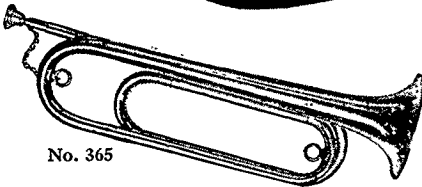
1. To determine the number of Brownies necessary for an article, divide the cost in the Scout Catalogue by three.
2. On your Prize Order Blank, show the name of the article, size or color if necessary, and the Scout Catalogue number.
3. If you are a Scout ordering the Official Uniform, give your Troop Number and address, latest registration card number and date of your registration card in the spaces provided on the Prize Order Blank.



No. 1214

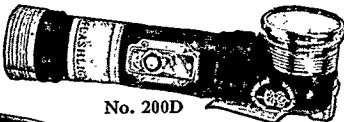
No. 1214. Buster Brown Official Scout Shoes—130 Brownies. Black only. Boys' sizes 3 to 6. Men's 6½ to 9. Width D. They're good-looking and comfortable—and they wear like iron!

No. 365. Rexcraft Official Scout Bugle—90 Brownies. Made of solid brass. Gives a clear, bell-like tone.



No. 365

No. 200D. Eveready Official Scout Flashlight—35 Brownies. This Official Scout Flashlight is finished in khaki with a chromium trim and has a 400' range. Focusing lens and safety switch for signaling, as well as a belt clamp.



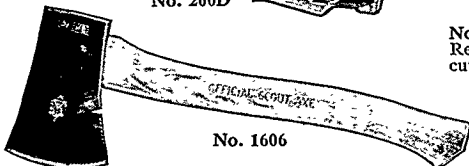
No. 200D

No. 1606. Official Plumb Scout Ax—40 Brownies. This scientifically balanced ax has a hardened and tempered head which will hold a good edge. The tough, springy hickory handle absorbs the vibrations of chopping. Handle can be retightened by a turn of the wedge screw in head. Fine leather sheath for carrying on belt included.

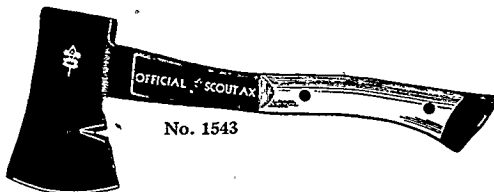
No. 1543. Bridgeport Official Scout Ax—40 Brownies. Steel head and handle with inlaid hickory grip. Highest-quality steel and good balance. Leather sheath for carrying on belt included.

No. 1330. Official First Aid Kit—23 Brownies. This Official Kit is packed in canvas case with belt loop. Size 5½" x 3½" x 1½". Contains everything necessary for first aid at home or in camp.

No. 343. Remington Official Scout Knife—35 Brownies. This Official Remington Knife has stag handle with inlaid Official Scout Emblem. Has cutting blade, can opener, screw driver, leather awl and bottle opener. Clip for carrying on belt.



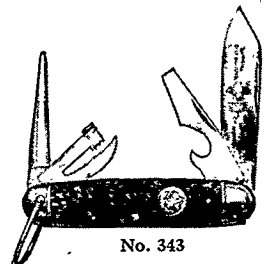
No. 1606



No. 1543



No. 1330



No. 343

camp equipment

No. 368. Official Scout Mess Kit—55 Brownies. This compact kit of Wearever aluminum nests in the heavy duck Khaki container for easy carrying. This set has enough pieces for an extended camping trip and is so compact that it is handy for short trips. The aluminum is heavy and durable.



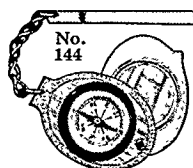
No. 368

No. 1025. Chow Kit—13 Brownies. This handy kit is no bigger than your hand when packed. Includes knife and fork; bottle opener at base of knife blade. Fine for short hikes when you're traveling light.



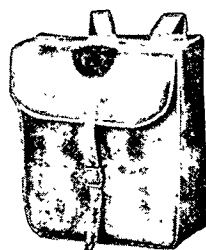
No. 1025

No. 144. Compass and Magnifying Glass—11 Brownies. A useful article at home or in the camp. Fasten the clasp on your belt.



No. 144

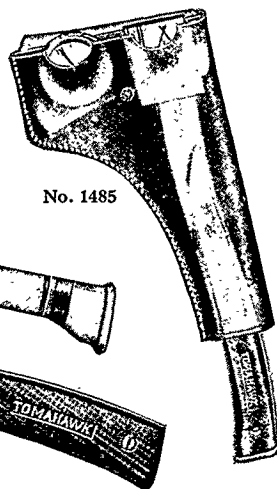
No. 1050. Official Boy Scout Hike Bag—45 Brownies. Slightly smaller than the Official Knapsack; just the thing when you want to travel light. Has two pockets. Size 15½" x 13". Made of heavy Khaki duck material, and bears the Official Emblem.



No. 1050

No. 1607. Sterno Cook Kit—11 Brownies. This is fine for your home, camp or summer cottage. Pry the lid off the canned heat, light it, put the heat intensifier in place and you're all ready to cook. Outfit includes saucepan with lid, stand, heat intensifier, extinguisher and one can of Sterno Canned Heat. When you've used the Canned Heat that comes with the set, you can purchase another can locally.

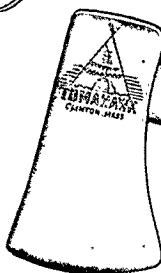
No. 1485. Tomahawk Ax Kit—100 Brownies. A complete camping outfit in one kit, including the well-known Tomahawk Ax, hunting knife, compass, matches and carrying holster. The ax has a tubular steel handle and is well-balanced. The hunting knife fits securely into the ax handle and is held in place by a spring button. It has a pearl handle and a 4½" blade. Both the ax and the knife have a chromium finish. The compass has an easy-to-read dial and a neat metal case. The matches are of the compact-book type. All four items fit into the strong leather holster which can be hung on your belt. The two illustrations show the separate pieces and also how they fit into the holster.



No. 1485

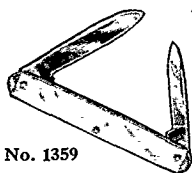


No. 1607

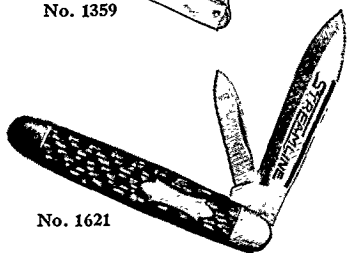


No. 1485

No. 1359



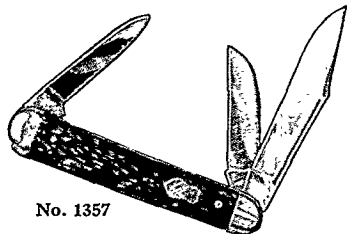
No. 1621



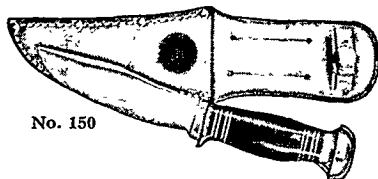
No. 1513



No. 1357



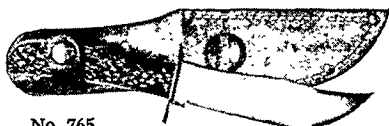
No. 150



No. 1063



No. 765



No. 1359. Remington Two-Blade Pearl Handle Knife—16 Brownies. This sturdy knife, with an imitation pearl handle, is both attractive and serviceable. Good for fine whittling and general use. The booklet shown below comes free with this knife.

No. 1621. Streamline Knife—11 Brownies. The large blade has a streamline shape which gives a good edge of extra strength. Fine cutlery steel which is hand whetted; mirror polished blades; unbreakable stag handle; full brass lined.

No. 1360. Whittlin' Book—1 Brownie. This famous 40-page manual, "Things to do With a Pocket Knife," telling you all about whittlin', costs you only 1 Brownie—but it comes free with every Remington Pocket Knife. Tells you how to make men out of matchsticks, dog book ends, ships in bottles and many other novel articles. Get yours today!

No. 1360



No. 1513. Standard Scout Knife—11 Brownies. A serviceable scout knife that's fine for camp. Good-quality steel; stag handle; handy belt loop. The four blades include a good cutting blade, screw driver, bottle opener, leather awl and can opener.

No. 1357. Remington Three-Blade Knife—20 Brownies. A good all-purpose knife. The heavy blade is suitable for heavy work; the "Sheep-foot" blade has a good clean point for chip-carving; and the small pen blade is for fine work. The "Whittlin' Book," shown at right, comes with this knife.

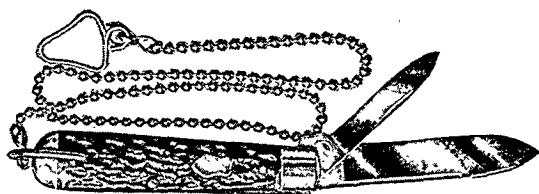


No. 150. Remington Outdoor Knife—35 Brownies. Attractive, serviceable handle with brass inserts, shaped to fit the hand. Heavy drop-forged blade. Leather sheath fastens to belt. It's a beauty!

No. 1063. Gitsnife—15 Brownies. By pressing the button in the handle of this handy knife you can cause the blade to lock in any of the positions indicated. When not in use blade recedes into handle. Blade made of finest razor steel. Just the knife Dad would like for his pocket.

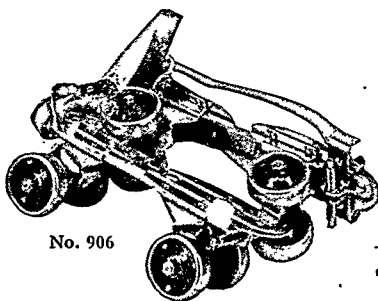
No. 765. Remington Camp Knife and Sheath—14 Brownies. A fine camp knife that's a bargain for the Brownies required. Made by Remington of highest-quality drop-forged steel with shinbone stag handle securely riveted to base of blade. Edges of handle carefully rounded. The guard protects your hand when using the knife. Leather sheath for carrying on your belt included. One of our most popular prizes.

No. 340A. Remington Chain Knife—14 Brownies. High-quality steel is used in this sturdy jackknife with chain attached. Stag handle with button-loop at end of strong bead chain. The "Whittlin' Book" shown above comes with this knife.



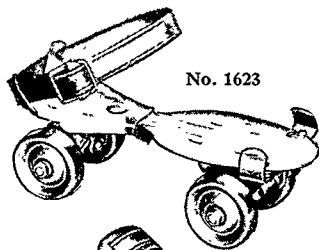
No. 340A

No. 906. Chicago Roller Skates—55 Brownies. Top-notch skates for boys who demand speed, strength and long life. Wheels are made of high-speed steel with self-contained $\frac{1}{4}$ -inch "A" grade steel ball-bearings. Oscillating trucks. Replaceable straps with sheepskin instep pads.



No. 906

No. 1623. Rollfast "Roamer" Roller Skates—35 Brownies. A good, serviceable skate designed for hard usage. Best-quality ball-bearing wheels that will give lots of wear. A real bargain in skates!



No. 1623

No. 1624. Sheepskin Roller Skate Instep Pads—2 Brownies. Put these soft pads on the straps of your roller skates and the straps will not bind or cut your insteps. Fit any standard skates.



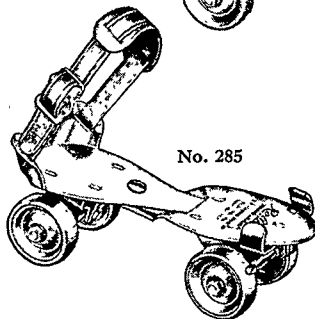
No. 1624

No. 1625. Lan-Dee Pocket Telescope—10 Brownies. A handy pocket telescope—only $2\frac{1}{2}$ inches long when closed and 4 inches long when open. A three-power glass that serves the purpose of many larger glasses. Lenses are optically ground and polished.



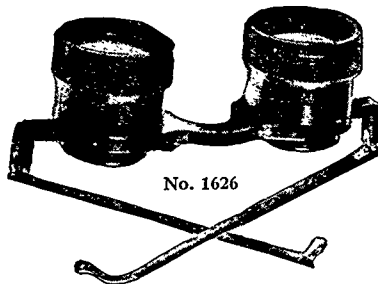
No. 1625

No. 285. Rollfast Roller Skates—40 Brownies. These skates have the famous flexible arch, nickel-plated throughout with rustproof nuts and bolts. Wheels made of special steel. Leather pad on strap to protect your instep. These skates can take it!



No. 285

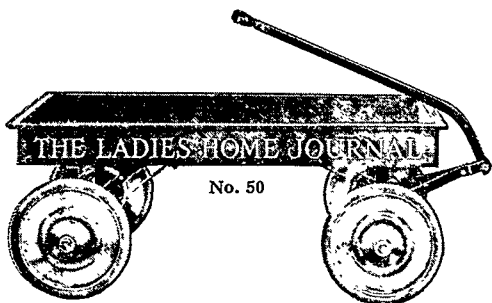
No. 1626. Sport-Glas—50 Brownies. Put these spectacle-type field glasses over your eyes when you go to the game and you won't miss a play! Three-power lenses guaranteed 100% uniform. Eyepiece adjustable for any size face.



No. 1626

No. 1404. Super-Sight Field Glasses—30 Brownies. This 5-inch field glass brings distant views and scenes close to hand. Perfect alignment. Equipped with 40-inch military shoulder strap. Attractive suede-cloth waterproof case included.

No. 50. Curtis Prompt Service Wagon—125 Brownies. This wagon is "just the ticket" for delivering your copies as well as for any kind of coasting. Will hold three piles of copies. Disc wheels, 1-inch rubber tires, roller-bearings. Blue enameled body with gold lettering, black running gear and red wheels. A dandy wagon that will stand up under hard use.

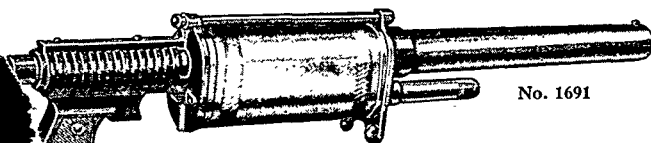


No. 50



No. 1404

C'mon-G-MEN!



No. 1691

No. 1691. Big-Bang G-Gun—95 Brownies. This new Big-Bang G-Gun is the latest thing out! Simply and automatically operated by the push of the thumb and a pull of the trigger; so easily operated that it can be fired in the dark as well as in the daylight—and it is absolutely safe. Does not use matches or gunpowder. Ammunition is pulverized Bangsite which is noninflammable, nonpoisonous and nonexplosive. There is no recoil and the gun does not use a projectile. Vividly finished in olive drab, maroon and black. You can secure Bangsite with Vouchers or purchase it locally. Instructions for operating, tube of Bangsite and extra spark plug included with each gun. Length, 21"; weight, 5 pounds.

No. 1479. G-Men Fingerprint Set—26 Brownies. A complete set for fingerprinting! Contains roller, inking plate, fingerprint ink, magnifying glass, ridge counter, fingerprint powder, fingerprint record sheets and all other fingerprint equipment. The set also contains a twenty-page illustrated booklet containing information on fingerprints, footprints and handwriting. Comes packed in durable suitcase.

NOT ILLUSTRATED

No. 1480. G-Men Fingerprint Set—17 Brownies. A smaller edition of No. 1479. Twenty-page instruction booklet included. Packed in box instead of suitcase.

No. 1692. G-Men Fingerprint Set—9 Brownies. Contains two fingerprint ink pads, brush, G-Man badge, ridge counter and illustrated instruction booklet.

No. 1579. G-Men Fingerprint Set—4 Brownies. A small beginner's set containing fingerprint powder, brush, ink pad and instruction booklet.

No. 1499. Siren Whistle—3 Brownies. Gives a piercing siren blast! Made of brown bakelite.

No. 1693. G-Men Secret Communication Set—7 Brownies. Complete supplies and instructions for all kinds of secret communication methods. Set contains secret writing ink and developer, G-Men secret dial code, Junior G-Men Club Card, instruction booklet and other supplies.

No. 1694. G-Man Knife—6 Brownies. A substantial knife with a G-Man insignia on the handle.

No. 1695. Tommy Gun—30 Brownies. Hold the trigger and you get a realistic crackling "rat-tat-tat-tat" and a vivid red flash from the end of the barrel. Operates with two flashlight cells which work the vibrator and light bulb. Does not use a projectile. Absolutely harmless and lots of fun! Batteries included.

No. 1696. G-Men Tie Clasp—2 Brownies. A useful article for every Junior G-Man.

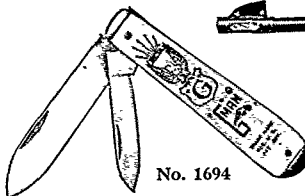
No. 1479



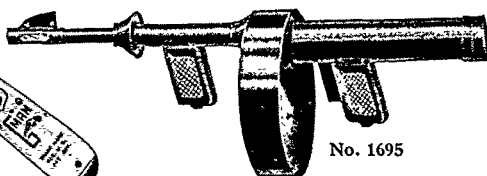
No. 1499



No. 1693



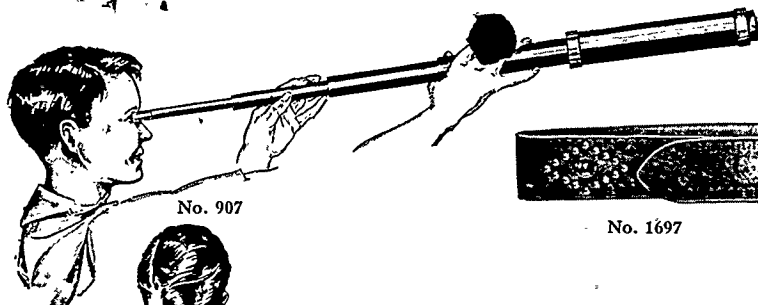
No. 1694



No. 1695



No. 1696



No. 907

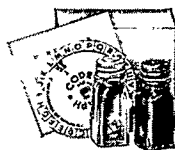


No. 1697

No. 907. Micro-Telescope—30 Brownies. A real telescope. Thirty-two inches long when fully extended. Has a 10-power glass. Illustration shows how it can be used as a microscope.



No. 1697. Studded Leather Belt—27 Brownies. A heavy belt of full-grain saddlery leather beautifully embossed and studded with nickel studs and four brilliant jewels. Heavy nickel buckle, engraved with Indian symbols, designed by a Navajo Indian. Comes in either black or tan; width, 1 3/4".

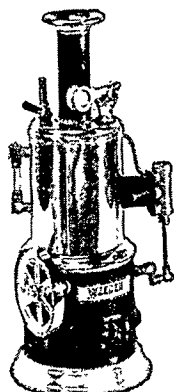


No. 1698

No. 1698. Mystery Writing Outfit—3 Brownies. Consists of invisible writing ink, developer and Cod-a-graph which enables you to make up your own secret code. Instructions included.

No. 1699. Weeden Steam Engine—60 Brownies. Build up a head of steam in this engine and watch her run. Burns kerosene for fuel. Brass boiler, tested for strength; safety valve, whistle, tubular glass water gauge and heavy flywheel with pulley. Eleven inches high.

No. 1498. Signal Set—15 Brownies. Three-way set having buzzer signal, plain signal and telegraph click-sounder. Uses two flashlight batteries (not included). International Code is stamped on set for easy reference. Light bulb and instructions included.



No. 1699

Big-Bang Guns

These well-known celebrators are absolutely safe; they make a loud "bang" but do not use matches or gunpowder. The ammunition is powdered Bangsite which can be secured with Vouchers or purchased locally. These cannons are reproductions of army field guns; olive-drab color with red wheels.

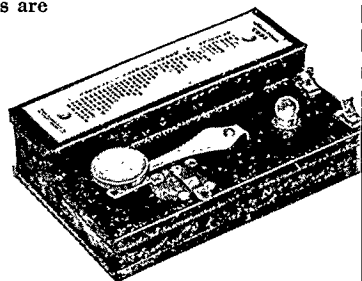
No. 1469. Anti-Aircraft Gun—75 Brownies. Length, 15 1/2". Bangsite and extra spark plug included.

No. 1700. Light Field Gun—35 Brownies. Tube of Bangsite and extra spark plug included.

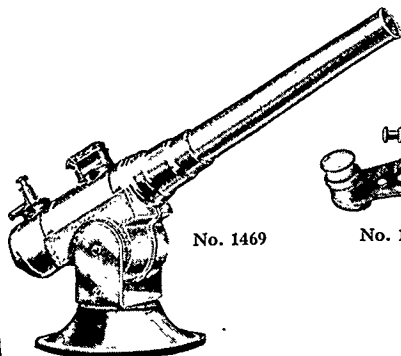
No. 1470. Junior Field Cannon—65 Brownies. Length, 17". Tube of Bangsite and extra spark plug included.

No. 1468. Major Field Cannon (Not Illustrated)—90 Brownies. Length, 25". Tube of Bangsite and extra spark plug included.

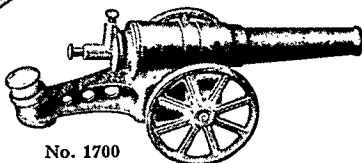
No. 1471. Bangsite Ammunition for Big-Bang Gun—5 Brownies.



No. 1498



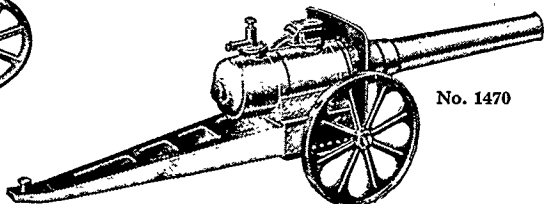
No. 1469



No. 1700

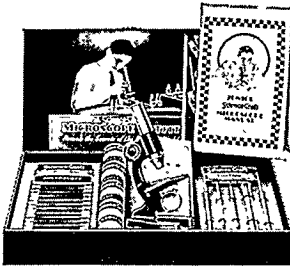


No. 1471



No. 1470

Science Craft



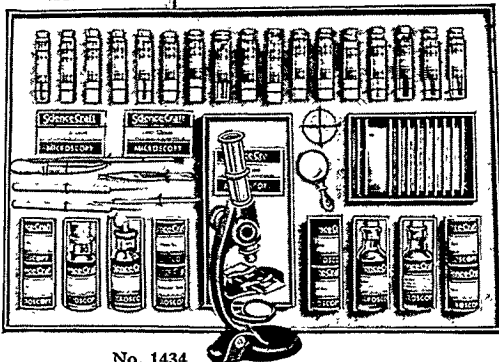
No. 1594

No. 1594. ScienceCraft Microscope Outfit No. 302—40 Brownies. Microscope magnifies 200 diameters and has ground and polished lenses of optical glass. Kit contains Instruction Manual, 11 glass slides, lens paper, slide labels, 4 boxes of specimens and other necessary equipment.



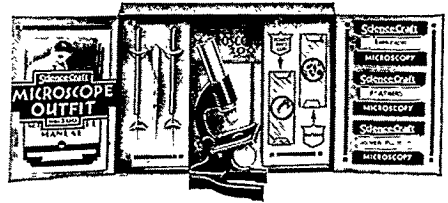
No. 1433

No. 1433. ScienceCraft Microscope Outfit No. 304—75 Brownies. A very fine microscope with a variable magnification from 150 to 300 diameters. Set also contains Instruction Manual, slides, 8 containers of specimens, Canada balsam, carbon tetrachloride and other equipment.



No. 1434

No. 1432



No. 1432. ScienceCraft Microscope Outfit No. 300—24 Brownies. Microscope magnifies 100 diameters and has good ground and polished lenses. Instruction Manual, slides, dissecting needles and other equipment included.



No. 1435

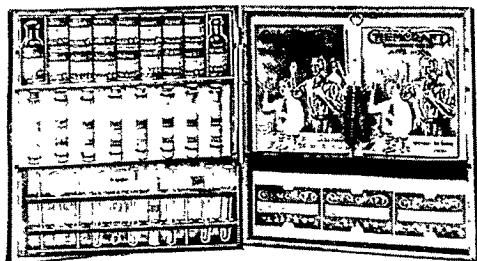
No. 1435. ScienceCraft Microscope Outfit No. 307—155 Brownies. This set combines microscopy and chemical microscopy. Extra fine quality microscope with variable magnification from 175 to 500 diameters. Large assortment of chemicals, big variety of specimens and lots of other equipment included, as well as complete Instruction Manual describing more than 120 experiments.

No. 1434. ScienceCraft Microscope Outfit No. 305—105 Brownies. Fine microscope has variable magnification from 200 to 400 diameters. Nine specimens, 13 chemicals, Instruction Manual explaining more than 100 experiments, microscopy and chemical microscopy included, as well as many other items to make the outfit complete.

CHEMCRAFT

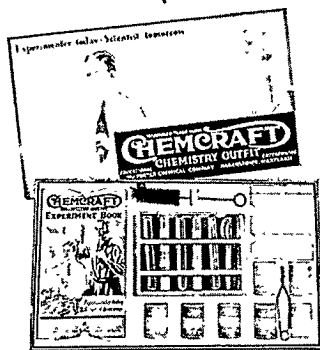
No. 766. Chemcraft No. 3½ (below)—70 Brownies. Forty-five chemicals and pieces of apparatus, including large removable test tube rack, with Instruction Manual explaining 327 scientific experiments and chemical tricks. Comes in stand-up wood cabinet. Liberal supply of chemicals included.

No. 766



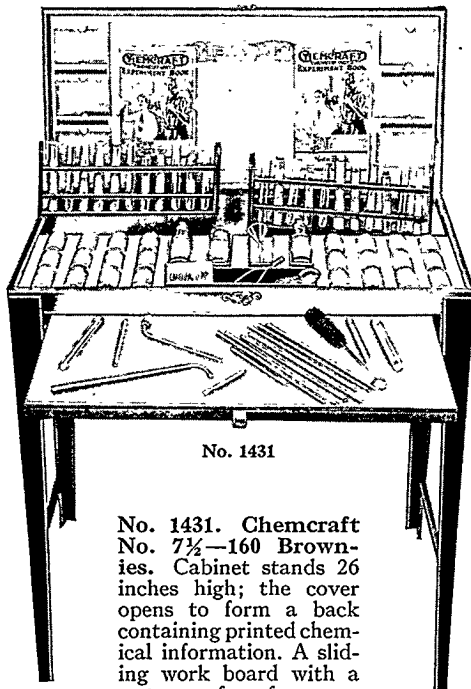
No. 1430. Chemcraft No. 5 (below)—105 Brownies. This fine set packed in stand-up wooden cabinet which is 25 inches wide when open. Three Instruction Manuals; 455 chemical experiments explained in the Chemcraft book, 42 in the Chemistry of Natural Resources Instruction Book and 43 in the Glass Blowing Book. Many removable pieces of equipment included, such as test tube rack, blowpipe, alcohol lamp and an assortment of glass tubing for glass blowing.

No. 1430



No. 138

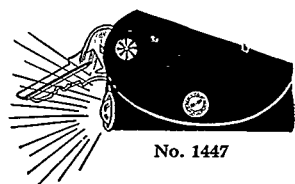
No. 138. Chemcraft No. 1 (above)—23 Brownies. Contains generous amounts of 22 chemicals and pieces of apparatus, with Instruction Manual explaining 134 fine chemical experiments and tricks. Removable test tube rack for holding test tubes when conducting experiments. Test tube brush and holder also included.



No. 1431

No. 1431. Chemcraft No. 7½—160 Brownies. Cabinet stands 26 inches high; the cover opens to form a back containing printed chemical information. A sliding work board with a waterproof surface provides space for performing experiments. 68 different chemicals and pieces of apparatus contained in this elegant outfit. The Instruction Manual explains 545 experiments covering hundreds of subjects. A mighty fine set you'll be proud to own!

No. 1447. Kee-Lite—8 Brownies. Here's a handy article that you can use yourself or give as a gift. A key container and a small flashlight all in one. Complete with nonbreakable bulb and battery. No more groping in the dark to find that keyhole!



No. 1447

No. 1599. U. S. Bull's-Eye Flashlight—11 Brownies. A full-size, two-cell flashlight for general use. Substantial brass case attractively lithographed with black and silver stripes. Nickered ends and switch. Comes complete with Mazda bulb and batteries. This is a bargain!

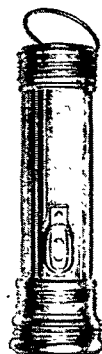
No. 200A. Eveready Focusing Flashlight—17 Brownies. This focusing flashlight comes complete with two batteries and Mazda bulb. Has famous Eveready safety switch and strong, durable, nickel-plated case. Notice ring for carrying light on your belt. Three hundred and fifty foot range. It's a dandy.

No. 1415. Gemlite—6 Brownies. A nifty leather pocket light, complete with battery and bulb. Renewal batteries on sale almost everywhere. Something different from the ordinary small flashlights. Attractively colored with modernistic designs.

No. 1406. U. S. Five-Cell Focusing Searchlight—30 Brownies. You can see for blocks with this light! Fourteen inches long. Extra large miner head, $3\frac{1}{2}$ inches in diameter. Throws 1500-foot beam of light. Batteries and Mazda bulb included.



No. 1599



No. 200A

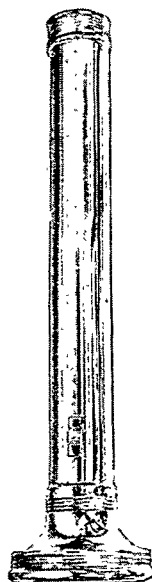
No. 879. "Sun Ray" Flashlight Lantern—20 Brownies. Hook it on your belt or stand it flat on its base while you're working! Focus beam by turning large set screw in rear of lamp. Throws a spot of light 500 feet. A good light to have around your home or camp. Complete with battery and Mazda bulb.

No. 1281. Delta Juniorlite—30 Brownies. Put your belt through the two handles in the rear of this powerful lantern and carry it while you're walking, or carry it in your hand by the top handle. The front light throws a 600-foot beam—the top light gives a wide floodlight. The two work independently from a double-acting switch. Silver colored finish. Two standard flashlight cells. Comes complete with two Mazda bulbs but no batteries.

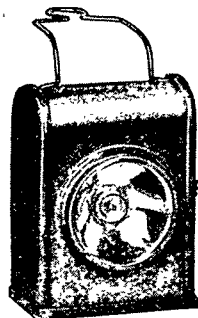


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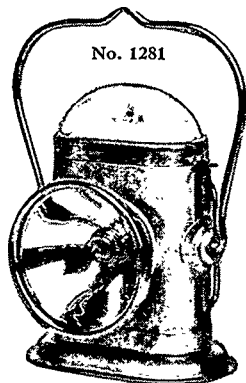
No. 1280. Delta Powerlite—70 Brownies. This fine all-duty electric lantern is tops! Throws a powerful spot beam 800 feet out the side, or a brilliant floodlight from the top by means of a two-way switch. Detachable bail. Operates on standard six-volt lantern battery. Will burn 75 hours if used intermittently or 45 hours continuously. Six and three-quarter inches from base to top of stand. Comes complete with two Mazda bulbs but no battery.



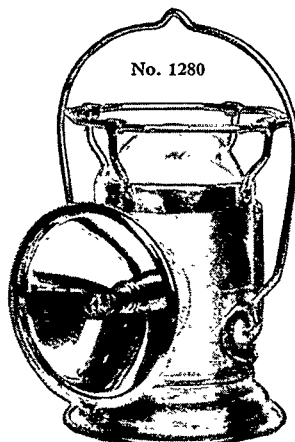
No. 1406



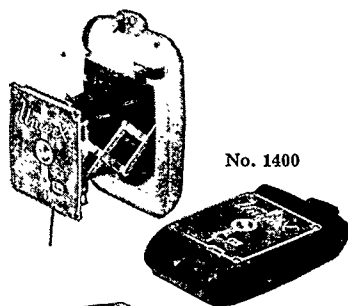
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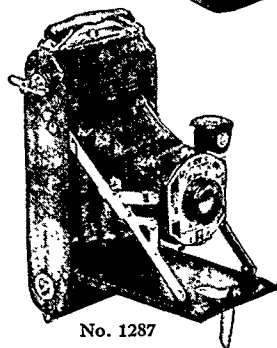
No. 1281



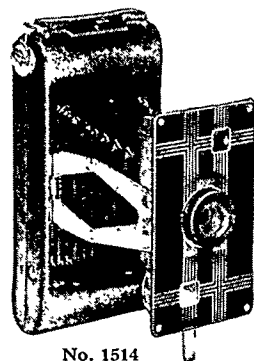
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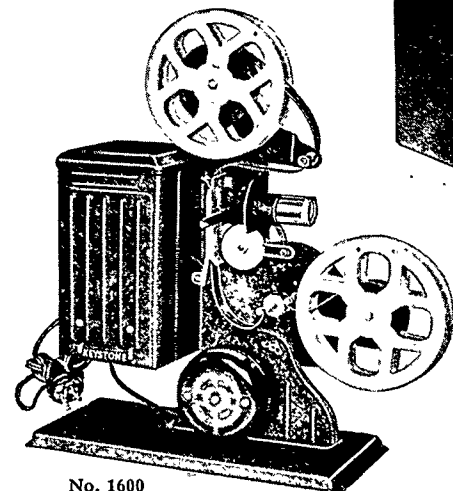
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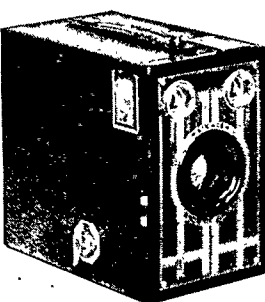
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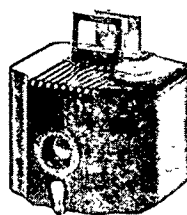
No. 1514



No. 1600



No. 1516



No. 1517



No. 1488

No. 1400. Univex Folding Camera—25 Brownies. A real camera—not a toy. Automatic extension type—self-opening by pressing button. Size when closed $\frac{3}{4}$ " thick, $2\frac{1}{8}$ " wide, $3\frac{3}{4}$ " long. Takes pictures $1\frac{1}{8}$ " x $1\frac{1}{2}$ ". Fine prints 3" x 4" can be secured at low cost. Book of instructions included.

No. 1376. Film for Univex Camera No. 1400 (Not Illustrated.)—3 Brownies.

No. 1287. Falcon Folding Camera No. 2—100 Brownies. A good-quality folding camera. Picture size $2\frac{1}{4}$ " x $3\frac{1}{4}$ ". Takes standard 8-exposure film. Three adjustment stops. Metal parts chromium-finished.

No. 1514. Jiffy Kodak, Six-16—225 Brownies. This fine Eastman Kodak has the latest features. A touch of a button and the Jiffy pops open ready to take pictures. Press another button and the picture is yours! Fitted with new type Twindar lens. Picture size $2\frac{1}{2}$ " x $4\frac{1}{2}$ ". Covered in black morocco grain and beautifully finished in black enamel. Uses standard 8-exposure film. A camera you'll be proud to carry!

No. 1600. Keystone Motor Movie Projector—120 Brownies. Now you can show your own movies! This projector is equipped with a good lens which gives clear pictures. Two hundred foot reel capacity for 16 mm. film. Equipped with reliable motor that makes the machine entirely automatic and gives smooth, even projection. Finished in baked crystal; comes complete with cord and plug.

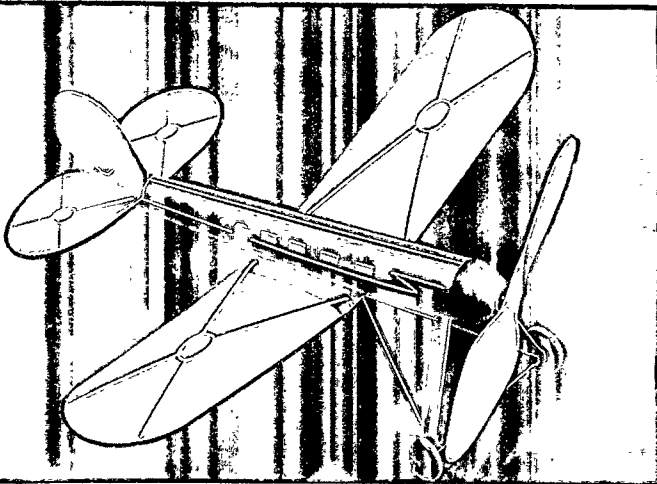
No. 1516. Brownie Jr. Box Camera, Six-16—70 Brownies. This Eastman camera takes a picture $2\frac{1}{2}$ " x $4\frac{1}{4}$ ". Two extra-large, ground-glass finders. Tested Eastman Meniscus lens. Uses standard 8-exposure film.

No. 1515. Brownie Jr. Box Camera, Six-20 (Not Illustrated)—55 Brownies. Similar to No. 1516, but takes pictures $2\frac{1}{4}$ " x $3\frac{1}{4}$ ".

No. 1517. Baby Brownie—28 Brownies. This Eastman Box Camera has molded body and eye-level finder. Attractive, built-in, glossy black finish. Takes good pictures $1\frac{5}{8}$ " x $2\frac{1}{2}$ ". Uses 8-exposure Vest Pocket roll. Light, compact—easy to carry and use.

No. 1488. Univex Photocrafter—35 Brownies. It's a real thrill to take your own pictures and then develop them yourself. This set develops films for Vest Pocket or smaller-size cameras. Kit contains complete equipment and instructions.

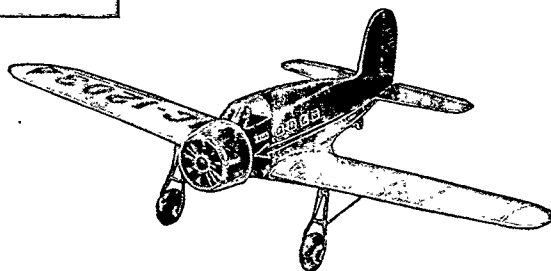
Model Airplane and Ships



No. 1590

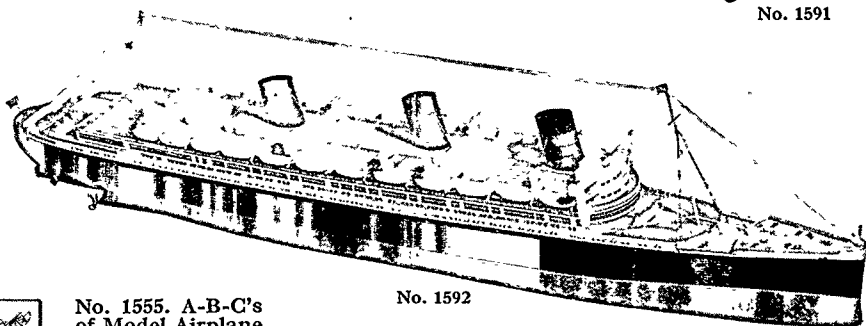
No. 1590. Flyin' Fool Junior—27 Brownies. Not a construction kit, but an airplane all ready to fly. Made of aluminum and duralumin, just like the large commercial air transports, with a wingspread of 16 inches. A racy model with a strong rubber-band motor that delivers plenty of power for long flights.

No. 1591. Selley-Tex Airplane Construction Kit—26 Brownies. A new kind of kit that makes a flying model of the Lockheed Orion airplane, with a wingspread of 20 inches. The fuselage, cowl and motor case are moulded in the form of light, hollow shells made of Selley-Tex, a lightweight and durable material. Try out this new kind of construction kit!



No. 1591

No. 1592. R. M. S. Queen Mary Building Kit—25 Brownies. The Cunard-White Star Super Liner, Queen Mary, is the most powerful ship ever built. A detailed reproduction of this 1018-foot giantess can be built and finished in detail from plans and material in this kit. Model is 20 inches long when completed. A special feature is the use of decks printed on wood to give accuracy and finish.



No. 1592



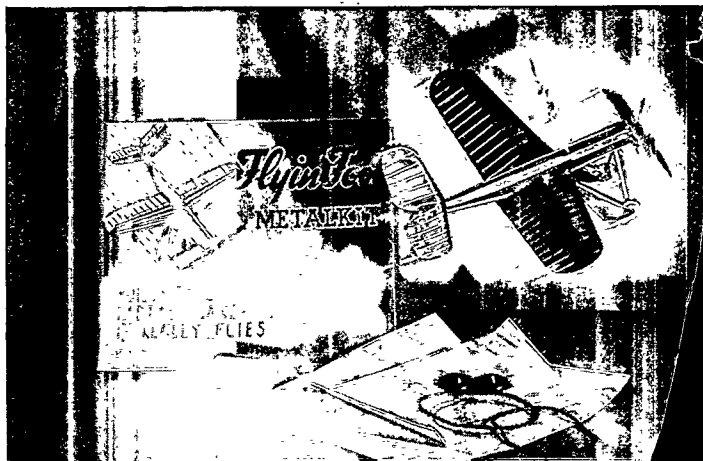
No. 1555

No. 1555. A-B-C's of Model Airplane Building—2 Brownies. A complete Handbook for the Model Airplane Builder. Gives new and up-to-date instructions for building model airplanes.

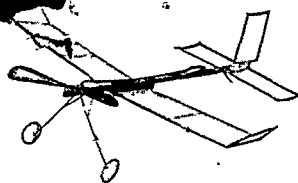
A real help when you're building that new model plane.

No. 1593

No. 1593. Flyin' Fool Metal-kit—8 Brownies. A new kind of construction kit. You make the body, wings and tail surfaces from polished aluminum, while duralumin is furnished for the propeller and struts. Finished plane has 15-inch wingspread. Full designs and instructions included. Be the first in your neighborhood to make one of these highly polished metal planes!

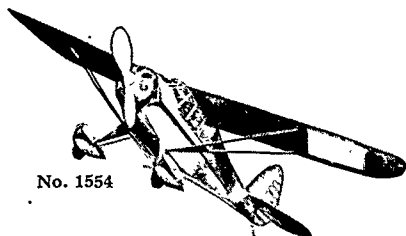


Build your own MODEL AIRPLANES



No. 1553

No. 1553. High Climber—3 Brownies. A racy little plane that's easy to build. Twelve-inch wingspread, simple in construction and a real performer in the air.

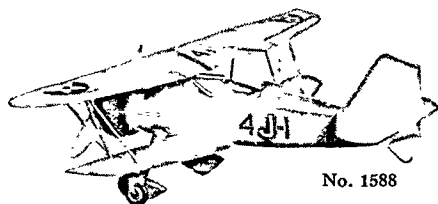


No. 1554

No. 1175. Model Airplane News—40 Brownies. If you're a model builder, you'll certainly want to read this magazine each month. Your forty Brownies will bring you a full year's subscription.

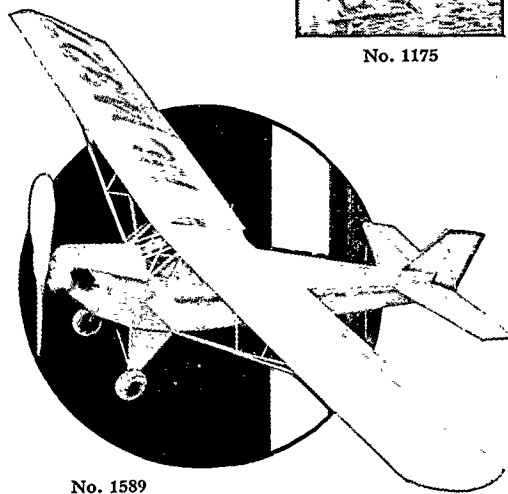


No. 1175



No. 1588

No. 1588. Curtiss Hawk—7 Brownies. Here's a flying scale model—with a 24-inch wingspread—of the famous U. S. Army Pursuit ship. It can be decorated with the regular Army insignia to look like the real thing. A good flyer, too!



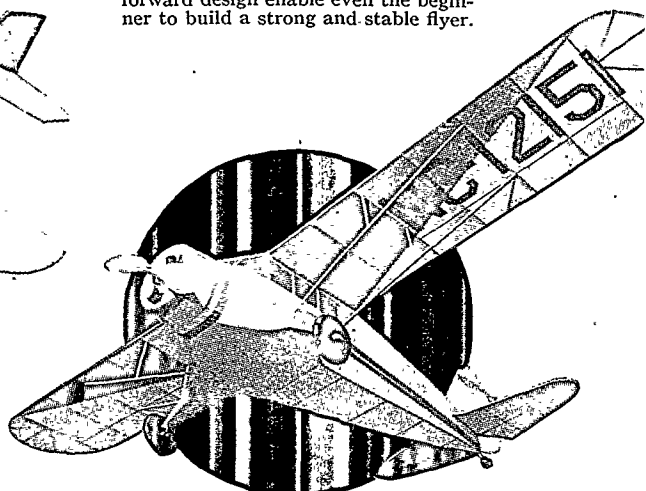
No. 1589

No. 1589. Taylor Cub—24 Brownies. This flying scale model has a 50-inch wingspread and is a true replica of the actual airplane. It has the official endorsement of the Taylor Aircraft Co., manufacturers of the ship. The light construction and straightforward design enable even the beginner to build a strong and stable flyer.

No. 1557. Stinson Reliant, Sr.—35 Brownies. This model is one of the most popular ones we list. An actual flying scale model with a 5-foot (60-inch) wingspread. The kit includes a specially turned nose block as shown in the illustration.



Turned
nose
included
in kit,
ready
to fit.



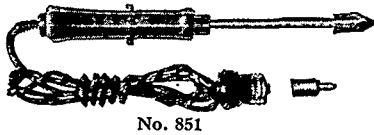
No. 1557

Tools for your



No. 1601

No. 1601. Plumb Nail Hammer—25 Brownies. This fine Plumb Hammer is a beauty! Regular carpenter's size—16 oz. head and selected hickory handle. The wide chamfer around the face guards against chipping along the edge, while the claws will catch the head of a closely driven nail or grip the smallest brad.



No. 851

No. 851. Electric Soldering Iron—35 Brownies. You can do your own metal and electrical work with this fine tool! Two copper tips; "Klikswitch" in handle. Six feet of cord and plug included.

No. 1602. Automatic Screw Driver—17 Brownies. Here's a mighty handy addition to your workshop! With this automatic screw driver you can save lots of time and hard work. Extra strong clutch, positive lock for heavy service to drive home screws in hard woods or to take out rusty ones. Each stroke turns screw $4\frac{1}{2}$ times.

No. 347. Plane—18 Brownies. A good plane and a real bargain! Seven inches long, $1\frac{1}{4}$ " cut. Adjustable blade.



No. 347

No. 351. Tool Grinder—35 Brownies. You can keep your own and your Mother's knives and scissors sharp with this handy tool. Wheel measures 4" by $\frac{3}{4}$ ". Special knife and scissors sharpening attachment.

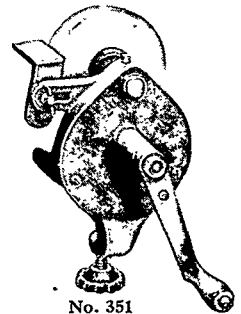
No. 1089. Utility Steel Chest—40 Brownies. This Chest is an invaluable addition to your workshop—and can be used as a fishing-tackle box besides. Has cantilever trays, lock and key. Size $13\frac{1}{2}$ " x $6\frac{1}{2}$ " x $6\frac{3}{4}$ ". Attractively enameled in green.

No. 350. Vise—35 Brownies. You need a good Vise in your workshop and this one will fill the bill! Two-inch shoulders. Jaws spread wide and have a strong grip.

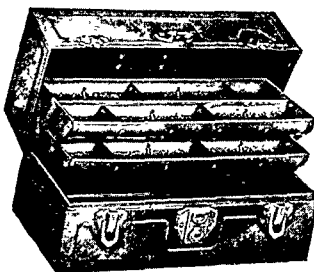
No. 349. Saw Set—27 Brownies. Here's a complete Saw outfit for which you or your Dad will have many uses. One 16" panel blade, one 12" miter or backsaw blade, one 12" compass blade, toothed and hardened to cut both wood and metal.



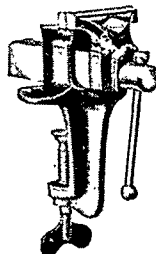
No. 1602



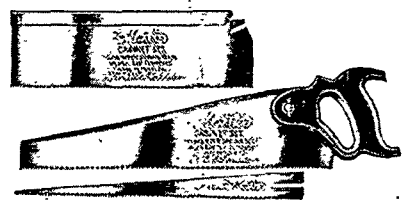
No. 351



No. 1089

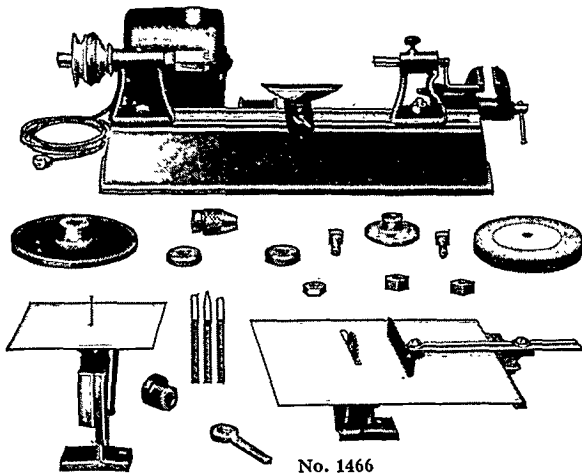


No. 350



No. 349

home workshop



No. 1466

miter or groove lumber up to 1" thick. Has adjustable 9" x 9" table that can be instantly attached to lathe bed. DRILL CHUCK is $1\frac{3}{4}$ " long and takes up to $\frac{3}{8}$ " drill. Chuck screws onto lathe spindle. SABER SAW, which fits onto lathe shaft, will saw wood up to $\frac{1}{2}$ " into any shape or pattern; saw runs at 900 strokes per minute. VISE, with a 2" opening and a 2" width, is permanently attached to base. MOTOR, A. C. type, 60 cycle, 110 volt, measures $4\frac{1}{4}$ " x 5" x $5\frac{1}{4}$ ", has three-step motor cone pulley with belt. Ample power to operate all the tools.

This is not a toy, but a regular working outfit that will prove very entertaining, practical and instructive. You will keep it for years and use it regularly. It's a real satisfaction to own such splendid equipment.

No. 1663. Arcade Model Maker without Motor (not illustrated)—275 Brownies. Similar to No. 1466, only without motor.

No. 1474. Twelve-In-One Tool—8 Brownies. Very useful for drawing or building. Rustproof nickel silver, folds to fit pocket. Has 12 separate uses as shown.

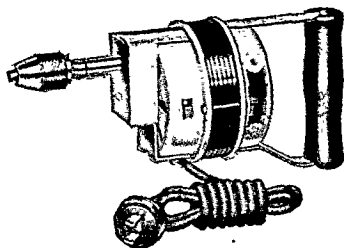
TWELVE-IN-ONE TOOL



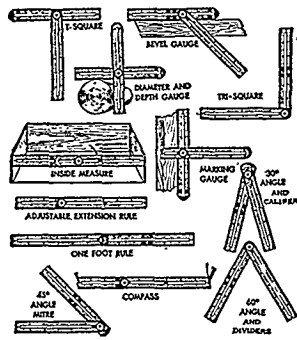
FOLDED TO FIT THE POCKET

No. 1464. Electric Hand Drill—120 Brownies. Accommodates straight-shank drills up to $\frac{1}{4}$ ".

Fan-cooled induction motor, geared down to give maximum power. Convenient on-and-off switch mounted on motor body. Weighs $4\frac{1}{4}$ lbs. Operates on A. C. current, 105-115 volts. Uses either 50 or 60 cycle frequency (be sure to state which you need). Comes complete with 10 feet of heavy-duty rubbercord and plug.

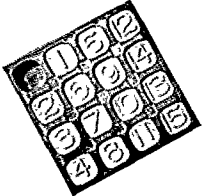


No. 1464



No. 1474

Easy to Earn!



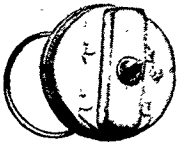
No. 1701

No. 1701. Fifteen Puzzle—5 Brownies. A grand puzzle in a new form. A sealed box containing metal numbers, with one of the spaces blank. The idea is to arrange the numbers in various patterns. Instructions included.



No. 1702

No. 1702. Shiner—3 Brownies. Have your friends look through this telescope. They'll get the biggest surprise of their lives! Instructions included.



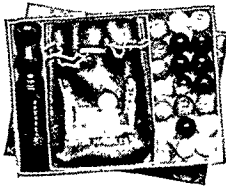
No. 1008

No. 1008. Joy Buzzer—6 Brownies. Stick your finger through the ring, hold buzzer in your palm, and watch your friends jump when you shake their hands.



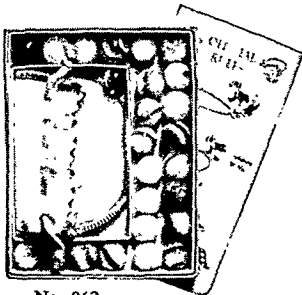
No. 1703

No. 1703. Squirt Ring—2 Brownies. Fill the rubber ball with water and hold it in your hand, put your finger through the ring—and then have some one look at your ring. Lots of fun!



No. 1338

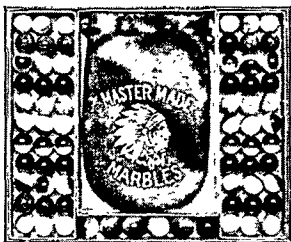
No. 1338. Marble Shooter Set—8 Brownies. Contains twenty-one highest-grade Master marbles, assorted colors, perfectly rounded and regulation size. Durable waterproof fabric bag. Also—you get a large-size mechanical shooter.



No. 962

No. 962. Akro Agate Marbles—5 Brownies. Twenty-five Akro marbles in a box with an attractive waterproof marble bag to keep them in. This has been one of our most popular marble sets.

No. 1704. Master Marble Display Set—15 Brownies. Here's an elegant set of marbles with which to start the season. Seventy-two fine marbles and a large, roomy marble bag. You'll be the envy of the neighborhood when you get this set.



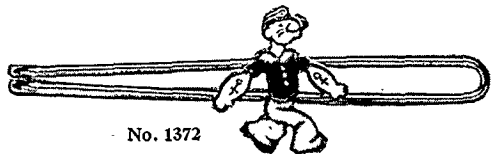
No. 1704

No. 1705. Akro Agate Marbles—2 Brownies. Here's a real bargain. A collection of 25 Akro marbles in a mesh bag.



No. 1705

No. 1372. Popeye Tie Clasp—3 Brownies. Here he is—Popeye himself! A very novel and useful tie clasp that keeps your tie in place.



No. 1372

No. 1707. Baseball Top—6 Brownies. A metal top with a solid body and a revolving head. Every spin is a complete baseball play. A real ball game can be played with it, using baseball rules.



No. 1707

No. 1253. See-O-Scope—5 Brownies. Use it as illustrated and look in back of you. A very clever little gadget that will give you lots of fun.



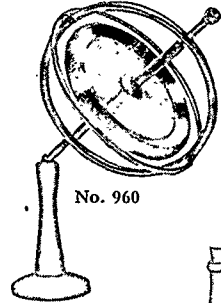
No. 1706



No. 1253

No. 1706. Red Snapper—2 Brownies. Here's a trick that's very mystifying to your friends. You can make the plunger snap but nobody else can.

No. 960. Gyroscope Top—5 Brownies. This top will spin at almost any angle on a pencil point, rim of a glass, on a string or almost any place you put it. Works on the same principle as the gyroscopes used to keep airplanes and ships on an even keel. String, standard and complete instructions included.



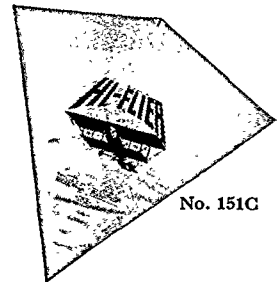
No. 960

No. 1708. Imp Bottle—2 Brownies. You can make this little bottle lay down, but your friends will find it impossible.



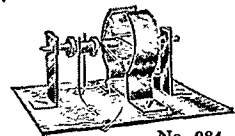
No. 1708

No. 151C. Big Ben "Hi-Flier" Folding Kite—4 Brownies. Here's a dandy kite measuring 36" from head to tail. You'll surely want this when the wind begins to blow!



No. 151C

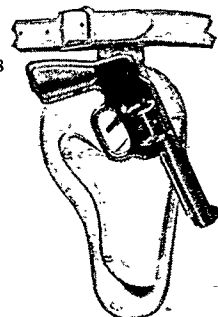
No. 984. Electric Motor—3 Brownies. Build your own electric motor—runs 6000 r.p.m. Full directions and all necessary parts. Motor runs on No. 6 dry battery (not included).



No. 984

No. 1068. Daisy Repeating Water Pistol—5 Brownies. This pistol shoots six loads of water without refilling—or one continuous shot if you prefer. Will shoot about thirty feet.

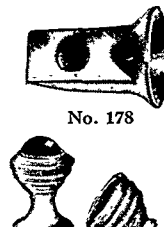
No. 1162. Water Pistol Holster—6 Brownies. A leather holster which fits the Daisy Water Pistol No. 1068. There's a loop on the holster so you can hang it on your belt. You may have both the pistol No. 1068 and the holster for 10 Brownies.



No. 1068

No. 178. Seebackscope—3 Brownies. Hold this up to your eye and see in back of you. A very clever little gadget that will give you lots of fun.

No. 1709. Ball and Vase Trick—2 Brownies. Your friends will think you're a real magician when you do this trick. You can make the ball in the vase disappear and reappear as often as you wish.



No. 178

No. 126. Sally Walker Top—2 Brownies. Here's a real spinner that will stand hard usage. String included.

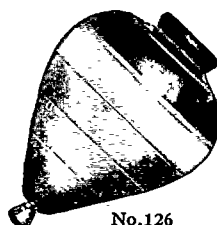


No. 1709

No. 1587. Buck Rogers 15-Shot Water Pistol—7 Brownies. This pistol will shoot 15 long streams of water with one loading. Patterned after the "Buck Rogers" Disintegrator Gun.



No. 1587



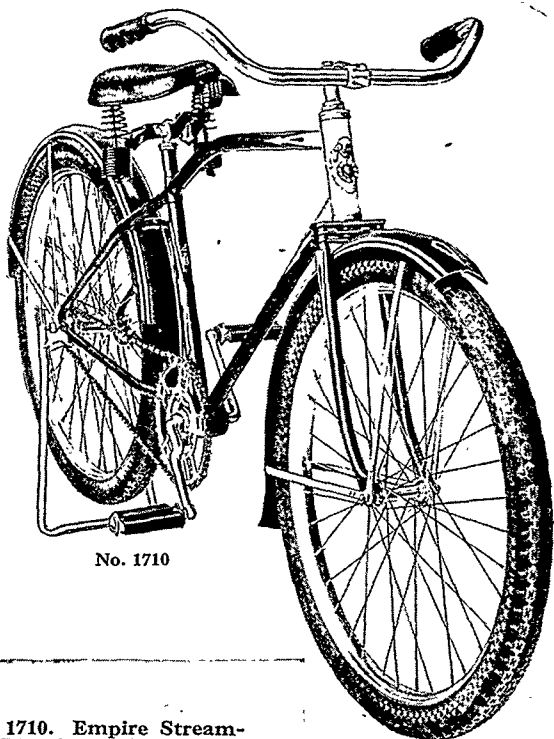
No. 126

No. 1162

Now you can secure a bicycle by sending us part Vouchers and part cash. Save the necessary amount of money from your Curtis profits when you order the bicycle you want will be yours! Of course, you may also

HOW TO

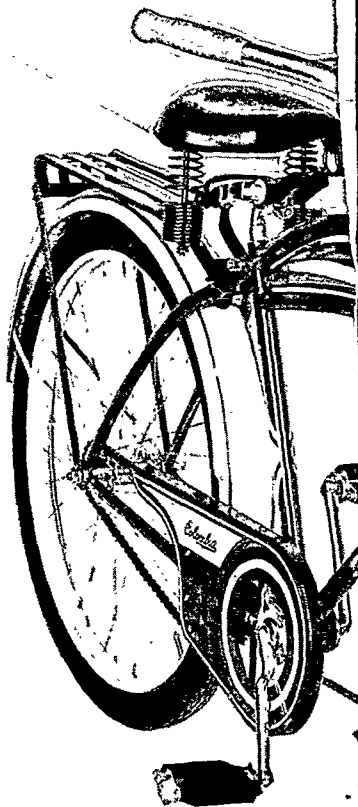
Each bicycle is listed for Vouchers, and also for cash. You may use the combination Voucher and cash method, or Vouchers, and the necessary amount in cash, or order or bank draft made out



No. 1710

No. 1710. Empire Streamline Bicycle—635 Brownies—*or*—320 Brownies and \$11.00. This fine bicycle, made by the makers of Columbia Bicycles, has the new streamline frame with full-extending, 3" mudguards. Black Troxel bucket-type, rubber-padded saddle. Extra-large handle bars with rubber grips. Rear reflecting jewel and parking stand. All bright parts chromium-plated. New Departure Coaster Brake. Double-tube balloon tires 26" x 2 1/8"; chrome rims. Colors: red or blue. Give choice of color.

No. 1711. Empire Streamline Bicycle—600 Brownies—*or*—300 Brownies and \$10.00. Same bicycle as No. 1710, only equipped with single-tube high-pressure tires instead of balloons.

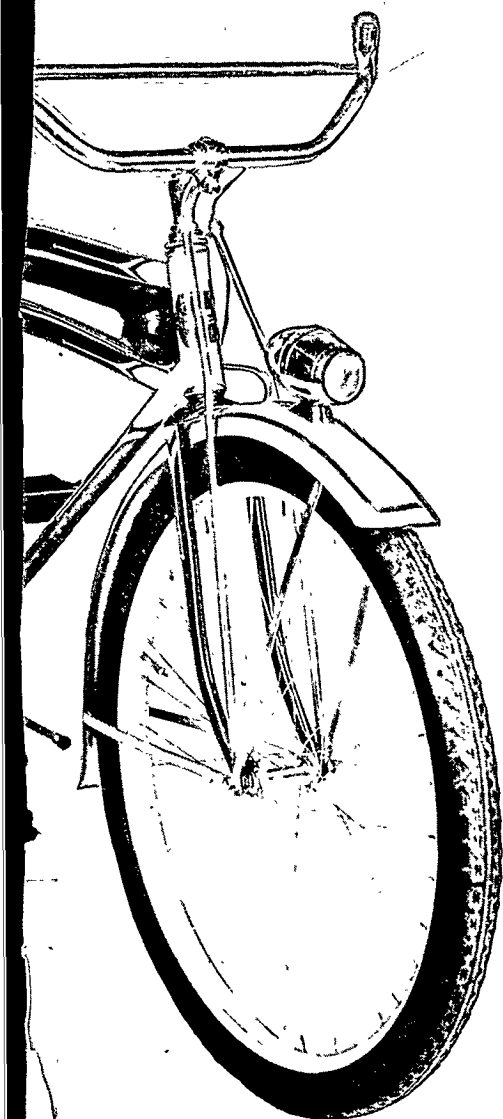


No. 1712. Columbia Streamline Motobike—895 Brownies—*or*—450 Brownies and \$15.00. The very latest model of the famous Columbia line. Exclusive streamline frame and battery tank with lock and key. All parts rubber mounted. New streamline luggage carrier. Delta Electric Hornlite (combination horn and light) mounted on full-extending 3" front guard. Delta electric tail light on rear guard; new "kick-up" parking stand. Troxel black grain leather saddle, rubber padded. Streamline chain guard; chromium-plated truss rods. All bright parts chromium-plated. New Departure Coaster Brake. Double-tube balloon tires 26" x 2 1/8". Colors: carmine or blue. Give choice of color.

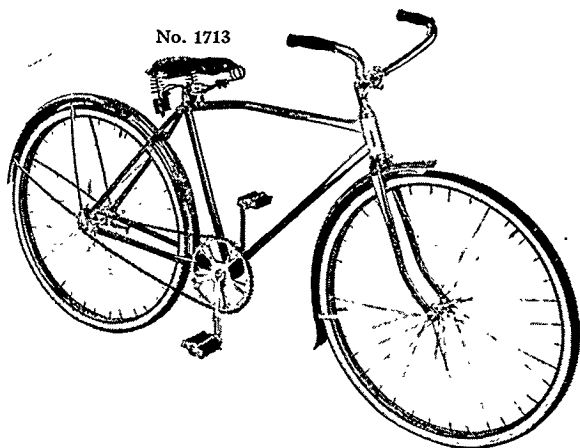
cash, making it twice as easy as ever before to earn the bike you want. While you are accumulating the Vouchers—and it won't be long before you will get your bike with Vouchers alone if you prefer that way.

TO ORDER

For part Vouchers and part cash. If you wish to make your purchase in full, send us the required number of dollars and cents in the form of a money order from The Curtis Publishing Company.



No. 1712



No. 1713. Viking Bicycle—545 Brownies—or—275 Brownies and \$9.00. A substantial bicycle that will give lots of service. Spring saddle; nickel-plated handle bars with rubber grips. Nicely enameled in red. New Departure Coaster Brake. Has 2-ply 28" x 1½" single-tube tires on steel cement rims.

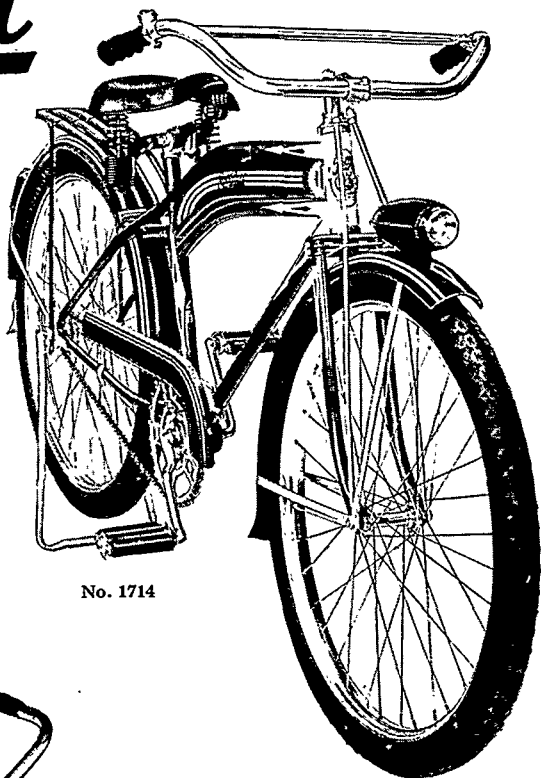


These pictures show you close-ups of the Delta "Defender" Electric Tail Light (left) and the Delta Hornlite (right), a combination horn and light in one compact unit. These two useful accessories are standard equipment on the Columbia bicycle No. 1712.

Rollfast

You may have either of these bicycles for part Vouchers and part cash!

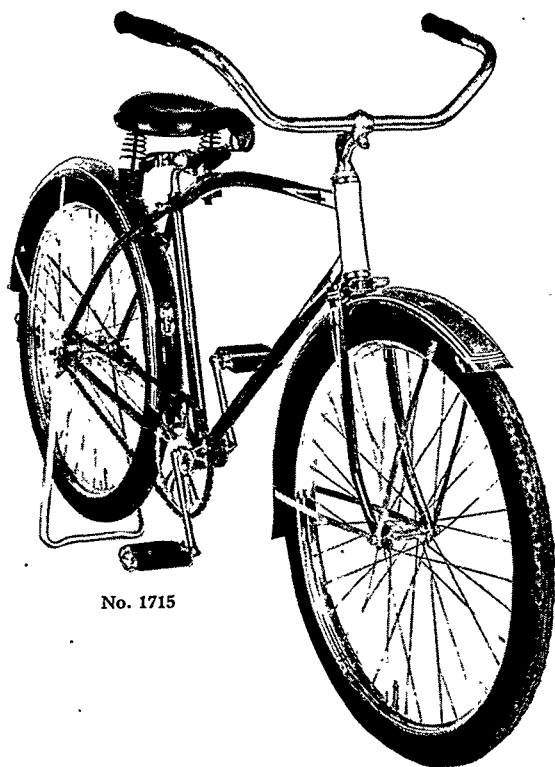
No. 1714. Rollfast Sport Motobike DeLuxe—765 Brownies—or—385 Brownies and \$13.00. This dandy streamline bike has an electric horn built into the streamline tank, and a front electric lamp with self-contained batteries (not included), eliminating exposed wiring. Large saddle with sponge-rubber padding; streamline luggage carrier. Electric tail light; parking stand. Straight side, double-tube balloon tires, 26" x 2.125"; chromium-plated, all-steel rims. New Departure Coaster Brake. Colors: red or blue. Give choice of color.



No. 1714

Before ordering either of these bicycles for Vouchers and cash, read the instructions on pages 22 and 23.

No. 1715. Rollfast Camel Back Bicycle—630 Brownies—or—315 Brownies and \$10.50. A single-bar model with enameled mudguards to match frame. Rear red reflector; parking stand; comfortable saddle and scout handle bar. Front mudguard fully extended and flared at bottom. New Departure Coaster Brake. Double-tube balloon tires, 26" x 2.125". Colors: red or blue. Give choice of color.

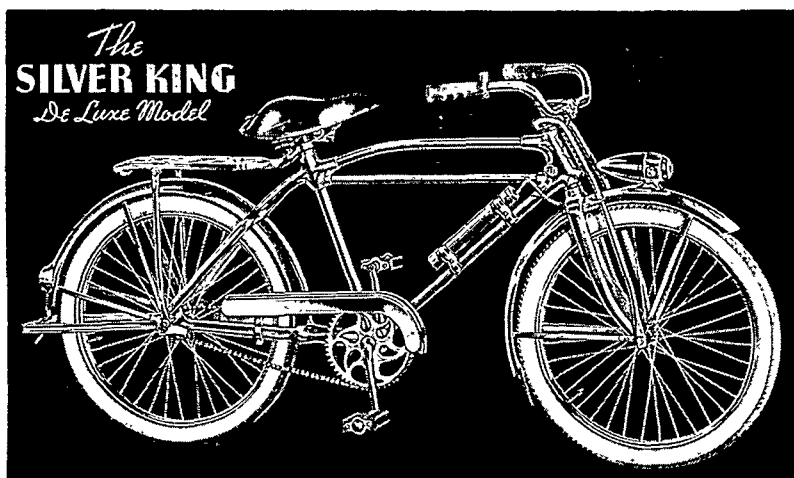


No. 1715

No. 1716. Rollfast Camel Back Bicycle—610 Brownies—or—315 Brownies and \$10.00. Same as No. 1715 only equipped with single-tube, high-pressure tires instead of balloon.

De Luxe SILVER KING

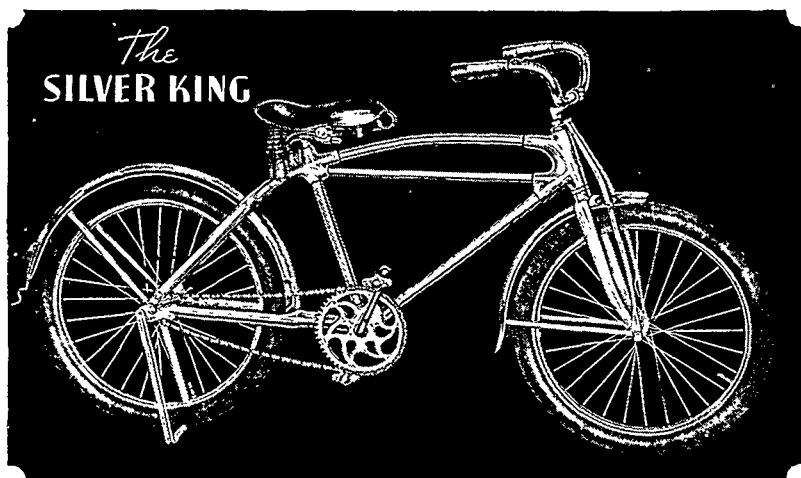
—
Lighter
Stronger
Silver-like
Finish



No. 1477

No. 1477. Silver King De Luxe—880 Brownies—*or*—425 Brownies and \$15.00. This bicycle looks like polished silver from end to end. Fully streamlined; the frame is made entirely of stainless aluminum alloy of high tensile strength. The silver finish is not plated but effected through friction buffing on the bare aluminum alloy. Polished stainless steel mudguards; front guard has long forward extension and a splasher on the bottom. Combination horn and light in one unit, with red and green jewelled side reflectors, mounted on front guard. Battery case holds four standard flashlight batteries (not included). Two-inch reflector taillight on rear guard. Strong luggage carrier; parking stand; chain guard; New Departure Coaster Brake. Built-in lock in head locks front wheel at an angle. Lightweight, Troxel streamlined saddle with built-in tool bag and rear red reflector. Straight side double-tube balloon tires, 24" x 2.125", with white side walls.

If you wish to use the combination Voucher and money plan when ordering either of these bicycles, read the instructions on pages 22 and 23.



No. 1478

Standard SILVER KING

—
No Paint
to Chip
or Scratch
—
Highly
Polished

No. 1478. Silver King Standard Model—735 Brownies—*or*—375 Brownies and \$12.00. This is a flashy, streamlined model that's fast, lightweight and durable. Highly polished aluminum alloy frame; polished stainless-steel mudguards. Boy Scout type handle bars with notched rubber grips; Troxel saddle with double truss springs. Sturdy parking stand; reflector taillight; New Departure Coaster Brake. Straight side balloon tires, 24" x 2.125".

No. 1391. All-Weather Tread Tire. Three full-ply construction. Felt-rim base, first-quality laminated tube. Heavy tread of well-known Goodyear All-Weather design. Black tread and white side wall. 26" x 1 1/2"—55 Brownies. 28" x 1 1/2"—60 Brownies.

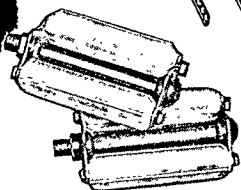
No. 1390. Pathfinder Tire. Two full plies of fabric, plus extra strip under tread to guard against breaks. Extra-laminated tube. 26" x 1 1/2"—35 Brownies. 28" x 1 1/2"—40 Brownies.



No. 1492



No. 282



No. 217



No. 215

No. 818. Puncture Repair Kit—6 Brownies. Make your own puncture repairs! This rubber band set makes it easy to do and does a fine job.

No. 1391. (Not Illustrated.) Goodyear All-Weather Tread Balloon Tire—65 Brownies. Black tread and white side wall. Size 26" x 2.125" only. Prize No. 1392. Tube for No. 1391 Balloon Tire—25 Brownies.

No. 218. Bicycle Tools and Kit—26 Brownies. Be ready for any kind of repairs with this kit. Includes tire pump, screw driver, wrench and oil can.

No. 1492. Goggles—10 Brownies. These spectacle-type goggles come packed in a felt-lined metal case. Smoke or amber glass (give choice of color).

No. 964. Pilot's Goggles—7 Brownies. Racer-type Goggles for protecting your eyes from wind and dust. Shock-absorbing rubber rims with adjustable strap and metal covered bridge.

No. 1282. Bicycle Basket—35 Brownies. A large-size basket for the front of your wheel—18" x 13" x 6". Fine for carrying magazines, packages or books.

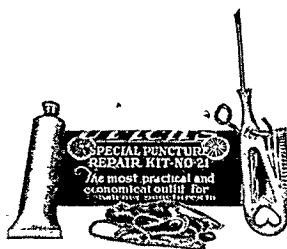
No. 1551. Jiffy Bicycle Stand—35 Brownies. A flip of your toe and it's down ready to hold your wheel upright; another flip and it's up out of the way. Chrome-plated. Easily installed.

No. 217. Bicycle Pedals—19 Brownies. These fine ball-bearing pedals with the large rubber treads will make your bike pedal easier. Fit any standard bike.

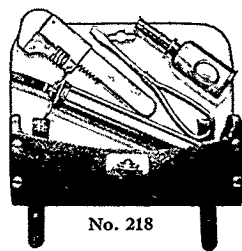
No. 1603. Stewart-Warner "Clipper" Bicycle Speedometer—85 Brownies. This new streamlined speedometer is the very latest! Tells how fast you go (miles per hour) and also the trip mileage. Registers from 0 to 50 miles per hour and from 0 to 9999.9 miles on the trip mileage indicator. Head is 3 1/4" wide, 2 1/16" high and 1 3/4" deep. The dial is an attractive blue, while the indicator and trimmings are chromium-plated. Comes complete with all necessary parts for installation on either a 26" or 28" wheel.

No. 215. Handle Grips—5 Brownies. These Rollfast Handle Grips have notches for your fingers and will fit any standard handle bar.

No. 212. Cyclometer—27 Brownies. This useful accessory fits on the front axle of your bike and registers the mileage traveled. Two sizes—for 26" or 28" wheel. Give wheel size when ordering.



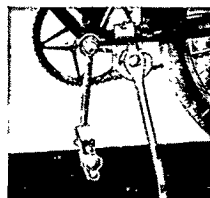
No. 818



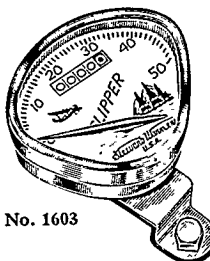
No. 218



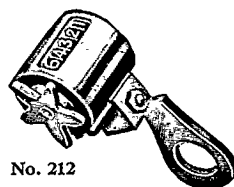
No. 964



No. 1551



No. 1603



No. 212

No. 1604. Sheepskin Bicycle Seat Cover—15 Brownies. This heavy sheepskin seat cover gives you real comfort! Drawstrings on under-side to hold it on the seat.

No. 1491. Rumble Seat and Luggage Carrier—16 Brownies. Fits any size bike. Heavy pressed steel finished in durable black enamel. Size 12" x 6".

No. 1001. Bicycle Horn—15 Brownies. This Rollfast push-type horn gives a loud signal and is easily attached to your bike. Well-constructed to stand hard usage.

No. 1049. Chime Siren—22 Brownies. This loud, melodious chime signal gets you through traffic in a hurry without making folks cross. Easily attached to any standard frame. Pull chain included.

No. 213A. French Horn—8 Brownies. Bulb-type horn, 9 inches long. You'll "clear the track" with this horn!

No. 1541. Rollfast Electric Bicycle Horn—55 Brownies. Uses one No. 6 dry cell (not included). Finished in black enamel with chromium-plated front grill. Complete with battery case and clips in aluminum finish, and button.

No. 1028. Sesamee Long-Shackle Combination Lock—22 Brownies. You can set the combination so that you alone will know how to open the lock. You can't "lose the key"! Full instructions included.

No. 216. Rollfast Bicycle Lock—10 Brownies. Snap this lock around the rear fork and your bike will be there when you get back. Two keys included.

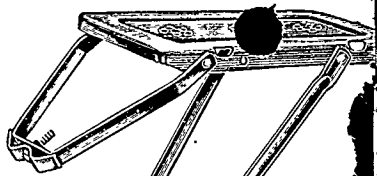
No. 1369. Silver Knight Electric Bicycle Lamp—24 Brownies. Throws a strong light about 600 feet. Three and one-half inches high, silver-plated reflector, Mazda bulb. Requires two standard flashlight cells (not included).

No. 1362. Protector Taillight—15 Brownies. Makes night riding safe. Uses regular flashlight cell (not included) which fits into case. Chromium-plated with aluminum bracket and screws.

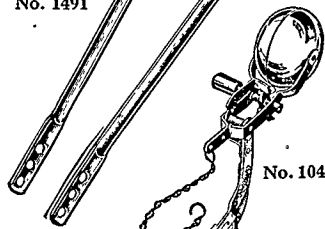
No. 1361. Juvenile Headlight—15 Brownies. (Not Illustrated.) Similar in appearance and construction to No. 1362. Bracket fits on handlebar. Battery not included.

No. 1605. P-J-G Reflector—3 Brownies. Every Curtis boy should have one of these P-J-G Reflectors for his wheel. Red reflector with white letters. Attach it to rear mudguard. Order yours today!

No. 1542. Delta Hornlite—60 Brownies. A combination electric horn and light in one unit. The light case has an aluminum finish, while the battery case is polished aluminum. Operates on four flashlight cells (not included). Comes complete with battery case, clips, Mazda bulb and horn and light buttons.



No. 1491



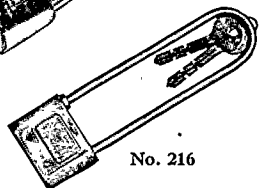
No. 1049



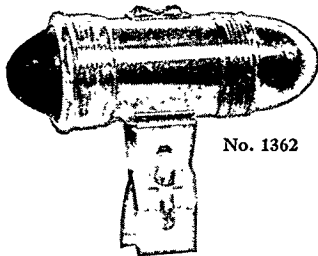
No. 213A



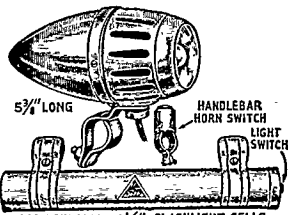
No. 1028



No. 216

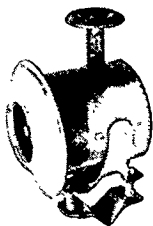


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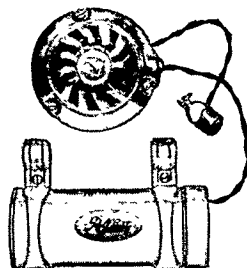


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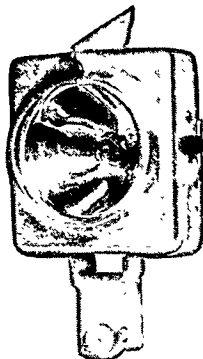
No. 1604



No. 1001



No. 1541



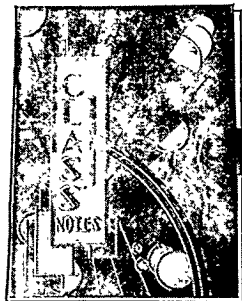
No. 1369



No. 1605

School

No. 1494. Class Notebook—13 Brownies. Here's a special for school that's mighty popular! Blue fabrikoid cover with pencil loop. Pockets for paper on inside of both covers and two-year calendar on inside front cover. Plenty of paper—64 ruled sheets and 16 plain ones—size $7\frac{1}{2}'' \times 10\frac{1}{4}''$. Pages are perforated for easy removal. Order yours for school today!



No. 1494

No. 1495. Fillers Only for Class Notebook (Not Illustrated)—7 Brownies. Additional pads for Class Notebook No. 1494. Each pad contains 64 ruled and 16 plain pages.

No. 1379. Pencil Compass Set—4 Brownies. Full-sized, sharpened lead pencil, adjustable compass and metal protractor.

No. 1595. Drawing Set—13 Brownies. Leatherette case containing a combination compass, ruling pen insert, ruling pen handle, metal lead box and screw driver. You can make neat, accurate drawings with this outfit.



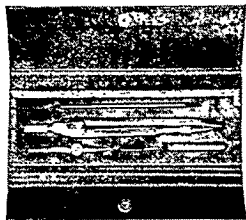
No. 1379

No. 324. Name-on-Pencils—20 Brownies. One dozen high-grade, hexagon pencils nicely enameled in assorted colors, with your name imprinted on each pencil.



No. 324

No. 809. School Set—22 Brownies. Contains eleven assorted lead pencils, rubber-grip penholder, combination pencil, metal protractor, twelve assorted colored crayons, protractor compass with pencil, pencil point protractor, metal pen box with steel pen, fabrikoid pocket school pouch, red rubber eraser, hardwood rule, six assorted water colors with mixing dish and hardwood camel's-hair paintbrush.



No. 1595

No. 1596. Schoolbag—18 Brownies. This is "just the ticket" for carrying your books, pencils and other school equipment. Oxford-gray material with brown leather trim and rubber lining. The strap makes it easy to carry over your shoulder when you're riding your wheel.

No. 1597. Gooseneck Lamp—29 Brownies. Fine for studying and reading. Heavy iron base, 12" gooseneck and large reflector. Dark bronze color. Hollows in base to carry your pencils, pens, paper clips, etc. Six-foot cord included, but no bulb.



No. 809

No. 817. Brief Case—80 Brownies. A good-quality, top-grain, tan cowhide brief case with three roomy pockets which provide ample room for carrying books, music and paper. Sixteen-inch size; straps all around. Fitted with serviceable lock and key.



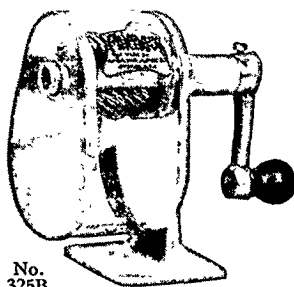
No. 1596



No. 1597



No. 817



No. 325B. Chicago Pencil Sharpener—30 Brownies. You can keep a good point on your pencils with this fine sharpener. Container for shavings is detachable for easy emptying.

Business



No. 300. Shoulder Pad—1 Brownie. Get this pad for your copy bag and protect your shoulder.



No. 301A. Rainy Day Copy Bag—1 Brownie. Keeps your copies dry on wet days. Has flap over top. Waterproof.

No. 301. Bicycle Copy Bag—1 Brownie. Deliver copies on your wheel? This has two bags for magazines and fits over the rear mudguard.

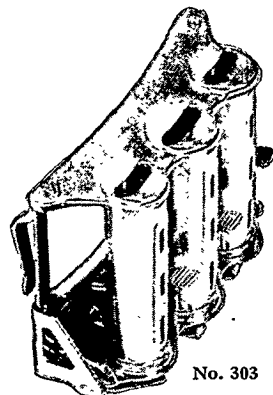
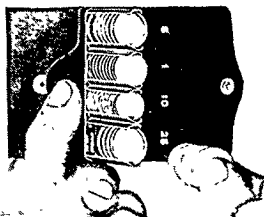
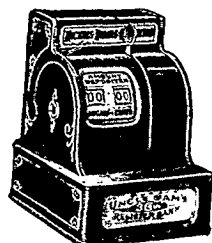
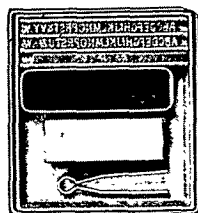
No. 1598. Printing Set—2 Brownies. Just the thing to print name cards. Three alphabets of capital letters in rubber type, two line holders, ink pad and pair of tweezers.

No. 315. Document Box—23 Brownies. A black-enameled metal case fitted with combination lock. Just the thing for Vouchers, important papers, etc.

No. 1277. Uncle Sam's Bank—45 Brownies. Opens automatically at every \$10.00. Bell rings up each deposit. Registers nickels, dimes and quarters. Get this bank and see how quickly you can save \$10.00 from your Curtis profits.

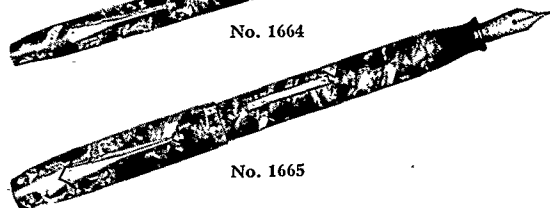
No. 421C. Coin Holder—13 Brownies. This Coin Holder provides places for pennies, nickels, dimes and quarters. Cowhide case. Fine for carrying change when you're selling your copies—coins can't fall out!

No. 303. Money Changer—24 Brownies. Fine for making change quickly when a customer hands you anything larger than a nickel! Made of extra heavy gauge metal, heavily nicked, with strong, rigid clips that hook over your belt. Holds nickels, dimes and quarters.





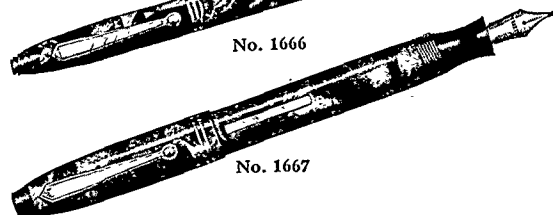
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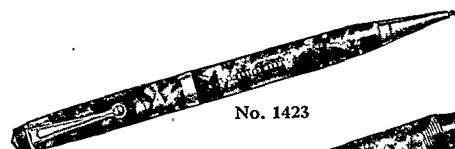
No. 1665



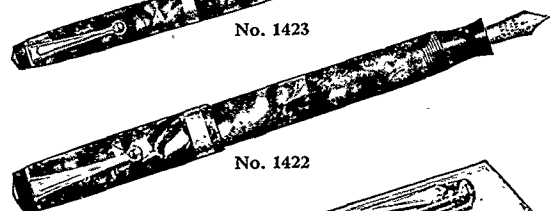
No. 1666



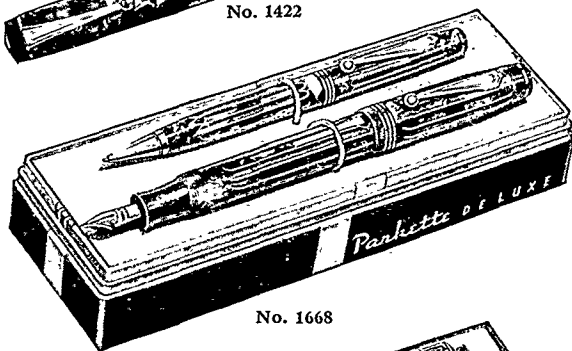
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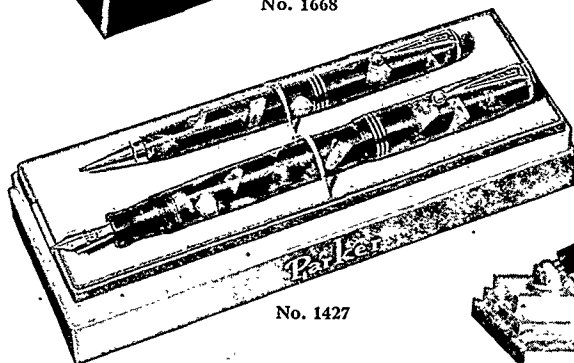
No. 1423



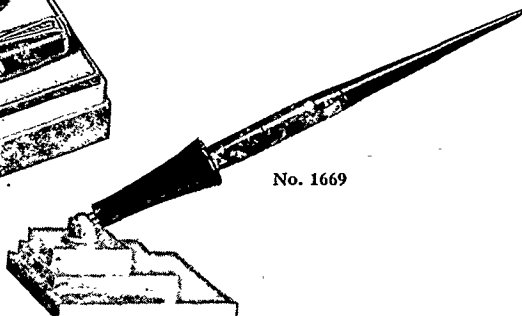
No. 1422



No. 1668



No. 1427



No. 1669

No. 1664. Pencil—5 Brownies.

No. 1665. Pen—7 Brownies. These two form a set but can be ordered separately. Pyralin barrels in gray, green or burgundy. Gold-plated trimmings. Pencil has rear action movement and repels and expels lead. Pen has inner cap construction to prevent leaking and gold-plated, stainless-steel, iridium-tipped nib.

No. 1666. Parkette Pencil—17 Brownies.

No. 1667. Parkette Pen—26 Brownies. These two form a set but can be ordered separately. Made by Parker; burgundy, green or gray mottled colors. Pencil repels and expels lead. Pen has lever action, gold-plated trim and 14K nib.

No. 1423. Parker Challenger Pencil—30 Brownies.

No. 1422. Parker Challenger Pen—60 Brownies. These two form a set but can be ordered separately. Burgundy, green or gray mottled colors. Pencil repels and expels lead; supplied with selector lead cartridge. Pen has button filler mechanism, rolled-gold trim and 14K nib.

No. 1668. Parkette Deluxe Pen-Pencil Set—60 Brownies. This fine Parker set is a bargain. Fluted barrels in burgundy, green or gray mottled colors and rolled-gold bands for trimming. Pen has platinum and gold 14K nib. Pencil repels and expels lead.

No. 1427. Parker Challenger Deluxe Pen-Pencil Set—120 Brownies. Here's a high-quality set you'll be proud to own and which will last for years. Burgundy, green or gray mottled colors with rolled-gold trim. Pen has button filler mechanism and 14K two-way gold nib. Pencil repels and expels lead.

No. 1669. Parkette Desk Set—50 Brownies. This Parker set is very attractive and serviceable. Pen is mottled combination of gray, black and red with black, tapering end. Lever action; 14K nib. Base has nontarnishable chrome finish with felt base. Swivel pen socket is black.



No. 1675



No. 1428



No. 1676

EACH boy ordering one of these Harmonicas will be entitled to membership in the Borrah Minevitch Junior Harmonica Rascals Club and will receive a Membership Certificate and Pin like the ones shown above. The Instruction Book illustrated above also comes free with each Harmonica.

No. 1675. Junior Rascal Harmonica—13 Brownies. The official instrument of the Junior Harmonica Rascal Club. Ten single holes; 20 feather-action reeds. Has lip-comfort plates, open face, and is nickel-plated. Four inches long.

No. 1428. Rascal Harmonica—21 Brownies. Ten single holes; 20 feather-action reeds enclosed in seasoned-wood tone chambers. Length, 4".

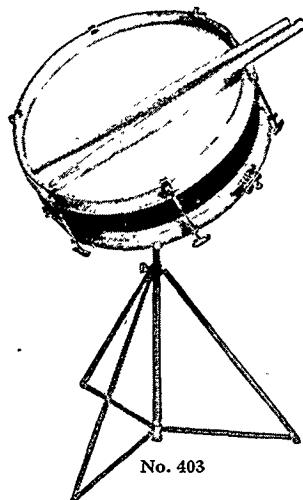
No. 1676. Chromatic Harmonica—35 Brownies. A fine instrument with chromatic key-changing shutter. Full scale; all sharps and flats. Ten double holes and 40 reeds. Length, 5½".

No. 403. Snare Drum and Stand—160 Brownies. A good, substantial drum. Frosted-silver effect metal shell and red-enameled hoops. Guaranteed not to warp. Genuine 12" skin heads. Regulation-size sticks, stand, tighteners and snares.

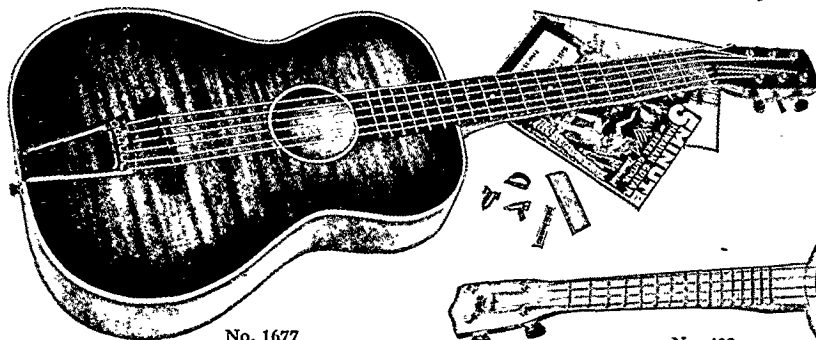
No. 1677. Guitar—120 Brownies. This fine instrument is adaptable to Spanish or Hawaiian style of playing; the two instruction booklets teach you both methods. Strong birch body with attractive dark finish and white trim. Steel nut, bar, three picks and 2 instruction books included.

No. 1678. Guitar Case (Not Illustrated)—55 Brownies. Rigid brown canvas case to fit any standard Guitar.

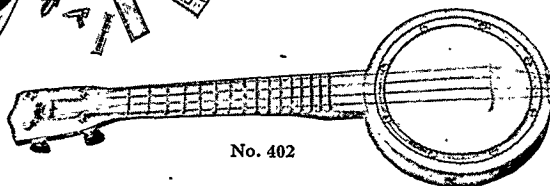
No. 402. Banjo Uke—45 Brownies. Calfskin head held by a highly polished nickel-plated ring. Silk strings, natural wood finish. Twenty-one inches long, wood rim; 7" diameter, 1¼" deep.



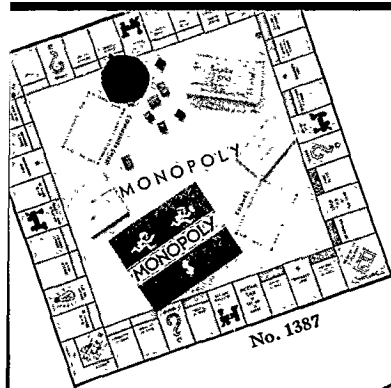
No. 403



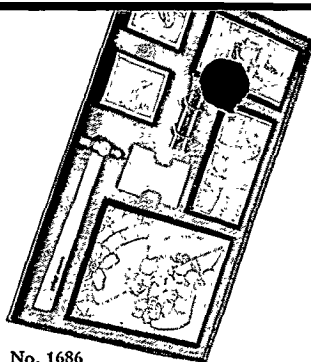
No. 1677



No. 402



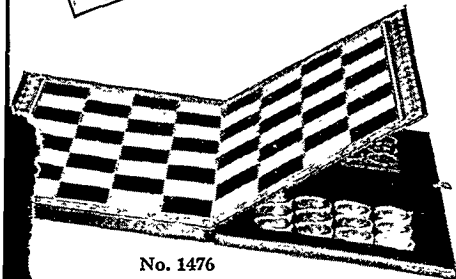
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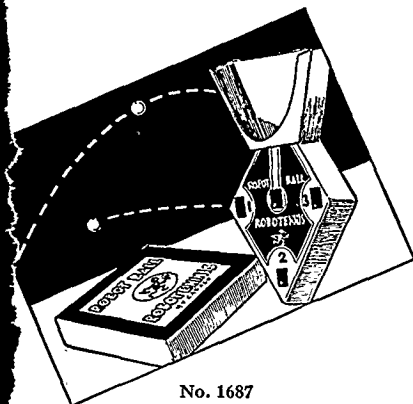
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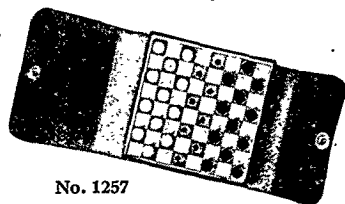
No. 1685



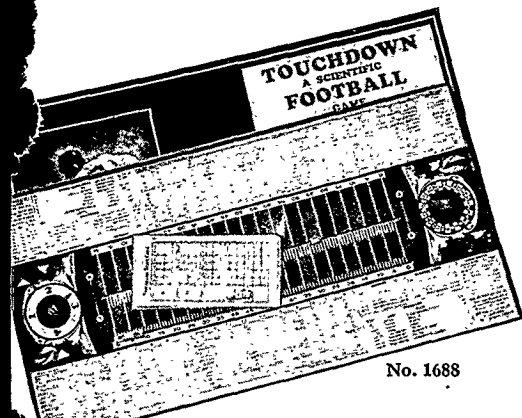
No. 1476



No. 1687



No. 1257



No. 1688

No. 1685. Combination Wood Burning-Magic Stylus Set—40 Brownies. With this combination set you can do wood burning or you can write in colors on any surface including leather, paper, Cellophane, silk, wood, glass and many others. Electrically heated stylus has interchangeable points for wood burning and color engraving, and is approved by Underwriters' Laboratories. Outfit includes the Magic Stylus with two points, paintbrush, 8 cakes of water colors, emery paper, 4 stamped plaques, 6 rolls of Magic Stylus foil in assorted colors and thirty-two-page catalogue containing complete instructions.

No. 1686. Tapit Metal Set—26 Brownies. Here's something new—you can make attractive metal plaques and have lots of fun doing it. You stamp the designs in the metal, following the patterns traced on the metal plates. This set contains 3 brass plates, 2 chromite plates, hammer, punches and complete instructions.

No. 1387. Monopoly—45 Brownies. You probably know all about this fascinating game. Any number of people can play, but four to six is better. This fine set includes the board and all accessories.

No. 1476. Checkers Complete—16 Brownies. A complete checker outfit all in one set. Board is $13\frac{3}{4}$ " square and folds double. Red and black celluloid checkers, which are included, fit into compartment in board.

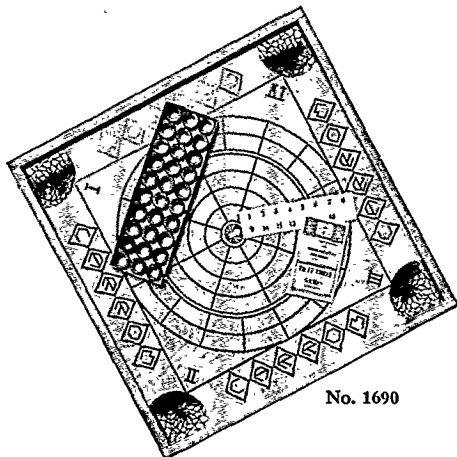
No. 1687. Robotball—Robotennis—25 Brownies. This game can be played indoors or out and is barrels of fun! Hang the set on the wall, throw the ball in the funnel and, believe it or not, the Robot will bat it back to you! The score depends upon which hole the ball is batted from and whether or not you catch it. You use the same rules and scoring as for baseball or tennis, depending upon which game you play. One, two or more can play. Get this new game today!

No. 1257. "Peg-O" Checker Game—3 Brownies. When folded, it is only $3\frac{1}{2}$ " square and $\frac{3}{4}$ " thick. Checkers, which are included, can not slide off the board.

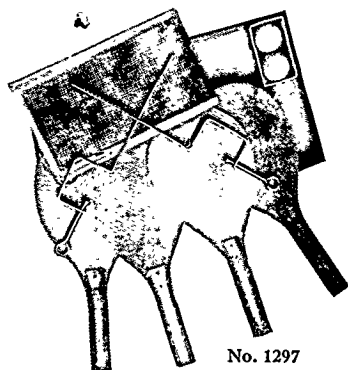
No. 1688. Touchdown—25 Brownies. A truly scientific football game which has no rules except the rules of real football. Each player acts as his own quarterback and calls the plays for his team. So worked out with the percentages on the dice that every play has exactly the same chance of success or failure as in a real game. Full instructions included.

No. 1689. Quarterback (Not Illustrated)—14 Brownies. A smaller edition of No. 1688. Uses spinner in place of dice.

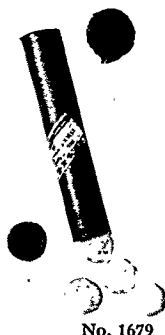
No. 1690. Carrom "Pleasure" Game Board—70 Brownies. You can play fifty-three fascinating games on this board—and each one is different! Board is made of hardwood, beautifully finished in natural color with designs and figures in red. Set includes forty-eight-page Rule Book and thirty carrom pieces. This is aptly named a "pleasure" board.



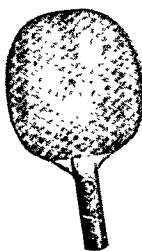
No. 1690



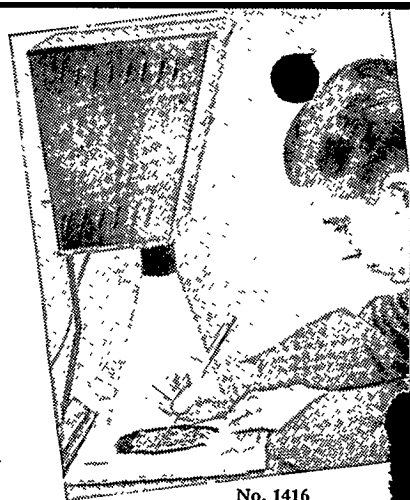
No. 1297



No. 1679



No. 1680



No. 1416

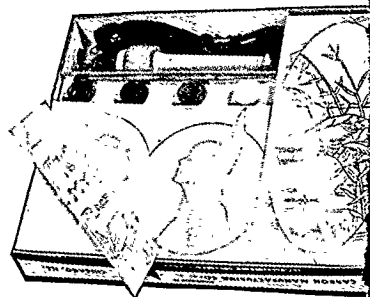
No. 1297. Table Tennis Set—22 Brownies. This game grows more popular every day. Here's a classy set to install on your table. Consists of 36" net, 4 paddles, sanded on one side, 2 celluloid balls and 2 metal net-holding posts.

No. 1679. Table Tennis Balls—2 Brownies. These Tatco "Dart" table tennis balls are used extensively in table tennis tournaments and matches. Fine quality; narrow seams; true and accurate bounce. Six balls packed in a tube.

No. 1680. Table Tennis Bat—19 Brownies. A dandy Tatco "Driver" bat. Blade of 3-ply laminated wood; both sides surfaced with piped rubber. Double-tapered handle of chestnut. A tournament-grade bat.

No. 1416. Copyscope—50 Brownies. Place either a colored or black and white drawing in the machine and it will be projected on your paper for tracing. Very useful and lots of fun!

No. 1681. Pyrорite Wood Burning Set—23 Brownies. Plug in the electric pencil, let it heat, and you're all ready to burn etchings on the wood plaques. Set includes one Pyrорite Electric Pencil, two 3½" x 5" plaques, one 3½" x 8" plaque, leather bookmark, brush and 4 paints.



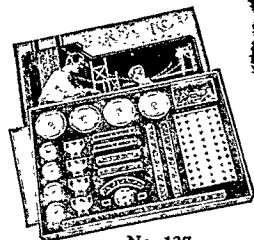
No. 1681

No. 137. Gilbert Erector Set No. 1—24 Brownies. The Erector Sets need no description. This is a dandy beginner's set.

No. 137B. Gilbert Erector Set No. 4 (Not Illustrated)—110 Brownies. This set includes motor (operated by battery) and gearbox, also Manual of Instructions.

No. 1682. Checkorete—45 Brownies. Four-handed checkers—the newest thing out! Two, three or four people can play. Regular rules for checkers are used. Set includes board, checkers and instructions.

No. 1683. Signmaker Set—7 Brownies. Make your own posters, signs and show cards with this outfit! Set includes pencil, ruler, paints, brush, 2 sets of alphabets and numbers, decorations, French curves and triangles.



No. 137

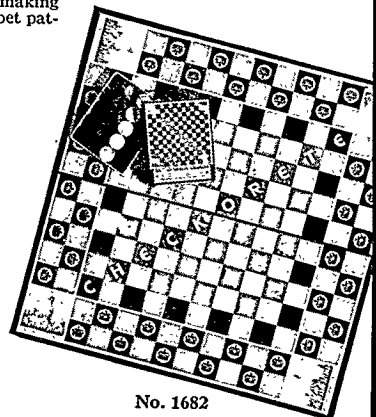
No. 1684. Leathercraft Set—45 Brownies. It's fun to make things with leather! This set contains patterns, tools, leather, lacing and accessories for making three complete leather projects and two alphabet patterns. Full instructions included.



No. 1684



No. 1683



No. 1682

Stamp Collectors!



No. 993



No. 1312



No. 814

No. 993. 200 British Colonies—25 Brownies. A fine collection of attractive stamps—all different—from Sierra Leone, Newfoundland, Cape of Good Hope, Straits Settlements, Southern Rhodesia, Australia, New Zealand, and many other Colonies, Dominions and Protectorates of the far-flung British Empire. There are lots of stamps in this packet you should have in your collection.

No. 1312. The Adventurer Album—16 Brownies. This attractive Stamp Album has a clothbound board cover and is printed in three colors. There are hundreds of illustrations and spaces for more than 4000 stamps from all countries of the world. If you are keeping a stamp collection, this album is just what you need for classifying your stamps and keeping them in good order. If you are just starting a stamp collection, this album is one of the first things you need.

PACKETS NOT ILLUSTRATED

All Stamps Different and Guaranteed Genuine.

- No. 813. 1000 Varieties—30 Brownies.** These stamps are from all parts of the world—a fine collection in itself.
- No. 1562. 50 Air-mail Stamps—18 Brownies.**
- No. 1563. 25 Triangle Stamps—30 Brownies.**
- No. 1564. 25 Abyssinia (Ethiopia)—24 Brownies.**
- No. 1565. 100 Commemorative Stamps—12 Brownies.**
- No. 1566. 50 Egypt—12 Brownies.**
- No. 1608. 100 United States—postage issues only—19 Brownies.**
- No. 1609. 200 South and Central America—24 Brownies.**
- No. 1610. 25 Nyassa Stamps—13 Brownies.**

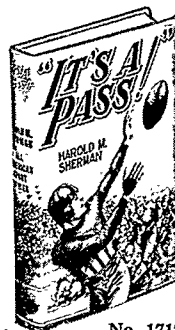
No. 814. Golden Galleon Mixture—35 Brownies. A real thrill for a stamp collector! One pound of postage stamps—about 2500 unpicked and unsorted. Most of the stamps are still on pieces of original cover—stamps from about 70 countries. To make the mixture extra good, each box has been loaded with a "Golden Cargo" Prize Set having a catalogue value of \$2.00 or more!

No. 1167. Ideal Stamp Collector's Outfit—21 Brownies. Everything for the beginning collector; 128-page Stamp Album with hundreds of illustrations and spaces for 4000 stamps; 1000 stamp hinges; 200 different Postage Stamps; Booklet on "How to Start a Stamp Collection and How to Organize a Stamp Club"; the Stamp Finder (which tells at a glance the country any stamp is from); Pocket Duplicate Book; small-size tongs; watermark detector; and a Prize Set of Stamps valued at 50c or more.



No. 1167

No. 1717. *It's a Pass!* by Harold M. Sherman—8 Brownies. This is one of the finest football and school-life stories this famous author has ever written. If you care anything about football you will enjoy this book from beginning to end.



No. 1717

No. 1718. *Daring Wings*, by Graham M. Dean—8 Brownies. Tim Murphy, a reporter for the *Atkinson News*, learns how to fly because the editor of his paper believes some of the biggest news stories will break above the clouds. Read of the many thrilling adventures encountered by this daring reporter! A gripping story you will want to read several times.



No. 1718

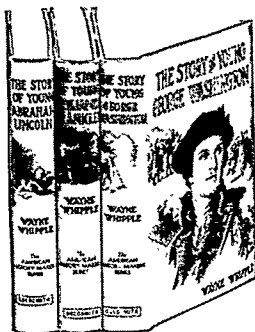
AMERICAN HISTORY MAKERS SERIES by Wayne Whipple

These biographies of three of the greatest men in our nation's history are fascinating and instructive. They are written in a very interesting fashion, and you will probably read and reread each one you receive.

No. 1719. *The Story of Young George Washington*—8 Brownies.

No. 1720. *The Story of Young Benjamin Franklin*—8 Brownies.

No. 1721. *The Story of Young Abraham Lincoln*—8 Brownies.



Nos. 1719 to 1721

No. 1722. *Air Monster*, by Edwin Green—8 Brownies. A story of the world's greatest dirigible and the dangers of the frozen wastes of the Arctic. The *Goliath*, largest dirigible in the world, is to meet the submarine, *Neptune*, at the North Pole. What befalls the *Goliath* on this Arctic trip is only a part of the smashing action of this book. It's alive and up-to-the-minute in every detail.



No. 1722

No. 1723. *The "New Supreme" Webster Dictionary*—21 Brownies. This new, self-pronouncing dictionary contains an enlarged vocabulary which is modern, accurate and authoritative. Besides the vocabulary there are many other pages of useful information. Black, flexible imitation leather binding. A fine dictionary for home or school.

SKY DETECTIVE SERIES by Ambrose Newcomb

Every one of the six books in this series is packed with the excitement and thrills of aviation and mystery! Jack Ralston and his pal, "Perk," famous air pilots, help Uncle Sam unravel baffling problems of the Secret Service. The adventures of these two detective aviators form the complete series, although each book is a complete story in itself.

No. 1724. *Eagles of the Sky*—8 Brownies.

No. 1725. *Flying the Coast Skyways*—8 Brownies.

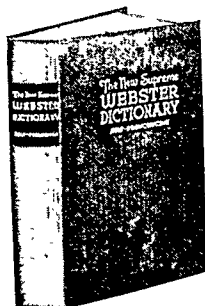
No. 1726. *Wings Over the Rockies*—8 Brownies.

No. 1727. *Trackers of the Fog Pack*—8 Brownies.

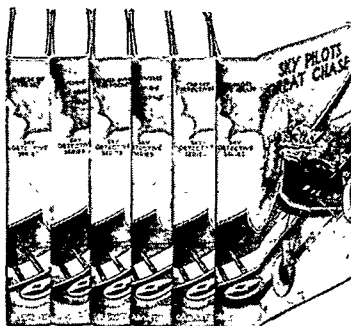
No. 1728. *The Sky Detectives*—8 Brownies.

No. 1729. *Sky Pilot's Great Chase*—8 Brownies.

No. 1730. *Treasure Island*, by Robert Louis Stevenson—8 Brownies. One of the finest and most thrilling adventure stories ever written—a book you'll always want to keep on your book shelves. The gripping adventures of the daring pirates will capture your imagination from the first page to the very last.



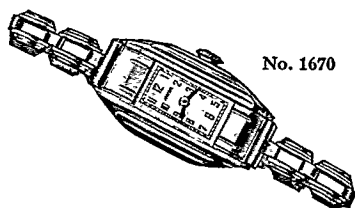
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Nos. 1724 to 1729

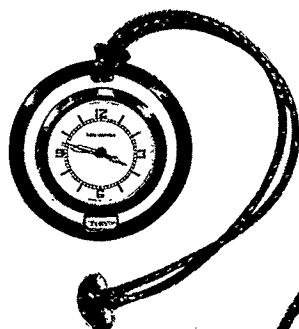


No. 1730



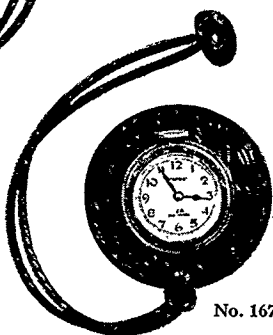
No. 1670

No. 1670. Lady's Central Wrist Watch—195 Brownies. This American-made Central watch will make a fine gift for Mother or sister. Baguette type with 7-jewel movement. Nicely decorated chromium case with latest folding adjustable link bracelet.



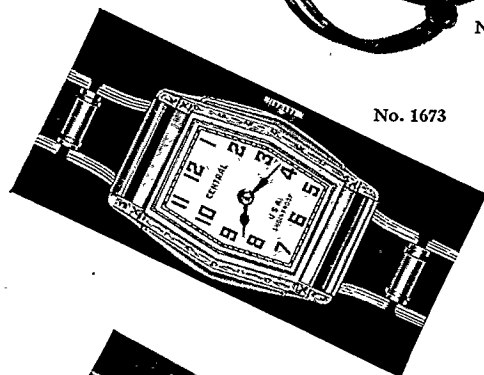
No. 1671

No. 1671. New Haven Lapel Jr.—80 Brownies. Lapel watches are the very latest—and they're mighty useful. Can be worn in breast pocket or in watch pocket. This one has a modern case of unbreakable plastic composition in a black and white combination and a black braided leather cord. Metal aviation dial; unbreakable crystal; chromium-plated bezel; exposed back.



No. 1672

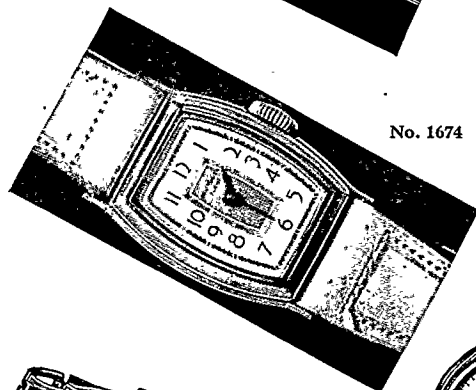
No. 1672. Central Lapel Watch—155 Brownies. This fine watch is suitable for all kinds of wear. Accurate 7-jewel American-made lever movement. You have your choice of a black or pigskin leather case with braided leather cord. State kind of case wanted.



No. 1673

No. 1673. Central Wrist Watch—195 Brownies. This American-made Central watch has a 17-jewel shockproof movement in a handsomely engraved chrome case with a stainless-steel, nontarnishable back. Fitted with a ratchet-folding adjustable bracelet to match.

No. 1674. New Haven "Duke" Wrist Watch—130 Brownies. A handsome 7-jewel wrist watch that's a good timekeeper. Gold-plated case with nontarnishable, stainless-steel back. Comes with attractive tan leather strap and gold-plated buckle.

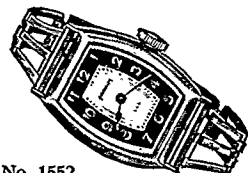


No. 1674

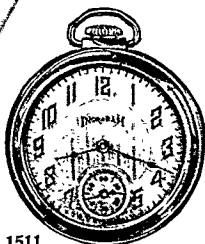
No. 1552. Ingraham Wrist Watch—70 Brownies. You'll get to school on time when you're wearing this watch! Chrome-plated case and adjustable metal band. Dustproof, nonbreakable crystal.

No. 1511. Ingraham Pocket Watch—30 Brownies. Here's a real bargain! A dependable timekeeper that will stand lots of hard knocks. Nickel-plated case. Silver-finish dial with raised gold numerals.

No. 1352. Pocket Ben—40 Brownies. Here is the Westclox watch for the rugged outdoor boy who loves to do strenuous things. Pocket Ben can take the hardest knocks! Nickeled case; easy-to-read face. You will be proud to carry this famous watch.



No. 1552



No. 1511

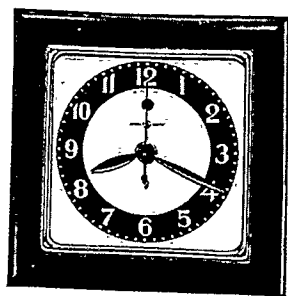


No. 1352

GENERAL ELECTRIC

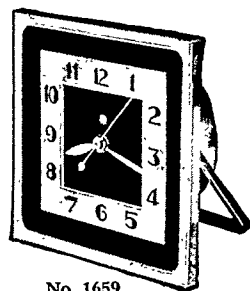
There is no finer timepiece than a G-E Electric Clock. You will be pleased with either one of the models shown.

No. 1658. "Fleet" Electric Clock—70 Brownies. This G-E self-starting electric clock is a modern easel-type with a black molded case and chrome bezel. Light ivory dial with ivory numerals on a black circle. Case is 5" square. A.C., 60 cycle.



No. 1658

No. 1659. "Debutante" Electric Clock—115 Brownies. A G-E self-starting electric clock of a smart French easel-type, and it's a beauty. Gold-finish case with polished metal numeral band to match set in jet-black background. The case is 5" square. A.C., 60 cycle.



No. 1659

No. 1350. Baby Ben Alarm Clock—80 Brownies. The smartest thing in small clocks today—3 3/4" high. Especially quiet tick so it won't keep you awake at night. Has a steady alarm, with loud or soft control attachment. Made in two finishes—black with nickel trim and in ivory and gold color combination. Give choice of color.

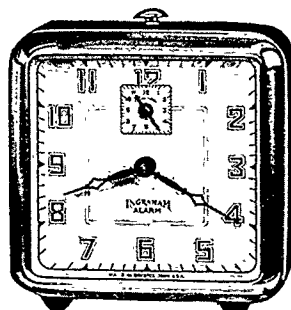


No. 1350

No. 1510. Ingraham Alarm Clock—35 Brownies. A good, serviceable alarm clock. Black enamel case, chromium-plated bezel. Top stem shutoff. Height, 4 3/4". You won't need to worry about getting to school on time if you have one of these in your room!

No. 1660. Sessions Electric Mantel Clock—85 Brownies. This fine electric clock has a mahogany finish and would have a place in any home. Fits in nicely on a mantel, sideboard or radio. The clock is 16" long and 7 3/4" high; the dial is 5 1/2" in diameter. For A.C., 60 cycle only.

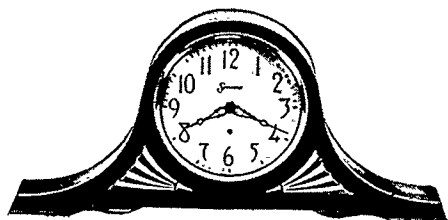
No. 1661. Sessions Eight-Day Mantel Clock—95 Brownies. Same clock as No. 1660 only an eight-day windup model.



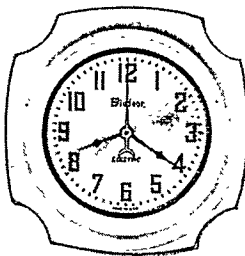
No. 1510

No. 1662. Electric Kitchen Clock—40 Brownies. Your Mother would like to have a clock in the kitchen; it would make a fine gift for her. This "Windsor" Electric Kitchen Clock comes in a green and ivory color. The dial is 7" in diameter. For A.C., 60 cycle only.

No. 1013. Hammond Paris Electric Alarm Clock—65 Brownies. This graceful design makes it possible to use anywhere in your home, as an alarm, mantel or desk clock. Walnut-colored case with buff dial. Buzzer-type alarm winds automatically. Guaranteed to keep perfect time. When you have an electric alarm clock you'll never sleep too long because you forgot to "wind the alarm." For A.C., 60 cycle only.



No. 1660 and No. 1661

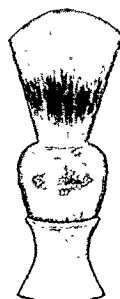


No. 1662



No. 1013

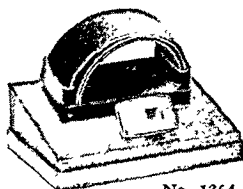
for Dad



No. 1216



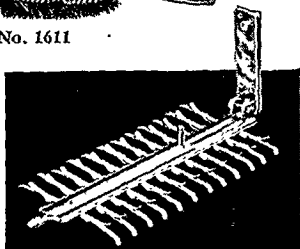
No. 475



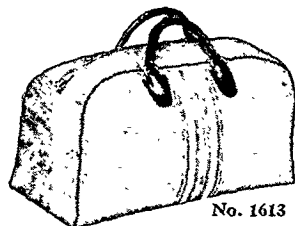
No. 1364



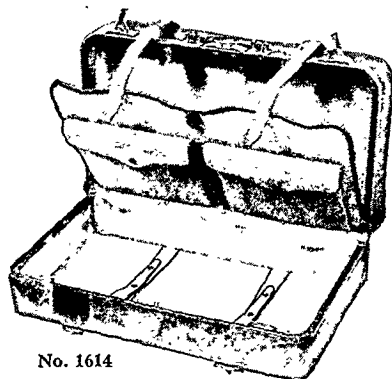
No. 1611



No. 1612



No. 1613



No. 1614



No. 1088

No. 475. Military Hairbrushes—21 Brownies. Here's a fine gift for yourself, your Dad or your brother! These fine brushes have ebony backs in which strong, sterilized bristles are securely anchored. Brushes can be easily washed.

No. 1216. Ever-Ready Shaving Brush—10 Brownies. Your Father or big brother would like to have this fine shaving brush as a gift from you.

No. 1364. Belt & Buckle—25 Brownies. A full-grain, genuine, black cowhide belt, 1½" wide. Silver-plated buckle with space for engraving initials if you care to have it done after you receive the belt.

No. 1611. Clothes Brush—6 Brownies. A useful article for every member of the family. Black and silver lacquered handle; stiff imported fiber bristles. Eleven inches long.

No. 1612. Tie Rack—25 Brownies. You and your Dad can both use this novel tie rack which you attach to the door or wall of your closet. Fold the rack down as shown, slide your ties into the clips, and then fold the rack out of the way up against the wall. Chromium-plated; strong and durable.

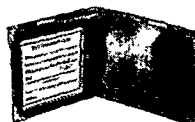
No. 1613. Zipper Sport Bag—40 Brownies. An up-to-the-minute bag suitable for short trips at all times. Made of heavy woven gray tweed, decorated with center stripes. Waterproof rubber lining, black leather handles and full-length zipper. Length—18".

No. 1614. Gladstone Bag—190 Brownies. Here's a substantial, 26" black Gladstone bag that will give lots of service. Made of best-quality split cowhide with top grain straps and opening tab. Attractive and serviceable cloth lining. Partition has shirt fold on one side and two roomy pockets on the other. Strong handle; oxidized hardware; reinforced corners.

No. 1088. Leather Belt—23 Brownies. This comfortable leather belt is woven from individual links, easily removed to make the belt fit the waist. Black or brown—state color wanted.

No. 1615. Billfold—5 Brownies. Here's a bargain! Made of genuine steer hide with embossed design on front. Gold-plated corner reinforcements. Standard-size currency pocket and two card pockets with identification card.

No. 1502. Brush & Comb Set—12 Brownies. The newest comb and brush set for men and boys. Comb fits into top of brush. Black enamel back on brush and nickel trim on both brush and comb. Good-quality bristles.



No. 1615



No. 1502

for Mother

No. 1370. Double Compact—7 Brownies. A lady can always use a new compact. Attractive enamel finish and unbreakable mirror. Supplied with rouge and two puffs. Separate loose-powder compartment.



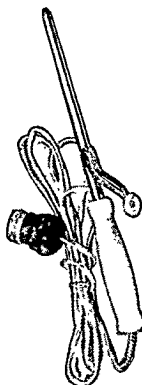
No. 1370

No. 1616. Magnifying Mirror—12 Brownies. Here's something your Mother or sister would like to have! Clear magnifying mirror with green metal backing. Hollow catalin handle contains pair of tweezers. Mirror is $3\frac{3}{4}$ " in diameter. Handle folds back so mirror can be set up on table.



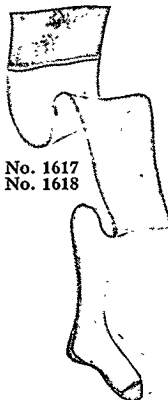
No. 1616

No. 606. Electric Curling Iron—16 Brownies. An attractive and serviceable iron. Enameled handle; 6' cord, and plug.



No. 606

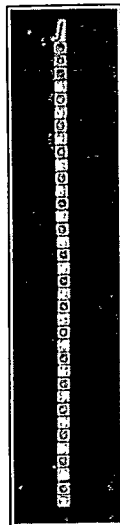
No. 1617. Gotham Gold Stripe Chiffon Silk Stockings—20 Brownies. Here's the ideal gift for your Mother or sister. Ringless type; sizes $8\frac{1}{2}$ to 10. Colors—sun tan, medium tan, neutral brown, smoke or taupe. Give size and color wanted.



No. 1617
No. 1618

No. 1618. Gotham Gold Stripe Service Weight Silk Stockings—23 Brownies. Ringless type with cotton foot. Sizes $8\frac{1}{2}$ to 10. Colors—sun tan, medium tan, neutral brown or taupe. Give size and color wanted.

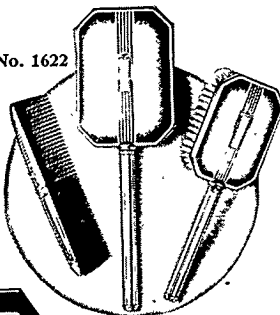
No. 724. Sterling Silver Turquoise and Brilliant Bracelet—40 Brownies. A fine gift for any girl.



No. 724

No. 1622. Lady's Toilet Set—60 Brownies. This attractive three-piece toilet set is one any lady would be glad to have. Finished in black enamel with chromium trim. Brush has genuine bristles.

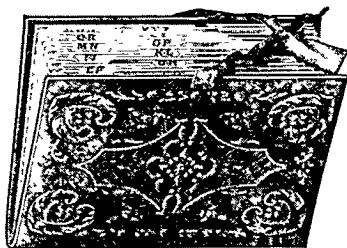
No. 1622



No. 1619. Personal Portfolio File—21 Brownies. This portfolio file of simulated hand-tooled leather makes an elegant gift. Twelve compartments are indexed from A to Z and carry the names of the days of the week and the months of the year. Size— $8\frac{1}{2}$ " x $10\frac{1}{2}$ ". Ties with a heavy silk ribbon. It fits right into a book rack like any standard-size volume.

No. 1143. Cutex Manicure Set—11 Brownies. Everything Sis needs for her hands.

No. 1620. Lady's Overnight Case—95 Brownies. This 21" case is covered with gray tweed. Black leather handle and attractive hardware. Rayon taffeta lining with large, roomy pockets. This is a fine bag!



No. 1619



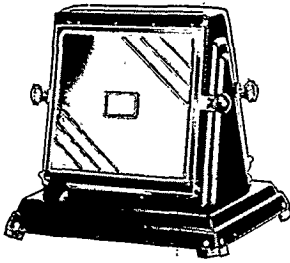
No. 1143



No. 1620

GENERAL ELECTRIC

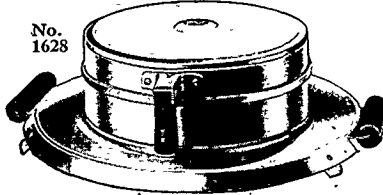
Hotpoint



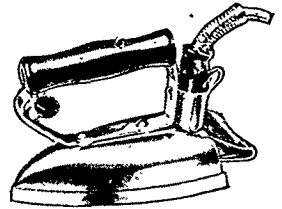
No. 1627

No. 1627. Hotpoint Toaster—65 Brownies. This G-E toaster has the contrasting chrome-plate and black satin finish. Just drop the side and the bread turns over. Toasts two slices at once. Concealed terminals; equipped with 6-foot detachable cord and rubber plug. A.C. or D.C., 115-125 volts.

No. 1628. Hotpoint Waffle Iron—125 Brownies. This elegant chrome-plated iron bakes full-size, 7-inch waffles. New-type heat indicator shows when to pour batter. Cool, black wooden handles; scratchproof fiber feet. Comes complete with detachable cord set with miniature appliance plug and Textolite attachment plug cap. Diameter of base—11¾ inches. A.C. or D.C., 115-125 volts.

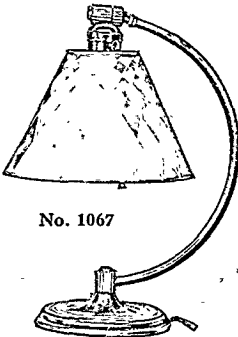


No. 1628



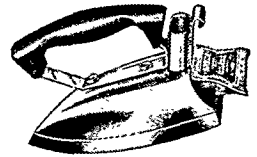
No. 1629

No. 1629. Hotpoint Iron—65 Brownies. This famous G-E Hotpoint Iron has the thumb rest to relieve arm, wrist and shoulder strain. Heel stand saves lifting. Chrome-plate finish; rigid handle. Weight, 6 pounds. Complete with 6-inch cord with standard appliance plug and Textolite cap. A.C. or D.C., 115-125 volts.



No. 1067

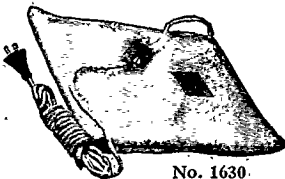
No. 1067. Chase Reading Lamp—80 Brownies. Chromium finish. Shade of light, translucent material. Light adjustable to any angle. Fourteen inches high. Complete with cord and plug. Light bulb not included.



No. 1075

No. 1075. Electric Iron—40 Brownies. Six-pound chromium-plated iron with shaped handle to fit the hand; also has heel stand. Cord and plug included. A.C. or D.C., 110-120 volts.

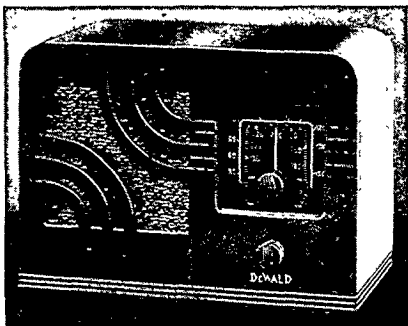
No. 1630. General Electric "Simplex" Electric Heating Pad—70 Brownies. This fine G-E pad gives three degrees of heat and has two non-radio-interfering thermostats. Covered with tan eider down and comes with a white muslin slip cover. Complete with molded plug and cord. A.C. or D.C., 115-125 volts.



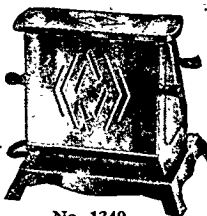
No. 1630

No. 1731. Radio—325 Brownies. A 5-tube set licensed by RCA Hazleton. Operates on A.C. or D.C.; dynamic speaker; illuminated dial; good tone. Beautifully grained walnut veneer case. Due to manufacturing conditions, it may be necessary for us to change the style of cabinet.

No. 1349. Electric Toaster—40 Brownies. Genuine MICA element, insulated handles, chromium-plated. Toasts two slices of bread at one time. Toast automatically turns by dropping door. Cord and plug included. For A.C. or D.C., 110-120 volts.

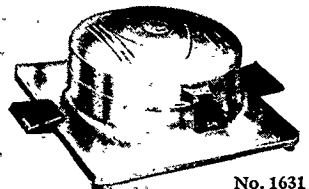


No. 1731



No. 1349

No. 1631. Waffle Iron—100 Brownies. Bakes 7-inch waffles; aluminum grids; overflow batter trough; heat indicator. Chromium-plated. Equipped with cord and plug. A.C. or D.C., 110-120 volts.

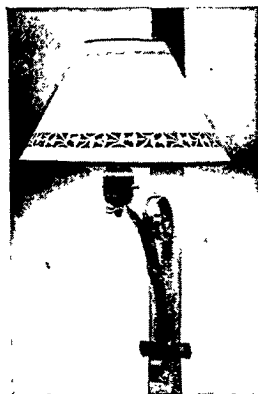


No. 1631



No. 1632

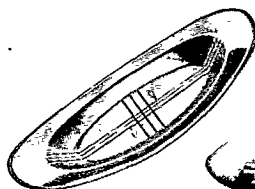
No. 1632. I.E.S. Table Lamp—90 Brownies. This fine lamp complies with all I.E.S. specifications and bears the I.E.S. label, assuring you of proper lighting. Bronze plate finish, attractive parchment shade. Inverted white glass bowl reflector eliminates glare. Twenty-eight inches high. Comes complete with I.E.S. cord and plug (bulb not included).



No. 1348

No. 1348. Pin-It-Up Lamp—40 Brownies. Just attach this useful lamp to the wall anywhere; all necessary attachments included. Genuine wrought-iron bracket with rich, neutral-toned parchment shade in pearl lacquer finish to match.

No. 1633. Bread Tray—21 Brownies. An ornamental and useful article that makes a nice gift. Polished chromium finish. Length—14 inches; width—7½ inches.



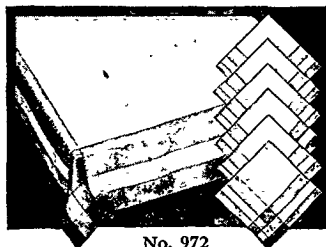
No. 1633



No. 1634

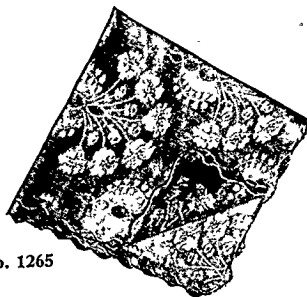
No. 1634. Penthouse Ash Tray Set—26 Brownies. These four polished, chromium-plated ash trays can be removed from the base and distributed among your guests. Set is very ornamental when assembled.

No. 972. Luncheon Set—40 Brownies. This set of six napkins and lunch cloth is made of heavy ivory linen crash. The woven borders are hemmed, and you have your choice of a green or gold border. Cloth is 52 inches square.



No. 972

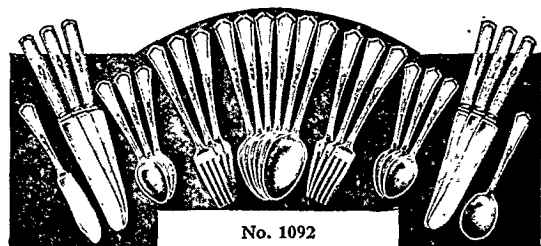
No. 1265. Bedspread—55 Brownies. A rayon and cotton seamless spread with a Jacquard pattern and a scalloped edge. Size 84" x 105". Choice of rose, green or gold.



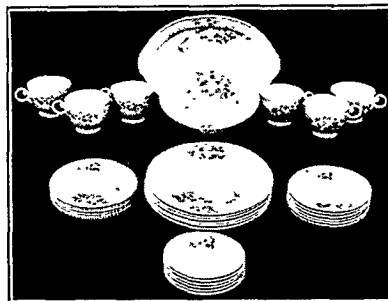
No. 1265

No. 1074. 32-Piece Dinner Set—125 Brownies. Good-quality dishes tinted in ivory with tea-rose designs and narrow rims. Six dinner plates, 6 bread and butter plates, 6 cups, 6 saucers, 6 dessert dishes, vegetable dish and meat platter.

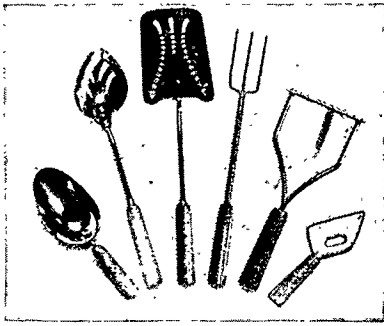
No. 1092. 26-Piece Silver Set—100 Brownies. This handsome International Silver Company silver-plated set will wear for years. Six teaspoons, 6 tablespoons, 6 dinner forks, 6 dinner knives with stainless-steel blades, 1 butter knife and 1 sugar shell.



No. 1092



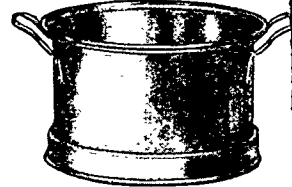
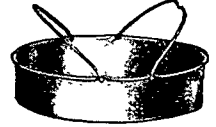
No. 1074



No. 1635

No. 1635. Androck Jewel Kitchenware Set—21 Brownies. A set that fits into any kitchen. Catalin handles in jade green—non-inflammable and chip-proof. Steel parts nickel-plated. Set includes plate and bowl scraper, masher-ricer, cake turner, cooking fork, mixing spoon and flour and sugar scoop.

No. 1636. Viko Aluminum Clamp-Seal Waterless Cooker—40 Brownies. This 6-quart waterless cooker has four parts as shown. The lid has a strong clamp-lid that seals in the flavor of the food.



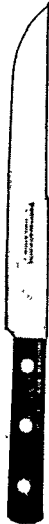
No. 1636

No. 1637. Whistling Tea Kettle—21 Brownies. When the water boils, the bird sings! A 2-quart chromium-finished kettle made of solid copper. Handle and bird made of bakelite.



No. 1637

No. 1638. Bread Knife—6 Brownies. The serrated edge produces a clean cut. Eight-inch stainless-steel blade; cocobolo handle.



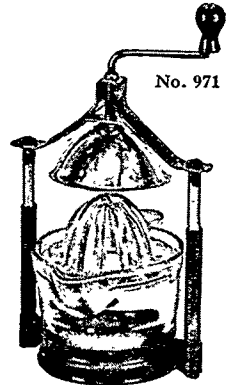
No. 1638

No. 1639. Sanitary Refuse Receiver—30 Brownies. Raise the cover by stepping on foot treadle. Outer case is finished in white enamel; inner container has bail handle. Capacity 2½ gallons.



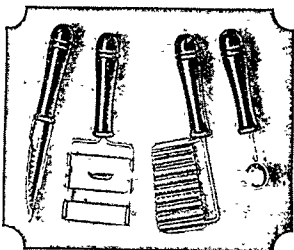
No. 1639

No. 971. Fruit Juice Extractor—35 Brownies. Slice a lemon or an orange into halves, place one-half on glass reamer and turn the crank! Easily cleaned.



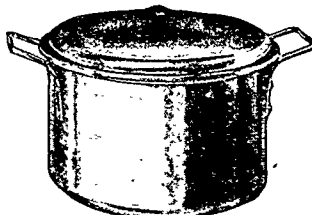
No. 971

No. 1250. Garnishing Set—8 Brownies. This novel set contains a parer and corer, slicer, garnisher and ball cutter. Enameled wood handles; steel parts nickel-plated.



No. 1250

No. 1640. Viko Aluminum Convex Pot and Cover—35 Brownies. A heavy, 8-quart pot which has dozens of uses. Cover included.

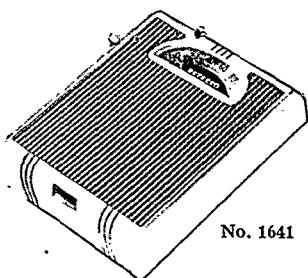


No. 1640

No. 1438. Dripolator—40 Brownies. A 6-cup drip coffee maker that produces delicious coffee. Aluminum water container; vitreous china base.



No. 1438



No. 1641

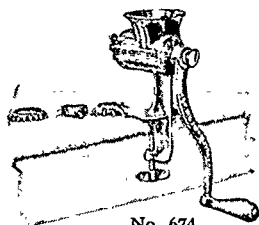
No. 1641. Detecto Jr. Bathroom Scale—65 Brownies. The new streamlined scale; a useful addition to any home. Weighs each pound up to 250 pounds. Choice of green or white color.

No. 1642. Sillex Coffee Maker—70 Brownies. You know the famous "Sillex" name stands for good coffee! This 8-cup outfit has genuine Pyrex bowls and a spring drainer. Table mat included. This is for use on a gas stove; for electric element to go with it, see No. 1643.



No. 1642

No. 1643. Electric Element for Sillex Coffee Maker—45 Brownies. This electric element can be used in conjunction with the Sillex Coffee Maker, No. 1642, shown above. Quick-cooling element; chromium-plated rim. Complete with cord and plug. For A.C. or D.C., 110-120 volts.



No. 674

No. 674. Universal Food Chopper—35 Brownies. Three special attachments come with this useful device, making it possible to do various kinds of grinding.



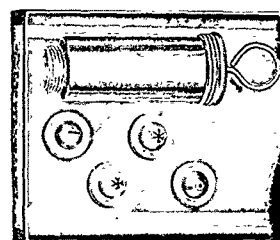
No. 1643

No. 1174. Glassbake Set—50 Brownies. One and a half quart casserole with pie cover. Chromium-plated stand to fit. Six 3½-ounce round custard cups included.



No. 1174

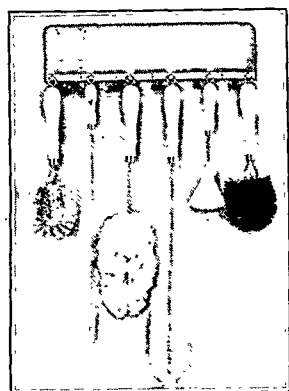
No. 1199. Aluminum Cake Decorator Set—6 Brownies. Mother can write your name on your Birthday cake with this! Four tips, recipes for icings and directions.



No. 1199

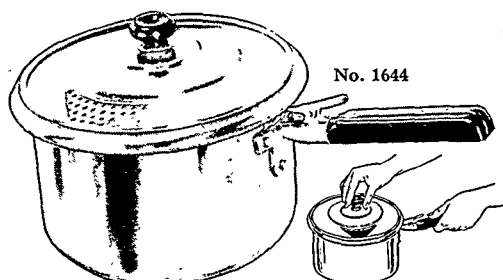
No. 580. Utility Brush Set—22 Brownies. A set of brushes useful around the kitchen every day. Sink broom, percolator brush, dish mop, jar brush, pastry brush and vegetable brush.

No. 1644. Nu-Lid DeLuxe Saucepan—55 Brownies. Several new features on this serviceable 4-quart pan. The lid snaps on and is easily removed by thumb lever. The knob-regulated openings in the cover provide a safety strainer or a clear opening for testing the food. Fourteen-gauge aluminum; bakelite handle and knob.

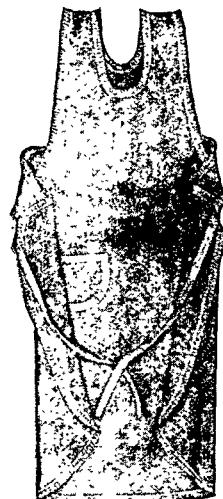


No. 580

No. 470. Rubber Apron—8 Brownies. Nothing like it for protecting the clothes! Durable rubber with ruffles and pockets. Assorted colors.



No. 1644



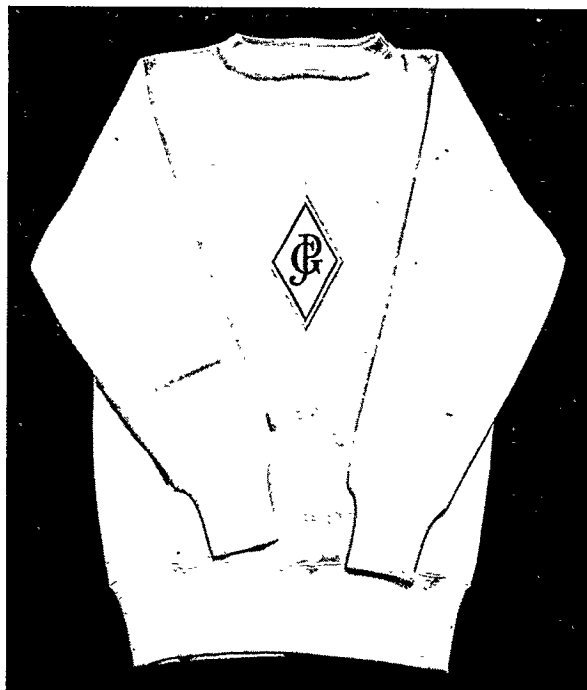
No. 470

League Awards Advertise Your.

The Awards Pictured on This Page and the Next are Offered Only to Members of The League of Curtis Salesmen

You may order these League Awards for Brownies if you have won the Rank for which they are offered.

No. 1260 SWEAT SHIRT
No. 1261 MONOGRAM



No. 319

No. 319. League Certificate Frame—5 Brownies. As you climb to each new Rank in The League, frame your Certificate to hang in your own room. These frames, of substantial dark wood (glass included), exactly fit your Certificate and are a "special" at this price.

No. 1260. P-J-G Sweat Shirt—20 Brownies—

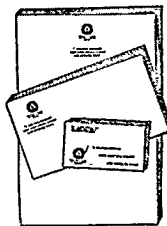
No. 1261. Curtis Monogram for Shirt—3 Brownies. League Members of all Ranks may order both the Sweat Shirt and Monogram for Vouchers. The Monogram bears the letters P-J-G. White, fleece-lined Shirt, washable. Be sure to give size (we have all sizes from 24 up and you'd better allow for shrinking).

Curtis Business and your Success

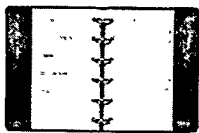


No. 1012. League Stationery—15 Brownies. (For League Members only.) Give League Rank when ordering. These 75 letterheads, envelopes and business cards printed with your own name and address and League Rank will help boost your sales. *Allow at least a month after you order them before you expect delivery.*

No. 1012



No. 1378



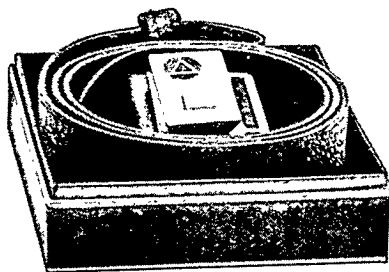
No. 1378. Loose-Leaf Notebook—10 Brownies. One-Star Juniors or members of higher League Ranks may order another Notebook and filler for their own personal use. This Notebook is a whiz for helping you keep your records up-to-date.



No. 1461

No. 1461. League Pencil—8 Brownies. Mother-of-pearl barrel with black trim. League insignia in red, black and gold. A mechanical pencil that "works" and is good looking besides. For One-Star Seniors or higher.

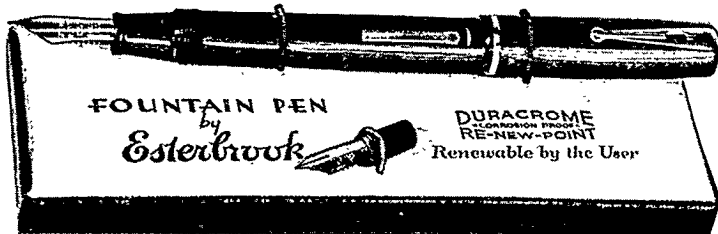
No. 1460



No. 1460. Leather Belt and Buckle—50 Brownies. Black belt, with sterling buckle carrying League seal. Be sure to order by size. **ONLY** for One-Star Seniors or members of a higher rank who were promoted before this award was offered.

No. 1462

No. 1462. League Fountain Pen and Extra Point—20 Brownies. Black, and businesslike. An extra point for good measure. You can count on this pen for real service. Two-Star Seniors or higher may order it for Vouchers.



A Questionnaire about The League -for P-I-G Boys who don't belong!

What is The League of Curtis Salesmen?

An Honor Club for wide-awake Curtis boys.

Do I get my regular profits and prize vouchers while I work for membership?

Yes—The Dollar Bonus and all League awards are EXTRA.

How do I earn membership?

First, qualify for your Dollar Bonus Award by supplying regular customers with 10 copies of the Post for four weeks in a row, and during the same time with 10 copies of one issue of the Journal. Turn in a complete Coupon to your Curtis Manager who will pay you your award of \$1.00 OR 125 Green Vouchers. (If you'd rather, you may sell 8 copies of the Ladies' Home Journal and 2 copies of the Country Gentleman.)

As a Dollar Bonus Earner, what special privilege do I have?

The privilege of earning Curtis Savings Stamps each month in accordance with the number of copies you sell. A full Folder of 24 Stamps is worth \$1.00 cash OR a Bank Deposit of \$1.00 OR 25 Brown Vouchers toward a Prize.

What is my next step, and where do I get full information about The League?

Candidate Rank in The League comes after the Dollar Bonus. You learn all about it and your Junior steps from the Junior Award Book which you will receive when you earn your Dollar Bonus.

JOIN THE LEAGUE!

SAC, Philadelphia

10/13/55

Director, FBI

PERSONAL ATTENTION

[redacted]
[redacted] CURTIS PUBLISHING CO.
PHILADELPHIA, PENNSYLVANIA

Philadelphia Police Commissioner Thomas Gibbons is very [redacted]. He brought [redacted] to the IACP Conference to hear my talk on October 3. This was the first IACP Conference [redacted] had ever attended; he was impressed; he stated that he had no idea that the IACP was such a forceful group and that he would like to give consideration to preparing an appropriate article on the IACP for use in one of the publications of the Curtis Publishing Co. [redacted] shortly intends to take a trip to various parts of the United States; during the course of this trip he will visit the Los Angeles Police Department. As you know, Los Angeles Police Chief William Parker is unfriendly to the FBI. It is desired that your relations with [redacted] be cordial and in the event he will be visiting Washington at any time we would like to have him visit our firearms ranges at Quantico. [redacted] is a gun enthusiast.

It is entirely possible [redacted] of the FBI through comments made by Chief Parker of Los Angeles. In your relations with [redacted] you may be able to correct any erroneous impressions. A visit of [redacted] to Quantico would also help in setting him straight as to our operations.

It certainly appears that Police Commissioner Thomas Gibbons is a staunch FBI friend. Within the next few days you should arrange a casual meeting with Gibbons and at that time confidentially inform [redacted]

In the event [redacted] mentions to you his plan to prepare an article on the IACP you should bear in mind that IACP Headquarters are in Washington, D. C., and that any article on the IACP would probably contain some mention of the FBI. [redacted] who is the Washington Editor of Curtis Publications, is very close to the FBI and would no doubt be an ideal selection to author any proposed article. Keep the Bureau fully informed of any developments in this matter.

Tolson _____
Boardman _____
Nichols _____
Belmont _____
Harbo _____
Mohr _____
Parsons _____
Rosen _____
Tamm _____
 Sizoo _____
Winterrowd _____
Tele. Room _____
Holloman _____
Gandy _____

EDM:gsr
(4)

RECORDED - 33

INDEXED - 33

EX-107

12-45152-15
24 OCT 18 1955

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COMM-FBI

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SAC, PHILADELPHIA PERSONAL ATTENTION

11/9/55

DIRECTOR, FBI

[REDACTED]
[REDACTED] CURTIS PUBLISHING COMPANY
PHILADELPHIA, PENNSYLVANIA

b6
b7C

Reference is made to my letter to you dated 10/13/55,
captioned as above.

Kindly advise the Bureau at this time of any
developments in this matter.

RECORDED - 6
INDEXED - 6

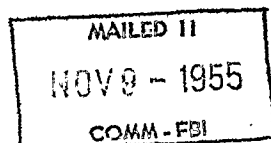
62-45752-6
7 NOV 15 1955

EDM:hd

Tolson _____
Boardman _____
Nichols _____
Belmont _____
Harbo _____
Mohr _____
Parsons _____
Rosen _____
Tamm _____
 Sizoo _____
Winterrowd _____
Tele. Room _____
Holloman _____
Gandy _____

Note: This is a follow-up. Bulet of 10/13 to Philadelphia
indicated [REDACTED] was considering preparing an article on
the IACP for use in one of their publications, and that
SAC, Philadelphia, should have cordial relations with [REDACTED]
& advise Bu of any developments.

b6
b7C



Office Memorandum • UNITED STATES GOVERNMENT

TO : Director, FBI

DATE: November 16, 1955

FROM : SAC, Philadelphia (80-392)

SUBJECT: [REDACTED]

[REDACTED] CURTIS PUBLISHING COMPANY
PHILADELPHIA, PENNSYLVANIA

ReBulets 10-13-55 and 11-9-55.

This is to advise that Police Commissioner THOMAS GIBBONS and myself have an appointment to have lunch with [REDACTED] on November 23, 1955.

As soon as Bureau letter of 10-13-55 was received I got in touch with Commissioner GIBBONS and endeavor was made for Commissioner GIBBONS and myself to meet with [REDACTED]. However, it was determined that [REDACTED] was out of town for several weeks. I understand that he has already visited the Los Angeles Police Department during a trip which he made to the West Coast early in October.

I shall endeavor to interest [REDACTED] in taking a trip down to Bureau Headquarters and also Quantico, and I shall advise the Bureau promptly the results of my conversation with him.

[REDACTED]
(2-Bu, 1-PH)

RECORDED-11

NOV 27 1955

52 NOV 28 1955

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b7Cb6
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Office Memorandum • UNITED STATES GOVERNMENT

TO : Director, FBI

DATE: November 28, 1955

FROM : SAC, Philadelphia

SUBJECT: [REDACTED]

CURTIS PUBLISHING COMPANY
PHILADELPHIA, PENNSYLVANIA

Remylet November 16, 1955.

This is to advise that on November 23, 1955, I had lunch with [REDACTED] and Philadelphia Police Commissioner THOMAS J. GIBBONS.

[REDACTED] had with him two booklets which described the Los Angeles Police Department, particularly the new building in which they are housed. He apparently obtained this material for the use of Commissioner GIBBONS who is, of course, interested in a new police building in Philadelphia at some time in the future. [REDACTED] indicated that at the time he visited the Los Angeles Police Department Chief PARKER was not there, and that he was taken on a tour by one of the officers of the Los Angeles Police Department.

During the conversation with [REDACTED] it became apparent that he is very much interested in firearms, and, accordingly, I suggested to him that the next time he visits Washington on business, we would like to have him visit our headquarters, and particularly our new firearms ranges at Quantico, Virginia. [REDACTED] stated that he would be interested in doing this. I plan to follow this matter up with him in the future.

[REDACTED] made no mention of any plan to prepare an article on the IACP, and I doubt that such an article is in the process of preparation, since he would have undoubtedly mentioned it during our luncheon conversation which lasted for nearly two hours. I mentioned to [REDACTED] that [REDACTED] is a very good friend of ours in Washington.

(2-BU, 1-PH)

RECORDED - 80, [REDACTED]

DEC 8 1955

DEC 8 1955

Mr. Tolson	✓
Mr. Boardman	✓
Mr. Nichols	✓
Mr. Belmont	✓
Mr. Mohr	✓
Mr. Parsons	✓
Mr. Rosen	✓
Mr. Tamm	✓
Mr. Sizoo	✓
Mr. Winterrowd	✓
Tele. Room	✓
Mr. Holloman	✓
Miss Gandy	✓

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b7C

Director, FBI

November 29, 1955

Re: [REDACTED]

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[REDACTED] mentioned the article which The Saturday Evening Post did on the Top Ten Fugitives, and seemed to be quite proud of the fact that this article had achieved such excellent results.

I shall keep the Bureau advised when any matters of interest come up during my future contacts with [REDACTED]

May 9, 1963

PERSONAL

cut

Honorable Matthew J. Culligan
President and Chairman of the Board
The Curtis Publishing Company
600 Fifth Avenue
New York 10, New York

Dear Mr. Culligan:

I would like to add my congratulations
to those you have already received on being named
Chairman of the Board. This action is an expression
of confidence in your ability, and I know you derive
much satisfaction from it.

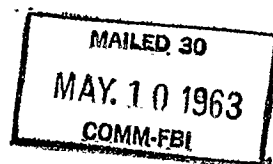
Sincerely yours,

J. Edgar Hoover

REC 14

3 MAY 14 1963

62-45750-9



1 - New York

P. J. ...

NOTE: Bufiles contain nothing derogatory concerning Mr. Culligan and our only previous outgoing to him was dated 2-26-57. It is noted that Mr. Culligan is personally known to Special Agent Stapleton of the Crime Records Division. Mr. Culligan was at FBI Headquarters recently and was afforded a special tour by an Agent. The Tour Room provided the above address.

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Tolson _____
Belmont _____
Mohr _____
Casper _____
Callahan _____
Conrad _____
DeLoach _____
Evans _____
Gale _____
Rosen _____
Sullivan _____
Tavel _____
Trotter _____
Tele. Room _____
Holmes _____
Gandy _____

ENCLOSURE

MAIL ROOM ☐ TELETYPE UNIT ☐

UPI-3OE

(CURTIS)

NEW YORK--MATTHEW J. CULLIGAN HAS BEEN ELECTED CHAIRMAN OF THE BOARD
AND CHIEF EXECUTIVE OFFICER OF THE CURTIS PUBLISHING COMPANY.
M. ALBERT LINTON, CHAIRMAN OF THE EXECUTIVE COMMITTEE, MADE THE
ANNOUNCEMENT YESTERDAY FOLLOWING THE REGULAR MONTHLY BOARD MEETING.
LINTON SAID CULLIGAN ALSO WOULD CONTINUE AS PRESIDENT OF THE COMPANY.

5/7--GE1038A

5/9/63

A91

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b7C

3 MAY 14 1963

For Reference Only
Card made
5/9/63

62 45 750 9

ENCLOSURE

THE CURTIS PUBLISHING COMPANY

666 Fifth Avenue
NEW YORK 19, NEW YORK

MATTHEW J. CULLIGAN
PRESIDENT

May 14, 1963

Mr. Tolson	✓
Mr. Belmont	✓
Mr. Mohr	✓
Mr. Casper	✓
Mr. Callahan	✓
Mr. Conrad	✓
Mr. DeLoach	✓
Mr. Evans	✓
Mr. Gale	✓
Mr. Rosen	✓
Mr. Sullivan	✓
Mr. Tavel	✓
Mr. Trotter	✓
Tele. Room	✓
Miss Holmes	✓
Miss Gandy	✓

Mr. J. Edgar Hoover
Director
Federal Bureau of Investigation
United States Department of Justice
Washington, D. C.

Dear Mr. Hoover:

Thank you for your warming note.

My family (four youngsters) and I had the traditional
tour of the Bureau. [redacted] a classmate of
mine, made it most enjoyable.

With the greatest respect,

Sincerely,

13 MAY 17 1963

Matthew J. Culligan

193
MAY 23 1963
~~EXP. PROC.~~

MAY 15 1963

CRIME

b6
b7c

December 9, 1963

62-45750-11

[Redacted]
Public Relations Department
The Curtis Publishing Company
Independence Square
Philadelphia 5, Pennsylvania

Dear [Redacted]

Thank you for your note of December 3rd
and the enclosures. Your thoughtfulness in furnishing
these to me is indeed appreciated.

Sincerely yours,

J. Edgar Hoover

NOTE: Bufiles contain no identifiable information concerning [Redacted]
His enclosures are a form letter describing a story contained in the
publication "Jack and Jill" which he also enclosed. The story is
"My Father is a Policeman," which is a story about [Redacted]
a police officer on the Suffolk County, New York Police Department, as
told by [Redacted] The story tells of his capture
of a bank robber. Appreciation was expressed to Muntz by the Director
in letter dated 2-7-63.

(3)

Tolson _____
Belmont _____
Mohr _____
Casper _____
Callahan _____
Conrad _____
DeLoach _____
Evans _____
Gale _____
Rosen _____
Sullivan _____
Tavel _____
Trotter _____
Tele. Room _____
Holmes _____
Gandy _____

DEC 10 1963

TELETYPE UNIT

Mr. Tolson ✓
Mr. Belmont ✓
Mr. Mohr ✓
Mr. Casper ✓
Mr. Callahan ✓
Mr. Conrad ✓
Mr. DeLoach ✓
Mr. Evans ✓
Mr. Gale ✓
Mr. Rosen ✓
Mr. Sullivan ✓
Mr. Tavel ✓
Mr. Trotter ✓
Tele. Room ✓
Miss Holmes ✓
Miss Gandy ✓

December 3rd 1963

Dear Director:

Thought you would be interested in
this article.

Sincerely

COPY

b6
b7C

© Curtis Publishing Company

REC 5

62-45750-11

4 DEC 13 1963

EX-108

b6
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c9

62 DEC 19 1963

JACK *and* JILL

INDEPENDENCE SQUARE
PHILADELPHIA 5 • PA.

DR. FREDERICK J. MOFFITT, EDITOR

Gentlemen:

A special feature article honoring The Nation's Finest will appear in the January issue of Jack and Jill, the national children's magazine which is read and treasured by three million children all over the United States. Because of its unusual content, timeliness and appeal, I think this special article: "My Father Is A Policeman" will be of particular interest to you and every one of your members.

An advance copy of the January issue of Jack and Jill is enclosed. It will go on sale on the newsstands and in supermarkets on December 19.

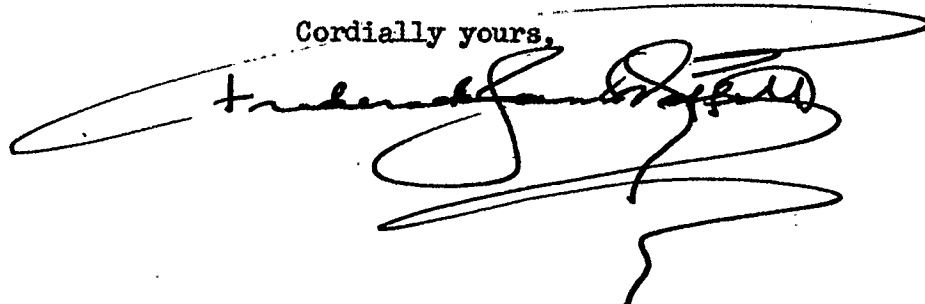
"My Father Is A Policeman" is a true life story as seen by a true life little girl. It expresses simply and dramatically the true image of the average policeman - his value to our society, his devotion to duty, his bravery and his important place in the community. It is the proud picture which ought to be presented more often to children everywhere. As Liza Mutz, our little six-year-old author, expresses it:

"Other people are safe because my father and other policemen everywhere take care of all of us."

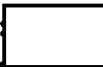
This is the kind of material which should be placed in the hands of children and parents so that at a very early age the child will gain an appreciation which will play an important part in his growing up and his understanding of how democracy works.

I would greatly appreciate any help you may give in bringing the January Jack and Jill to the attention of your members and the children in every community.

Cordially yours,



FJM
enc



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b7C

ENCLOSURE

62-45750-11

THE CURTIS PUBLISHING COMPANY

Independence Square
PHILADELPHIA 5, PA.

THE SATURDAY EVENING POST
LADIES' HOME JOURNAL
HOLIDAY • JACK AND JILL
THE AMERICAN HOME

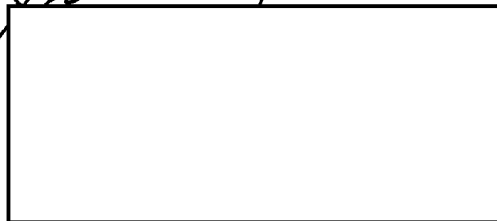
PUBLIC RELATIONS DEPARTMENT

December 3rd 1963

Dear Director:

*I thought you would
be interested in this article.*

Sincerely



b6
b7C



4

ENCLOSURE

- 45750-11

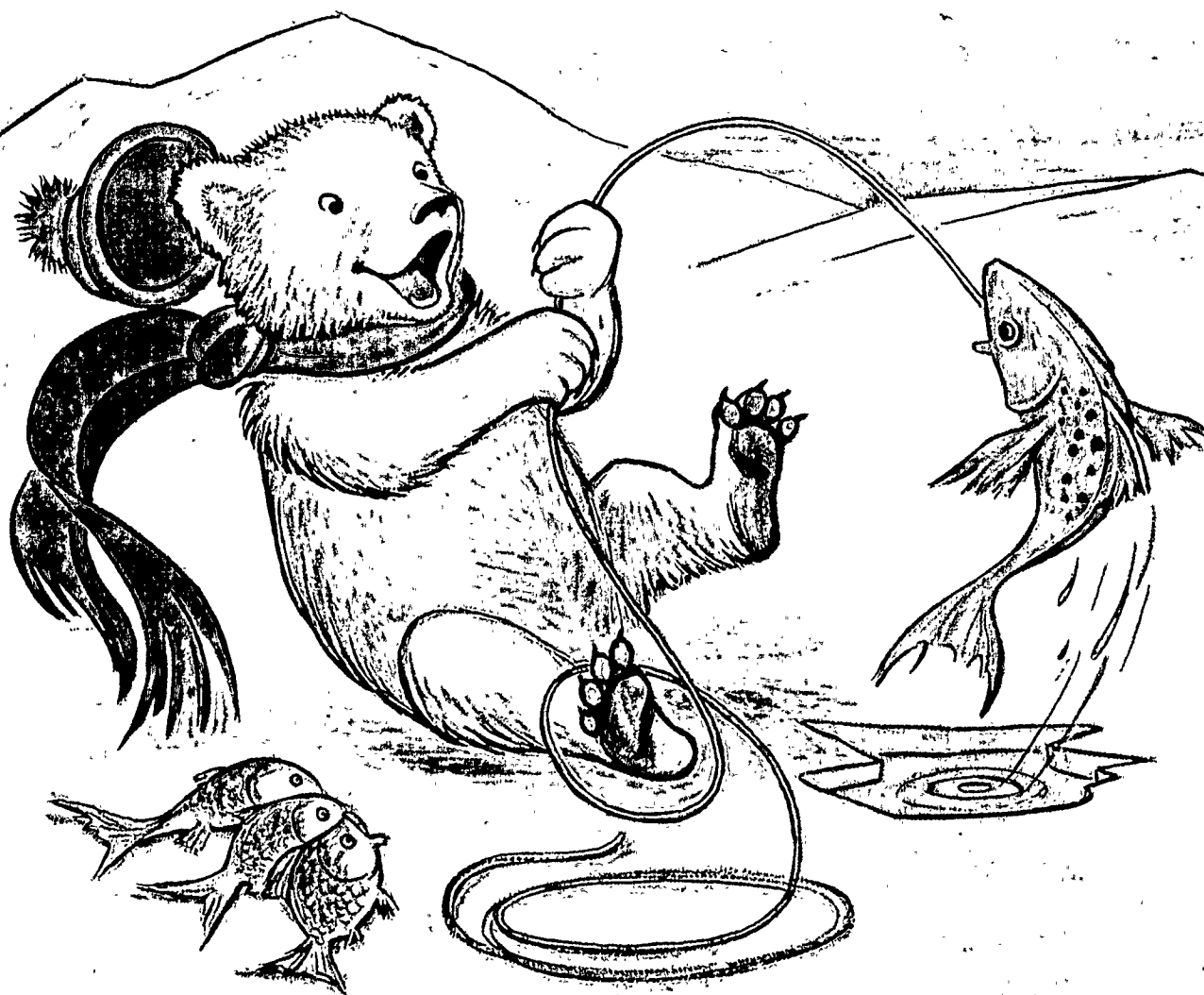
MY FATHER IS A POLICEMAN

JACK and JILL

35c

A CURTIS MAGAZINE

JANUARY 1964



PATRICIA
LYNN

OUR READERS' ENDINGS to Finish This Story
7 Stories • Games • Puzzles

He was in the hospital a long time. The first time Hugo and I saw him there, all bandaged, we were a little bit afraid at first, because he looked so strange. We were happy to see him, though. It took my father a long time to get well. He still has one bullet in him. It is near his spine and cannot be taken out.

My father is not a patrolman now. He was made a detective the day after he captured the robber in the bank holdup. That is the reason he was promoted.

Because of what my father did, he was awarded some papers that look like diplomas in gold frames. They are up on the wall in the dining room, near a big grandfather clock that came from Germany. I can't read all the words on the awards, but I know where they all came from and what they are for. There are six of them, from different places. They are citations for my father's bravery and courage in the performance of police duties. They say that my father did a wonderful thing.

He has a tall silver trophy on a black base, too. It says on it that my father was made Man of the Year by the Lions Club of Smithtown for service beyond the call of duty. Then, last summer my father received the Medal of Honor from the Association of Chiefs of Police of the whole state of New York for his heroism in saving the people in the bank from being hurt and keeping the bank from being robbed.

We are very proud of all these honors, but mostly we are the proudest of all just because my father is a policeman. Policemen help people and take care of them. They keep bad people from hurting other people. When someone commits a crime, the police find him, and he is punished so that he will not do it again. Other people will not want

to do bad things, either, for fear they will be punished, my father says.

My father wears plain clothes now. He wears a regular suit and shirt and tie instead of a uniform. He still has his gun on his belt, but you can't see it—or his handcuffs under his suit coat. His badge number now is 186. It is a smaller, different-shaped badge, and it is blue and gold. I like to look at it. He does not wear it on his coat, but has it in a little black leather wallet so he can take it out and show it whenever he has to question people while he is investigating a robbery or something like that.

My father took me with him to the Suffolk County Police Department's Headquarters. I was in the Detective Squad Room and in Communications, where the policemen receive people's complaints and send out police cars or motorcycles or the police boats to find out what is wrong and see that it is set right. I have been in Identification, where police officers take photographs and examine evidence for fingerprints. I have even seen the cells where they keep prisoners sometimes. Once, when I cut my head, I rode to the hospital in a police car. They had to take some stitches in my head at the hospital.

I like our house. It is an old farmhouse, but you would not know it because it is fixed up like a new house. In the summer our whole family likes to go swimming at Long Beach, and we dig for clams at Short Beach when the tide is out. You can walk way out then. Sometimes we go to Lake Ronkonkoma, where we catch bass and perch and sunfish. Sometimes we go even further in our station wagon.

Wherever we go, and when we are at home, we feel safe, because my father is a policeman. He and other policemen help protect people everywhere.

Messages from police stations all over the country can come in by teletype.



"Inspecting" a police boat was one of the most exciting things Lisa and Hugo did.



On their visit to headquarters, Lisa and Hugo see an empty machine gun.



Most of all, Hugo enjoyed a ride on a police motorcycle.

Lisa pretends to take a call on the phone at the dispatch desk.



to, he arrested people who did bad things, like fighting and stealing and hurting other people.

In 1960, the Suffolk County Police Department was formed, and the Smithtown policemen, as well as the policemen in Huntington, Brookhaven, Babylon, and Islip, became part of it. Suffolk County is the biggest county on Long Island. It has more than 900 square miles. There are over 700 police officers in the Suffolk County Police Department. They have to take care of everybody and help enforce the law from the North Shore to the South Shore in the county. My father wore a gold shoulder patch on his blue uniform. It had "Suffolk County" on it, and the number on his silver badge was 390.

When he was in uniform, my father wore his revolver in a black holster on a black cartridge belt with shiny bullets in it. He had his keys and whistle on his belt, too, and his handcuffs in a black leather case. He couldn't hold me with his handcuffs, though. They were too big, so I could slip my hands right out of them. He couldn't have arrested me.

One day last January my father was at the Suffolk County Police Headquarters. He put gasoline into his police car and started to patrol his sector toward Smithtown. That is where he was when he heard Headquarters on the radio, calling the car that patrolled the sector next to his. The call said that the burglar alarm had gone off at the Eastern National Bank.

My father's car was only about 500 feet from the bank when he heard the call, so he radioed back to Headquarters that he would see what was wrong. He stopped his car in front of the bank and ran inside.

First of all he noticed all the people who worked in the bank and all the people who were in the bank putting money in or taking some out.

They were all lined up against the tellers' windows with their hands over their heads. A robber was pointing a pistol at them. The robber had a stocking over his head with holes cut in it so he could see out, and the hood of his sweat shirt was pulled up over his head, too.

My father had his gun out, but he did not dare fire because all the people were facing him and he might shoot one if they got in the way. He shouted at the robber to stop what he was doing. When the robber turned his head to see who had shouted, Mr. Caron, the guard at the bank, hit him hard on the back of his neck. The robber was wearing a lot of clothes because it was winter, and he had turned up his collar to help hide his face, so the blow did not hurt him very much. He shot Mr. Caron.

My father still did not want to fire because of all the people in the way. The robber swung around again and shot my father. He shot him seven times. My father was badly hurt. He fell down, but now he could shoot, because the people in the bank had dropped to the floor to get out of the way of the shots. My father shot at the robber twice. He ran to try to get to the door, but my father reached up and caught him. The man struck my father with his gun, but my father held on and wrestled with him. Finally, my father managed to get one of his handcuffs on one of the man's wrists. Mr. Adolph Miller, who was passing the bank and saw something was wrong, ran in and helped my father put the other handcuff on the bank robber.

My brothers Hugo and Paul and I were at home with Mother when all this was happening, so we didn't know anything about it. When the police car drove up, we thought it was my father coming home. It was the captain and the sergeant. They told us that my father was in the hospital.

MY FATHER IS A POLICEMAN

AS TOLD BY
LISA MUTZ, 6



Lisa and Hugo Mutz leave for the station with their father who was promoted after foiling a bank robbery.

I had a good report card, so I was promoted this year. From kindergarten, I went to first grade in the Forestbrook School in Smithtown on Long Island, New York. Smithtown is where we live.

My father was promoted, too. My father is Hugo C. Mutz, Jr. He is a policeman, and he was promoted from patrolman to detective in the Suffolk County Police Department, so really we both were promoted.

Long Island is about 118 miles long and about 15 to 20 miles wide most places. It is between the Atlantic Ocean and Long Island Sound. My father was born in Brooklyn, which is at the western end of Long Island and part of New York City. Where we live now is about 50 miles from there. We are about in the middle of the Island.

My grandfather had a big restaurant in Brooklyn, so my father could have gone into the restaurant business, but he didn't want to. Once he thought he might like to be a farmer, because he loves the country. He didn't do that either, because all the time he really wanted to be a policeman.

He went to Newtown High School in Brooklyn and then to Long Island Agricultural and Technical Institute. After that, he went in the Army. That was when I was born. Even in the Army, my father was a kind of policeman. He worked with guided missiles at Fort Hancock, New Jersey, one of the forts which guard New York harbor. That is what policemen do. They guard people and protect them from bad people and bad things.

I was very little when we moved to Smithtown. I don't remember, of course, so my father told me about that and the other things I'm telling here. This is where my father first became a real policeman, in 1958. He learned to do everything policemen do. He drove one of the police cars sometimes. Sometimes he directed traffic. He helped children get safely to and from school. And when he had

SAC, Philadelphia

C-24-64

Director, FBI

REC-105

CURTIS SCHOOL PLAN
CURTIS CIRCULATION COMPANY
PHILADELPHIA, PENNSYLVANIA

Reurlet 3-20-64, with enclosures.

We have carefully considered the Curtis School Plan but feel would be unwise for the Bureau to participate. The possibility exists that a false impression might be gained by students and parents that the FBI was either endorsing the magazines involved or the Curtis School Plan.

Please advise [redacted] of the Curtis Circulation Company that we appreciate his invitation to participate in his program but feel that we should not accept his offer.

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NOTE: See M. A. Jones to DeLoach Memo dated 3-23-64 and captioned as above.

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(6)

Tolson _____
Belmont _____
Mohr _____
Casper _____
Callahan _____
Conrad _____
DeLoach _____
Evans _____
Gale _____
Rosen _____
Sullivan _____
Tavel _____
Trotter _____
Tele. Room _____
Holmes _____
Gandy _____

MAILED 2
MAR 25 1964
COMM-FBI

MAIL ROOM ☐ TELETYPE UNIT ☐

UNITED STATES GOVERNMENT

Memorandum

TO : DIRECTOR, FBI

FROM : SAC, PHILADELPHIA

DATE: 3/20/64
Attention Asst Director C. D. DeLoach

SUBJECT: ✓ CURTIS SCHOOL PLAN

✓ CURTIS CIRCULATION COMPANY
PHILADELPHIA, PA.
PUBLIC RELATIONS

This letter will elaborate and supply details supplementing the information furnished to Assistant Director DeLOACH by telephone today.

A week ago I received a telephone call from [redacted] of the Curtis Circulation Company, a subsidiary of the Curtis Publishing Company, Independence Square, Philadelphia, Pa. Pursuant to this call, SA NORRIS S. HARZENSTEIN and I met today with [redacted] who is [redacted] of the Curtis School Plan of the Curtis Circulation Company. Participating in the discussion were [redacted] School Plan Administration, and [redacted], Curtis Field Staff.

[redacted] explained that the Curtis Circulation Company has a well organized nationwide plan for utilizing high school students in obtaining subscriptions to magazines. These programs are run through some 14,000 high schools through the country and are used to raise funds for high school projects. The individual students do not profit, except as they gain experience in working and meeting the public. They do compete for small merchandise prizes. The magazines involved are not only those published by Curtis Publishing Company, but also a broad variety of high quality magazines. The complete list appears on a brochure, copies of which are enclosed herewith. The entire

2 - Bu (Encls 4)
1 - Ph
NSH: [redacted]
(3)

58 APR 3 1964

REC-105

1 MAR 25 1964

Let to SAC, Philadelphia
3/24/64

CRIME

DIRECTOR, FBI

operation amounts to some \$15,000,000 per year. The plan is presented at school assemblies to millions of high school students at which time copies of two brochures as forwarded herewith are furnished to the audience. Presentation in each instance is made by a field representative of the Curtis School Plan, whose territory covers a specific area. Some of these men have worked in this program for many years. In recent years, the oral presentation is supplemented by visual aids in the form of slides. The speaker opens with 5 to 8 minutes of material of a general educational value; for example, an earlier presentation shown to us as a sample covered the need to learn to read well in order to take one's place in modern day society. The general format consisted of a brief resume of the history of communication from the stone age to date, supplemented by slides of paintings and exhibits prepared for the purpose. The introductory material is followed by a description of the plan and an effort to interest the high school students in raising funds for the school by obtaining magazine subscriptions. According to [redacted] the company considers this to be the highest level and most dignified of their subscription solicitation programs.

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[redacted] and his associates asked us to meet with them with the thought that the FBI might have in existence a suitable article, a motion picture, or slides which could be utilized as all or part of the introductory talk and which we would permit to be used for this purpose, with the specific understanding that the entire introductory script which would be furnished to the field men would be submitted to us for approval before its use.

Plans are currently being laid for the Curtis Plan for the 1964-65 school year. They should be finalized within the next 45 days or thereabouts.

We explained to the Curtis people that we could not, of course, commit the Bureau to participation in this

DIRECTOR, FBI

admittedly commercial operation. On the other hand, it was agreed that this might constitute a means of getting to the high school youngsters a constructive message on good citizenship. We also discussed with them the possibility that one of the national Curtis magazines might wish to publish a message from the Director during the late Spring or Summer, which we might then authorize to be read at the school assemblies by the Curtis representatives. We discussed also the alternate possibilities of creating photographs or art work to help dramatize the points made in the message at the time it is read. If necessary, Curtis would handle the art work and they, of course, would be responsible for preparing the slides in the necessary quantities. [redacted] and the others looked with favor on the idea of a message to be published in one of the national publications, but pointed out that this would have to be taken up and approved by the appropriate editor. Should the Bureau agree to supply such a message, it should be of 5 to 8 minutes reading time.

b6
b7C

[redacted] was advised that the general proposition would be furnished to the Bureau and he would be advised as promptly as possible whether the Bureau feels that this can be considered. If so, we will get together further to work out the details.

RECOMMENDATION TO THE BUREAU: It is suggested that the Bureau consider the desirability, if arrangements can be made for this, of preparing an article to be published in one of the Curtis magazines, with the understanding that permission will then be granted for Curtis Circulation Company representatives, working in the Curtis School Plan, to read the article and show slides or film relating to it before school assemblies.

DIRECTOR, FBI

It is suggested that such an article be keynoted on the constructive aspects of a democratic society, the opportunities that present themselves therein for young people to formulate goals for themselves, and at the same time, learn the satisfactions that come from personal effort of a constructive nature. This idea could, if desired, be tied together with the need for early and clear understanding of the relation of the citizen to the democratic society he lives in in the United States, and of his personal responsibilities to strengthen and secure that society. These comments could, without dwelling on the negative, be contrasted with the corrosive, debilitating and destructive effects of lack of self-identification with society and lack of interest in constructive effort, as well as actual criminal activity and the neurotic backwash of extremism, whether of a Fascist or foreign inspired Communist nature.

This type of subject matter was not, of course, discussed in detail at today's conference beyond a general statement of the possibility of a message on good citizenship, but it appears to us at Philadelphia that there might well be value in a new message of this nature to the teen-agers of America.

If desired, reprints could, no doubt, be distributed together with the Curtis literature.

The Bureau is requested to advise Philadelphia whether we should go farther in our discussions with the Curtis representatives.

ENCLOSURES TO BUREAU

2 brochures titled "The Curtis
School Plan"

2 price lists of magazines
titled "The Curtis Plan"

ENCLOSURE



ENCLOSURE

2-45750-12

THE FOLLOWING EXCERPTS ARE FROM AN
ADDRESS BY DR. ARTHUR F. COREY, REP-
RESENTING THE N.E.A. AT THE MAGAZINE
PUBLISHERS ASSOCIATION CONVENTION
IN NEW YORK.

*"Teachers have been pleased to become aware
that magazines are more than mere business seek-
ing a profit. They are an institution with a prime
responsibility in the areas of public welfare and
civic interest."*

*"Magazines and educators are independent co-
workers in a common cause. This relationship is
far deeper and more complex than the mere fact
that we read for relaxation . . ."*

*"You can afford to leave the less educated to
television. Your future market is not with the un-
educated but with the educated. You have a great
medium to help raise the education level of the
whole people."*

*"I can assure you that what you have to say has
a profound effect on public opinion."*

*"Educators say themselves that they depend on
magazines for background in many matters, even
for education policy. The people who are opinion
makers read the magazines."*

*"We say magazines are an investment. They
represent a panorama of our changing culture and
our critical times."*

For Further Information

Please Contact . . .

STERLING S. RICKENBACH

Manager, Curtis School Plan

Curtis Circulation Company

Philadelphia 5, Penna.

Printed in U.S.A.

SUP-788C



THE CURTIS SCHOOL PLAN

Since 1919

ASSISTING EDUCATORS DEVELOP
THE AMERICAN BOY and GIRL IN . . .

LEADERSHIP

BUSINESS ABILITY

SCHOOL SPIRIT

MORE THAN . . .

14,000 Schools Participating

MORE THAN . . .

A Million Students Annually Getting Sales
Training and Work Experience

MORE THAN . . .

Five Million Dollars Earned Annually By
Student Groups!

62-45750-12

BACKGROUND . . .

The Curtis School Plan was begun in 1919 as an alternative to objectionable methods of subscription selling. It authorizes BONAFIDE student groups to sell to parents and friends and keeps the profits in the home community.

MECHANICS . . .

The Curtis School representative organizes the program with a student body, class, or activity group. He instructs the students in proper salesmanship, trains student leaders to manage the business details and makes sure that accounts are properly audited. The subscription sale is usually completed in five or six school days. School time and teacher supervision are held to a minimum.

EXCERPTS FROM COMMENTS OF THREE EDUCATORS WHO HAVE USED THE CURTIS PLAN:

E. L. Bowsher, former Superintendent of Schools, Toledo, Ohio

"Many of those little but often important extras—lab equipment, library equipment, athletic equipment, in some cases even scholarship aid—are obtained by our schools through the Curtis School Plan. The Plan not only helps us to get those things, it also helps our students gain worthwhile experience."

Dr. Edward H. Snow, former Principal of Ardmore Junior High School, Ardmore, Penna.

"Since my days as a teacher and later as a principal, it has been my philosophy that the value of learning to live and cooperate with the other fellow is equally as important as the knowledge obtained from books."

"During the many happy years as principal of the Ardmore Junior High School the one extracurricular activity which impressed me most was the Curtis School Plan."

Ewald W. Kayser, District Superintendent of the Capistrano Beach School District, Capistrano Beach, California

"As we look back at the recent experience we would call to your attention the earning of money is not the prime goal of this undertaking. It is true that the earning of money for the school and the earning of individual points toward awards is an important stimulus in the plan. Yet, as we look over this activity over a period of years, we must recognize the more important values—values more in line with what we are trying to do in our public schools."

VALUES TO THE STUDENT

1. Training in the practical principles of salesmanship so fundamental to success in any business or profession.
2. Developing personality, leadership ability, business management, accuracy, and courtesy.
3. Providing an opportunity for every student to participate in an extracurricular activity involving competition.

VALUES TO THE SCHOOL

1. Strengthens school morale and loyalty and helps to build a finer teacher-pupil relationship.
2. Provides a source of substantial revenue through the sale of a product of recognized value—50 percent profit for your school from subscriptions to The Saturday Evening Post, Life, Ladies' Home Journal, and The American Home. From Jack & Jill, Holiday and more than 100 other popular magazines your school receives 30 percent.
3. Places more good reading material in the homes.
4. Promotes good public relations as a result of contacts by the students with people in the community.

VALUES TO THE COMMUNITY

1. Provides a reliable and agreeable source for ordering wanted periodicals.
2. Places more magazines, advertising brand name merchandise in the homes of people who purchase these products from local dealers and merchants.

SELLING—WHAT IS IT?

The word "selling" usually brings to mind the sales of products or services—but in its broadest meaning salesmanship is far more than that. It's the way you use your own personality to exert your influence and to win the friendship and cooperation of those around you.

At every age and in every situation, we are selling ourselves, our ideas and our principles to others. Your chances of succeeding in any field of endeavor depend largely on your ability to attract, interest and persuade others—and that's exactly what salesmanship is!

The Curtis program now being conducted by your school gives you a valuable opportunity to gain experience in the basic skills of selling. You will develop confidence and poise by meeting and dealing with people; and you'll learn to organize your thoughts, in order to explain your program and its goals.

You'll see many evidences of the importance of courtesy and consideration for others in your dealings. You will gain a sense of team participation with your fellow students; and, even though you may not sell everyone upon whom you call, the knowledge that you did your best will make your future endeavors more successful.

Although you may not choose sales work as a career, what you do and what you learn in this program will be of lasting value to you as a person.

Wayne F. Christian
Director Curtis School Plan

THANK YOU FOR YOUR ORDER

Please allow at least twelve weeks for delivery of first copies. If you have any inquiries concerning subscriptions, please address your letter to:

CURTIS CIRCULATION COMPANY
Philadelphia 5, Penna.

Please save your subscriptions for our school next year.

ALWAYS KEEP THESE POINTS IN MIND IN PRINTING YOUR ORDER FORM

- 1—Use one order form for each Subscription.
- 2—Print name and address of subscriber in all three sections. Be sure to have ~~subscriber initial~~ the top portion of the order form.
- 3—Place name of magazine and number of years in spaces provided on order form.
- 4—Be sure to fill in all information on gift subscriptions. If Christmas or other gift check box indicated.
- 5—Do not detach top and middle portions of order form. Turn both portions in each day with orders and money collected. Give subscriber bottom part of order blank (Receipt).
- 6—Ask your customers to make checks payable to your school.
- 7—**Renewal Subscriptions**—On a renewal subscription be sure to print the subscriber's name and address EXACTLY as it appears on the magazine's current address label.

REMEMBER—An accurate and clearly filled out order form is also an important part of Salesmanship.

Keep in mind—

PLAN YOUR WORK—

THEN WORK YOUR PLAN

YOUR PROSPECT LIST

1	7
2	8
3	9
4	10
5	11
6	12



The *Atlantic*

JUNG ON FREUD

PHOTOPLAY

How CRIPPLED Is Liz Taylor?



teen-agers ingenue
Is censorship fair to teens?
Beauty tips from top models

Sports Afield

SIX FACT-FILLED ARTICLES TELL YOU HOW TO CATCH FISH EARLY THIS SEASON.

Flower Grower

THE HOME GARDEN



HairDo

special preview of spring hairstyles

Audrey Hepburn's dos by the designer

Harper's magazine

The Craft of Intelligence

FARM JOURNAL



Parents'

SPECIAL 1963 EDUCATION ISSUE
THERE'S NO MAGIC FORMULA FOR LEARNING TO READ
HOW TO ASK THE RIGHT QUESTIONS ABOUT YOUR CHILD
"SPARKLY" BABIES NEED SPECIAL HANDLING

MOTOR TREND



Gardening

Living Outdoors

GLAMOUR

HOW TO PLAN A ROMANTIC SUMMER



Good Housekeeping

BNC & I



JACK and JILL



THE MAN'S MAGAZINE

AMERICAN GIRL

Christian Herald



SPORT

HOW THE BIG TRADING SPREE WAS SHAKEN UP BASEBALL
By BILL VEECH
FAREWELL TO BOB COUSY

JIMMY BROWN: THE STORY BEHIND HIS STARTLING REVOLT
THE CURIOUS COMEDOWN OF JERRY LUCAS
Will I



WORKBENCH



ARGOSY

ESTES PROBER WAS MURDERED!
MYTH OF THE GERMAN ARMY

Newsweek



Sacred Heart Messenger



SCIENCE DIGEST

SECRET U.S.-SOVIET SATELLITE WAR IS POSSIBLE
NEW MOON LANDING REVEALED
Calling All GIRLS



THE TEN

Young Women's Beauty, Fashion & Entertainment Magazine



THE CURTIS SCHOOL PLAN

This Plan has provided thousands of Communities since 1919 with an annual dependable subscription magazine service. . . . It enables your community, school and the students to obtain for their use many things not provided for in the school's budget.

The Plan stimulates a spirit of cooperation among the members of the faculty and the student leaders and their fellow students.

It also serves to give the students, through their sales efforts, an opportunity to develop and increase self-confidence.

Our school is authorized to accept new and renewal subscriptions to the publications illustrated here and to over 100 other popular magazines.

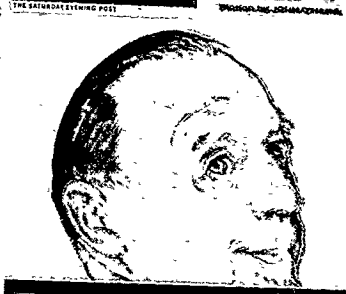
You will receive an official Curtis receipt for your purchase whether for new or renewal subscriptions. The profits our school receives from the sales will be used for worthwhile school activities.

The faculty and students appreciate your time and interest.

Thank you,
OUR SCHOOL

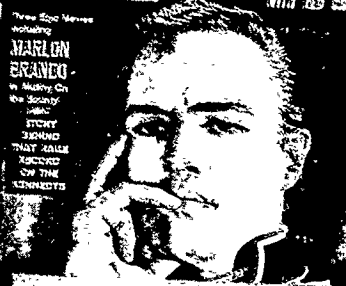
POST

JACK BENNY

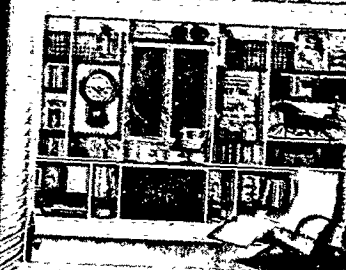


LIFE

ADLAI STEVENSON



THE AMERICAN HOME



JOURNAL



THE CURTIS PLAN



BENJAMIN FRANKLIN
FOUNDER

THE SATURDAY EVENING POST

Publication	1 Yr.	2 Yrs.	3 Yrs.
POPULAR SCIENCE MONTHLY America's leading New-Idea magazine.	\$4.00	\$7.00	\$9.00
POULTRYMAN (THE) Weekly NEWSpaper of the Poultry Industry.	NONE	NONE	3.00
PREVENTION Health, happiness through diet and exercise.	5.00	9.00	12.50
PULPIT DIGEST Professional journal for Protestant ministry.	6.00	10.00	13.00
RADIO-TV EXPERIMENTER (6 issues a year) "Must" reading for all electronicians.	3.00	6.00	9.00
RAILROAD MODEL CRAFTSMAN For the model railroad hobbyist.	5.00	9.00	12.00
READER'S DIGEST Selections From All Major Publications.	NONE	5.94	8.91
REDBOOK Choice of 3,750,000 Young Adults.	3.00	5.00	7.50
RUDDER (THE) America's first boating magazine.	5.00	9.00	12.00
SACRED HEART MESSENGER (Catholic) Promotes the Sacred Heart Devotion.	3.00	NONE	NONE
SALT WATER SPORTSMAN (THE) Magazine for salt water anglers.	4.00	7.00	10.00
SATURDAY REVIEW (Weekly) Books, music, science, travel, world affairs.	8.00	14.00	18.00
SCIENCE DIGEST What This Changing World Means To You.	4.00	7.00	10.00
SCIENCE AND MECHANICS The Monthly Magazine for Craftsmen.	4.00	8.00	12.00
SHOW The Magazine of all the arts.	7.00	12.00	16.00
SIGN (THE) (Catholic) The Modern Magazine Catholics Prefer.	4.00	7.00	10.00
SKIING MAGAZINE (6 issues a year) Edited for the serious skier.	3.00	5.00	7.00
SKI MAGAZINE (6 issues a year) The World's largest and finest ski magazine.	3.00	5.00	7.00
SKIN DIVER Devoted to the Underwater World.	5.00	9.00	12.00
SKIPPER (THE) The National Sailing Magazine.	5.00	9.00	12.00
SPORT Action-packed features and photos!	4.00	7.00	10.00
SPORTS AFIELD The Authority for Hunting & Fishing.	4.00	7.00	10.00
SPORTS CAR GRAPHIC Outstanding coverage of the entire sports car scene.	5.00	9.00	12.50
SPORTS ILLUSTRATED America's only national sports weekly.	7.00	11.00	14.00
STOCK MARKET MAGAZINE (THE) (11 iss. a yr.) Highlights developments in the securities markets.	7.50	12.00	15.00
'TEEN Beauty, Fashion and Entertainment for 'teens. (Special Offer—15 issues—\$3.75)	3.50	6.00	8.00

★**THE SATURDAY EVENING POST** (45 issues yearly) ~~5.95~~ 10.95 15.95
(Special Offer—50 issues—\$3.50)

For keen-minded Men and Women.

TOWN & COUNTRY. The Magazine of Elegance.	8.50	15.00	19.50
TRAINS THE MAGAZINE OF RAILROADING.	6.00	NONE	NONE
TRAVEL The Magazine That Roams The Globe.	6.00	10.00	NONE
TRUE, The Man's Magazine The Best in Reading for Men.	4.00	7.00	10.00
TRUE STORY For real-life drama, read TRUE STORY!	4.00	7.00	10.00
TV GUIDE (Weekly) America's Television Magazine. (For all editions except Binghamton, Hazleton-Williamsport, Scranton-Wilkes-Barre. These three editions may not be sold.)	6.00	10.00	13.00
TV RADIO MIRROR TV-radio fans love TV RADIO MIRROR!	4.00	7.00	10.00
U. S. CAMERA America's Leading Photographic Magazine.	5.00	8.00	10.00

VOGUE (26 issues a year) The world's leading fashion authority.	8.50	13.00	17.00
WEE WISDOM (Unity School of Christianity) Best for Grade-School Children.	2.00	3.50	5.00
WORKBASKET MAGAZINE Women's Needlecraft and Hobby Ideas.	NONE	2.75	NONE
WORKBENCH MAGAZINE (Bi-Monthly) Popular Do-It-Yourself Articles.	2.00	3.50	4.50

BULK ORDERS in multiple copies to one address are not acceptable.
Prices subject to change without notice.

Printed in U.S.A.

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BASEBALL	Pointers that all baseball players need
BASKETBALL	From fundamentals to more advanced techniques
BOWLING	Guide for both the new and expert bowler
CAMPING	Learn the "Woods-Wise" ways of camping
GOLF	A book telling you how best to play the game
FRESH WATER FISHING	A practical guide to the fine art of fresh water fishing
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HUNTING	How best to enjoy safely the pleasure of hunting
ICE SKATING	Methods for success and fun on skates
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SKIN DIVING	One of the fastest growing of American sports
SWIMMING	All phases of swimming illustrated with actual photographs

EACH BOOK—\$2.75

CURTIS ORDER

SCHOOL'S RECORD

SUBSCRIBER'S RECEIPT

THE CURTIS SCHOOL PLAN

PLEASE PRINT
MAGAZINE _____ DATE _____
NO. YEARS _____ COLLECTED \$ _____ PLEASE CHECK
☐ NEW ☐ RENEW
SEND TO _____
P.O. BOX, ROUTE, OR _____
HOUSE NUMBER & STREET _____
POST OFFICE _____ STATE _____
SALESMAN (student) _____
FULL NAME OF SCHOOL _____
SCHOOL ADDRESS _____ STATE _____
IF GIFT SUBSCRIPTION
GIVE INFORMATION BELOW: CUSTOMER INITIALS _____
☐ CHRISTMAS GIFT ☐ OTHER GIFT (PERSON PAYING FOR MAGAZINE)
GIVER'S NAME _____
ADDRESS _____ P.O. _____ STATE _____
Mail to: CURTIS CIRCULATION COMPANY, Phila. 5, Pa., U.S.A.

THE CURTIS SCHOOL PLAN

PLEASE PRINT
MAGAZINE _____ DATE _____
NO. YEARS _____ COLLECTED \$ _____ PLEASE CHECK
☐ NEW ☐ RENEW
SEND TO _____
P.O. BOX, ROUTE, OR _____
HOUSE NUMBER & STREET _____
POST OFFICE _____ STATE _____
SALESMAN _____ HOMEROOM _____
FULL NAME OF SCHOOL _____
IF GIFT SUBSCRIPTION GIVE INFORMATION BELOW:
GIVER'S NAME _____
ADDRESS _____ P.O. _____ STATE _____

ALLOW FROM 2 TO 3 MONTHS FOR NEW SUBS TO START.

DATE _____
RECEIVED FROM _____
(PERSON PAYING FOR MAGAZINE)
ADDRESS _____
COLLECTED \$ _____ FOR (1) MAGAZINE LISTED BELOW
MAGAZINE _____
SALESMAN _____ SCHOOL _____
POST OFFICE _____ STATE _____
Make checks payable to our school

SAMPLE ORDER BLANK

When turning in the two top sections to your
Home Room Captain, don't separate them.

RETURN
THESE TWO
SECTIONS TO
YOUR
SCHOOL

GIVE THIS
RECEIPT
TO YOUR
CUSTOMER

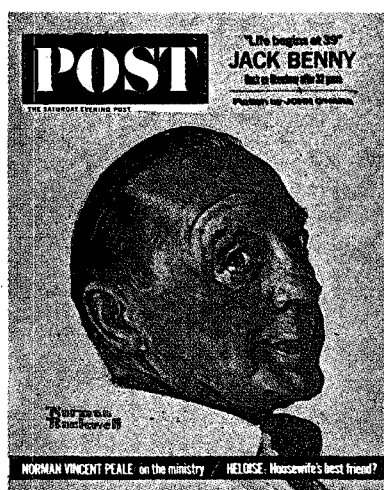
CURTIS ORDER	<p>PLEASE PRINT MAGAZINE SATURDAY EVENING POST DATE 10/8/63 NO. YEARS 2 COLLECTED \$ 10.95 PLEASE CHECK <input type="checkbox"/> NEW <input checked="" type="checkbox"/> RENEW SEND TO MRS. HENRY A. BROWN (FULL NAME OF PERSON TO RECEIVE MAGAZINE) P.O. BOX, ROUTE, OR 604 ALLEN LANE HOUSE NUMBER & STREET POST OFFICE NEWARK 2 STATE VA. (NAME OF TOWN OR CITY) (ZONE) SALESMAN (student) CARL TURNER FULL NAME OF SCHOOL NEWARK SENIOR HIGH SCHOOL SCHOOL ADDRESS NEWARK STATE VA. IF GIFT SUBSCRIPTION GIVE INFORMATION BELOW: CUSTOMER INITIALS H.A.B. <input type="checkbox"/> CHRISTMAS GIFT <input type="checkbox"/> OTHER GIFT (PERSON PAYING FOR MAGAZINE) GIVER'S NAME _____ P.O. _____ STATE _____ ADDRESS _____ Mail to: CURTIS CIRCULATION COMPANY, Phila. 5, Pa., U.S.A.</p>	ORDER FORM
	<p>PLEASE PRINT MAGAZINE SATURDAY EVENING POST DATE 10/8/63 NO. YEARS 2 COLLECTED \$ 10.95 PLEASE CHECK <input type="checkbox"/> NEW <input checked="" type="checkbox"/> RENEW SEND TO MRS. HENRY A. BROWN (FULL NAME OF PERSON TO RECEIVE MAGAZINE) P.O. BOX, ROUTE, OR 604 ALLEN LANE HOUSE NUMBER & STREET POST OFFICE NEWARK 2 STATE VA. (NAME OF TOWN OR CITY) (ZONE) SALESMAN CARL TURNER HOMEROOM 11C FULL NAME OF SCHOOL NEWARK SENIOR HIGH SCHOOL IF GIFT SUBSCRIPTION GIVE INFORMATION BELOW: GIVER'S NAME _____ P.O. _____ STATE _____ ADDRESS _____ Make checks payable to our school</p>	
	<p>ALLOW FROM 2 TO 3 MONTHS FOR NEW SUBS TO START. DATE 10/8/63 RECEIVED FROM MRS. HENRY A. BROWN (PERSON PAYING FOR MAGAZINE) ADDRESS 604 ALLEN LANE, NEWARK 2, VA. COLLECTED \$ 10.95 FOR (1) MAGAZINE LISTED BELOW MAGAZINE SATURDAY EVENING POST SALESMAN CARL TURNER SCHOOL NEWARK SR. H. S. POST OFFICE NEWARK 2 STATE VA. (NAME OF TOWN OR CITY) (ZONE) Make checks payable to our school</p>	

Please be sure to fill in all of the information necessary
for the prompt delivery of the subscribers' magazines. A
satisfied customer will be a good prospect for you next year.

#3 MAGAZINE PRICES (U.S. PRICES ONLY)

Sup-1212B-64			
Publication	1 Yr.	2 Yrs.	3 Yrs.
AMERICAN FRUIT GROWER Only National Magazine for Fruit.	\$2.00	NONE	\$4.00
	(Five years \$6.00)		
AMERICAN GIRL (Ages 11 to 16) Fiction, Fashions, Beauty, Cooking, Sports, Movies.	3.00	\$5.00	7.00
★ AMERICAN HOME (THE)	3.00	5.00	7.00
	(Special Offer—19 issues—\$2.85)		
Helpful, Practical Ideas for Your Home.			
ARGOSY The New Golden ARGOSY For Men.	5.00	9.00	12.00
ATLANTIC MONTHLY (THE) For the best in fiction, comment and opinion.	8.50	16.00	23.00
BABY POST "The magazine for expectant and new mothers."	3.00	5.00	7.00
BETTER CAMPING The Magazine of the Open Road.	2.50	4.50	6.50
BETTER HOME MOVIE MAKING (Bi-Monthly) Inspires and teaches 8 and 16mm movie hobbyist.	2.50	4.50	6.00
BETTER HOMES AND GARDENS Exciting Ideas for Home and Family.	3.00	5.00	7.50
BOYS' LIFE Every Boy Wants BOYS' LIFE.	3.00	5.00	6.00
BRIDE & HOME (Quarterly) The Favorite Magazine for Brides.	2.00	4.00	5.00
BRIDE'S MAGAZINE (THE) (6 issues a year)	3.00	5.00	7.00
	(Special Offer—8 issues—\$2.22)		
The Complete guide—wedding, honeymoon, new home.			
CALLING ALL GIRLS Girls 7-14. (10 issues a year)	(Special—One year (10 issues) \$3.89)		
CAMERA 35 (Bi-Monthly) For those seriously interested—35 mm techniques.	2.50	4.50	6.00
CAR AND DRIVER America's Most Outstanding Automotive Publication.	5.00	9.00	12.00
CAR LIFE The automotive magazine for automotive enthusiasts.	5.00	9.00	12.00
CHILD LIFE (10 issues a year) Fun, activities, facts for children 5-12.	5.00	9.50	14.00
CHILDREN'S DIGEST	(Special—One year (10 issues) \$3.89)		
Boys and Girls 5-12. (10 issues a year)			
CHILDREN'S PLAYMATE MAGAZINE	3.50	6.00	8.50
The Favorite Magazine for Children. (10 issues a year)			
CHRISTIAN HERALD America's leading Protestant family magazine. (Special Offer—New Subscriptions—18 issues—\$4.50)	4.00	7.00	9.00
CHRISTIAN LIFE Articles and picture features of successful living for evangelical Christians.	4.00	7.00	10.00
COUNTRY BEAUTIFUL (10 issues a year)	5.00	NONE	12.50
Colorful, inspirational, educational and beautiful.			
CUE	(Weekly) (Until 1-31-64)	6.50	11.00
	(Effective 2-1-64)	7.50	13.00
N.Y. City, 50 mile radius. TV-FM programs, entertainment guide.			
DELL SPORTS (Bi-Monthly) Baseball-Football-Basketball-Amateur & Professional.	3.00	5.50	8.00
DOWN BEAT (Bi-Weekly) All phases of music—jazz and classical; recordings.	7.00	12.00	16.00
EBONY EBONY—a Negro monthly pictorial feature magazine.	5.00	8.00	10.00
ELECTRONICS ILLUSTRATED (Bi-Monthly)	2.00	4.00	NONE
The electronics "how-to-do-it" magazine.			
ELECTRONICS WORLD	5.00	9.00	12.00
Leading Journal for the Electronics Professional.			
ELLERY QUEEN'S MYSTERY MAGAZINE	6.00	12.00	18.00
The World's Leading Mystery Magazine.			
ESQUIRE	6.00	10.00	12.00
ESQUIRE—Authority in a Man's World.			
FAMILY HANDYMAN (THE) (Bi-Monthly)	3.00	5.00	7.00
America's only Do-It yourself magazine for the homeowner.			
FANTASY AND SCIENCE FICTION	4.50	8.00	11.00
The best in imaginative fiction.			
FARM JOURNAL	(Five years \$3.00—100 issues \$5.00)		
Sell only to those active in farming. Write on order blank whether live on, work on, own, rent, operate or manage farm, or do business with farmers.			
FIELD & STREAM	4.00	7.00	10.00
America's Number One Sportsman's Magazine.			
FISHING WORLD (8 issues a year)	3.50	6.00	NONE
The Magazine for Sports Fishermen.			
FLORIDA GROWER AND RANCHER MAGAZINE	NONE	NONE	2.00
Florida's Pioneer Farm Journal (Sell only in Florida)			(Five years \$3.00)
FLORIDA TREND (Sell only in Florida)	3.00	5.00	NONE
Magazine of Florida Business and Industry.			
FLOWER and GARDEN MAGAZINE	3.00	5.50	7.50
Home Gardeners How-To Magazine.			(Published in 3 editions)
FLOWER GROWER-HOME GARDEN	3.50	6.00	7.00
Complete lawn & garden guide.			
FLYING	5.00	9.00	12.00
World's Leading Aviation Publication.			
FORBES (Twice Monthly)	7.50	12.00	15.00
"Inside" Story of Business & Finance.			
FORTUNE	10.00	15.00	20.00
The world's finest business publication.			
FUR-FISH-GAME (Harding's Magazine)	2.50	4.00	6.00
Hunting, Fishing, Trapping, Camping, Woodcraft.			
GLAMOUR	5.00	7.50	9.00
The "how-to" fashion guide for young women.			
GOLF DIGEST	5.00	9.00	13.00
World's Largest Selling Golf Magazine!			
GOLF MAGAZINE	6.00	11.00	15.00
The game's fastest growing magazine.			
GOOD HOUSEKEEPING	4.00	7.00	10.00
The Magazine America Lives By.			
GOURMET	6.00	10.00	13.00
Gourmet—Magazine of Good Living.			
GRADE TEACHER (10 issues a year)	5.00	NONE	NONE
Professional Magazine for Elementary Teachers.			
GUNS & AMMO	5.00	9.00	12.50
Shooting, collecting, reloading—all about guns.			
HARPER'S BAZAAR	5.00	7.50	10.00
The First and Last Word in Fashion.			
HARPER'S MAGAZINE	7.00	NONE	18.00
Harper's Magazine is enjoyably informative.			
HI FI/STEREO REVIEW	5.00	9.00	12.00
World's Largest Selling Music Publication.			
HIGH FIDELITY	7.00	13.00	17.00
The Magazine for Music Listeners.			
HOLIDAY	5.95	9.95	13.95
Nation's Choice for Places to Visit. (Special Offer—15 issues \$3.75)			
HOT ROD	5.00	9.00	12.50
Everybody's technical automotive magazine.			
HOUSE BEAUTIFUL	6.00	10.00	12.00
The Magazine for Gracious Living.			
HOUSE & GARDEN	5.00	7.50	10.00
Adaptable ideas to the arts of better living.			
HUMPTY DUMPTY'S	(Special—One year (10 issues) \$3.89)		
Little Kids 3-7. (10 issues a year)			
INCOME OPPORTUNITIES (Quarterly)	3.00	6.00	9.00
The leading franchise publication in America.			
INGENUE	4.00	7.50	11.00
Jammed with things every teenage girl simply must know about.			
JACK AND JILL	3.95	6.95	9.95
(Special Offer—10 issues of JACK and JILL plus new and exciting (2nd edition) Sing Along Record—\$3.50)			
Teachers praise it. Mothers like it. Children love it.			
KENTUCKY FARMER (THE) Sell Only in Kentucky. (Seven years \$2.00)			
Devoted exclusively to Kentucky agriculture.			

Publication	1 Yr.	2 Yrs.	3 Yrs.
MADEMOISELLE For the smart young woman in college, career or home.	\$5.00	\$8.00	\$10.00
McCALL'S MAGAZINE First Magazine for Women.	3.00	5.00	7.50
McCALL'S PATTERN FASHIONS (6 issues)	NONE	3.00	NONE
Style Leader for those Who Sew.			
MECHANIX ILLUSTRATED The "How-To-Do-It" Magazine.	3.00	5.00	7.00



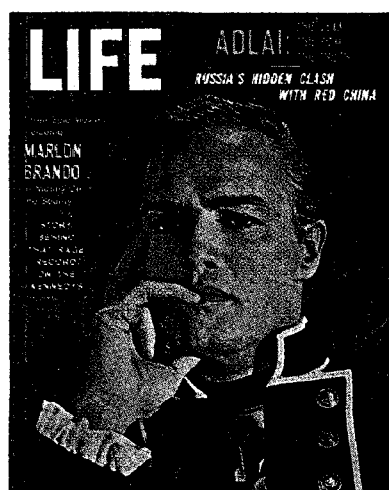
The Saturday Evening

POST

(45 issues a year)

1 Yr.	2 Yrs.	3 Yrs.
\$5.95	\$10.95	\$15.95

SPECIAL OFFER
(50 issues..\$3.50)

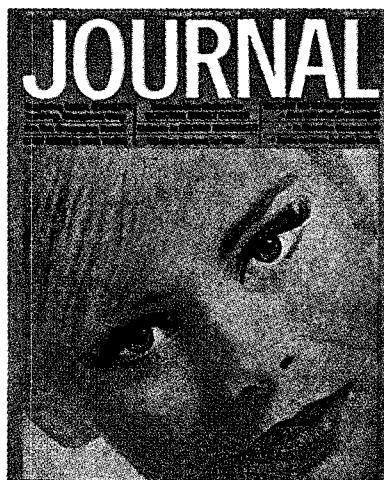


LIFE

(weekly)

1 Yr.	2 Yrs.	3 Yrs.
\$6.75	\$12.75	\$18.75

SPECIAL OFFER
(35 issues..\$3.50)



Ladies' Home Journal

1 Yr.	2 Yrs.	3 Yrs.
\$3.00	\$5.50	\$8.00

SPECIAL OFFER
(19 issues..\$2.85)



The American Home

1 Yr.	2 Yrs.	3 Yrs.
\$3.00	\$5.00	\$7.00

SPECIAL OFFER
(19 issues..\$2.85)

Publication	1 Yr.	2 Yrs.	3 Yrs.
HOLIDAY	\$5.95	\$9.95	\$13.95
Special Offer—15 issues \$3.75			
JACK and JILL	3.95	6.95	9.95
10 issues of JACK and JILL plus the new and exciting (2nd edition) JACK and JILL Sing-Along Songs for Fun (33 rpm) Record—Only \$3.50.			

Publication	1 Yr.	2 Yrs.	3 Yrs.
MOBILE HOME JOURNAL The Magazine of Mobile Homes and Travel Trailers.	\$6.00	\$11.00	\$15.00
MODEL AIRPLANE NEWS How to build & fly model airplanes.	5.00	NONE	NONE
MODEL RAILROADER (THE) Over a quarter century of service.	6.00	NONE	NONE
MODERN BRIDE (6 issues a year)	3.00	5.00	7.00
A "Must" for Every Bride-To-Be!			
MODERN PHOTOGRAPHY Modern Photography—The Complete Photo Magazine.	5.00	9.00	12.00
MODERN ROMANCES Real-Life Romances—exciting true stories about real people.	3.00	5.00	7.00
MOODY MONTHLY Christian Magazine for all the Family.	4.00	7.00	10.00
MOTOR BOATING America's Authority on Modern Boating.	6.00	9.00	12.00
MOTOR TREND News and facts about all new U.S. cars.	5.00	9.00	12.50
NATIONAL LIVE STOCK PRODUCER	NONE	2.00	3.00
Livestock Production & Marketing News.			
NEWSWEEK (Weekly)	7.00	11.00	14.00
All the week's significant news.			
ORGANIC GARDENING AND FARMING	5.00	9.00	12.50
Garden success with compost and mulch.			
OUR NAVY	4.00	NONE	NONE
Naval News, Photos and Features.			
OUTDOOR LIFE	4.00	7.00	9.00
"American Sportsman's Favorite Outdoor Magazine."			
PARENTS' MAGAZINE	4.00	6.00	8.50
Raising Children Crib to College.			(Special Offer—18 issues—\$3.00)
PHOTOPLAY	4.00	7.00	10.00
Meet your favorite stars in PHOTOPLAY.			
POPULAR BOATING	5.00	9.00	12.00
World's Largest Selling Boating Publication.			
POPULAR ELECTRONICS	4.00	7.00	10.00
First Choice of America's Electronics Hobbyists.			
POPULAR GARDENING & LIVING OUTDOORS	3.50	6.00	8.00
(8 issues a year) The Practical Magazine For All Gardeners.			
POPULAR MECHANICS	4.00	7.00	10.00
The Favorite of All Ages.			
POPULAR PHOTOGRAPHY	5.00	9.00	12.00
World's Largest Selling Photographic Publication.			

1

ORDER FORM

CURTIS ORDER

THE CURTIS SCHOOL PLAN

PLEASE PRINT
MAGAZINE _____ DATE _____
NO. YEARS _____ COLLECTED \$ _____ PLEASE CHECK
☐ NEW ☐ RENEW
SEND TO _____
(FULL NAME OF PERSON TO RECEIVE MAGAZINE)
P.O. BOX, ROUTE, OR
HOUSE NUMBER & STREET _____
POST OFFICE _____ STATE _____
(NAME OF TOWN OR CITY) (ZONE)
SALESMAN (student) _____
FULL NAME OF SCHOOL _____
SCHOOL ADDRESS _____ STATE _____
(NAME OF TOWN OR CITY)
IF GIFT SUBSCRIPTION
GIVE INFORMATION BELOW: CUSTOMER INITIALS _____
☐ CHRISTMAS GIFT ☐ OTHER GIFT (PERSON PAYING FOR MAGAZINE)
GIVER'S NAME _____
ADDRESS _____ P.O. _____ STATE _____
Mail to: CURTIS CIRCULATION COMPANY, Phila. 5, Pa., U.S.A.

THE CURTIS SCHOOL PLAN

PLEASE PRINT
MAGAZINE _____ DATE _____
NO. YEARS _____ COLLECTED \$ _____ PLEASE CHECK
☐ NEW ☐ RENEW
SEND TO _____
(FULL NAME OF PERSON TO RECEIVE MAGAZINE)
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HOUSE NUMBER & STREET _____
POST OFFICE _____ STATE _____
(NAME OF TOWN OR CITY) (ZONE)
SALESMAN (student) _____
FULL NAME OF SCHOOL _____
SCHOOL ADDRESS _____ STATE _____
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☐ NEW ☐ RENEW
SEND TO _____
(FULL NAME OF PERSON TO RECEIVE MAGAZINE)
P.O. BOX, ROUTE, OR
HOUSE NUMBER & STREET _____
POST OFFICE _____ STATE _____
(NAME OF TOWN OR CITY) (ZONE)
SALESMAN _____ HOMEROOM _____
FULL NAME OF SCHOOL _____
IF GIFT SUBSCRIPTION GIVE INFORMATION BELOW:
GIVER'S NAME _____
ADDRESS _____ P.O. _____ STATE _____

THE CURTIS SCHOOL PLAN

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MAGAZINE _____ DATE _____
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HOUSE NUMBER & STREET _____
POST OFFICE _____ STATE _____
(NAME OF TOWN OR CITY) (ZONE)
SALESMAN _____ HOMEROOM _____
FULL NAME OF SCHOOL _____
IF GIFT SUBSCRIPTION GIVE INFORMATION BELOW:
GIVER'S NAME _____
ADDRESS _____ P.O. _____ STATE _____

ALLOW FROM 2 TO 3 MONTHS FOR NEW SUBS TO START.

DATE _____

RECEIVED FROM _____
(PERSON PAYING FOR MAGAZINE)
ADDRESS _____
COLLECTED \$ _____ FOR (1) MAGAZINE LISTED BELOW
MAGAZINE _____
SALESMAN _____ SCHOOL _____
POST OFFICE _____ STATE _____
(ZONE)
Make checks payable to our school

ALLOW FROM 2 TO 3 MONTHS FOR NEW SUBS TO START.

DATE _____

RECEIVED FROM _____
(PERSON PAYING FOR MAGAZINE)
ADDRESS _____
COLLECTED \$ _____ FOR (1) MAGAZINE LISTED BELOW
MAGAZINE _____
SALESMAN _____ SCHOOL _____
POST OFFICE _____ STATE _____
(ZONE)
Make checks payable to our school

THE CURTIS SCHOOL PLAN

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(NAME OF TOWN OR CITY) (ZONE)
SALESMAN _____ HOMEROOM _____
FULL NAME OF SCHOOL _____
IF GIFT SUBSCRIPTION GIVE INFORMATION BELOW:
GIVER'S NAME _____
ADDRESS _____ P.O. _____ STATE _____

ALLOW FROM 2 TO 3 MONTHS FOR NEW SUBS TO START.

DATE _____

RECEIVED FROM _____
(PERSON PAYING FOR MAGAZINE)
ADDRESS _____
COLLECTED \$ _____ FOR (1) MAGAZINE LISTED BELOW
MAGAZINE _____
SALESMAN _____ SCHOOL _____
POST OFFICE _____ STATE _____
(ZONE)
Make checks payable to our school

ALLOW FROM 2 TO 3 MONTHS FOR NEW SUBS TO START.

DATE _____

RECEIVED FROM _____
(PERSON PAYING FOR MAGAZINE)
ADDRESS _____
COLLECTED \$ _____ FOR (1) MAGAZINE LISTED BELOW
MAGAZINE _____
SALESMAN _____ SCHOOL _____
POST OFFICE _____ STATE _____
(ZONE)
Make checks payable to our school

4 STEPS TO SALES SUCCESS



APPROACH—"Mrs. Reader, I'm John Salesman of Hilltop High. I know you'll be interested in what our school is doing this week."



ATTENTION—"Our school has decided, after careful consideration, to sponsor a reading program that is used by thousands of schools in the U.S. and Canada."



DESIRE—"We can serve the reading needs of the community, Mrs. Reader, by placing good reading material in your home for you, Mr. Reader, and your children."



CLOSE—"Mrs. Reader, I'm certain both you and Mr. Reader will enjoy reading The Saturday Evening Post. Do you prefer the 2 year or 1 year subscription?"



THANK YOU FOR YOUR ORDER

Please allow at least twelve weeks for delivery of first copies. If you have any inquiries concerning subscriptions, please address your letter to:

CURTIS CIRCULATION COMPANY
Philadelphia 5, Penna.

Please save your subscriptions for our school next year.

THANK YOU FOR YOUR ORDER

Please allow at least twelve weeks for delivery of first copies. If you have any inquiries concerning subscriptions, please address your letter to:

CURTIS CIRCULATION COMPANY
Philadelphia 5, Penna.

Please save your subscriptions for our school next year.

BE AN OUTSTANDING SALESMAN WIN ONE OF THESE EXCLUSIVE AWARDS



THE CURTIS SCHOOL DIVISION

Certificate of Achievement

Awarded to _____
Of _____

*For achievement in Practical Sales Work and in recognition
of outstanding ability in Salesmanship, Business Proficiency
and School Spirit*



Issued by Wayne F. Christian
DIRECTOR OF THE SCHOOL DIVISION, CURTIS CIRCULATION CO.

Approved by _____
SCHOOL OFFICIAL

Done at Independence Square in Philadelphia
this _____ day of _____ 19____

EARN A CERTIFICATE OF ACHIEVEMENT

To earn this Certificate (8½"x11") sell at least \$30 in subscriptions. It will signify your achievement in attaining a high salesmanship rank among the millions of boys and girls who will participate in the Curtis Plan this year.

EARN A CURTIS \$100 CLUB PIN

To earn membership in the Curtis \$100 Club you must sell \$100 or more in subscriptions. In recognition of your outstanding salesmanship, you will receive a pin of distinction—the Curtis \$100 Club Pin. Earn it and wear it with pride.



THANK YOU FOR YOUR ORDER

Please allow at least twelve weeks for delivery of first copies. If you have any inquiries concerning subscriptions, please address your letter to:

CURTIS CIRCULATION COMPANY
Philadelphia 5, Penna.

Please save your subscriptions for our school next year.

THANK YOU FOR YOUR ORDER

Please allow at least twelve weeks for delivery of first copies. If you have any inquiries concerning subscriptions, please address your letter to:

CURTIS CIRCULATION COMPANY
Philadelphia 5, Penna.

Please save your subscriptions for our school next year.

Tolson ☒
Belmont ☒
Mohr ☐
Casper ☐
Callahan ☐
Conrad ☒
DeLoach ☒
Evans ☐
Gale ☒
Rosen ☒
Sullivan ☐
Tavel ☐
Trotter ☐
Tele. Room ☐
Holmes ☐
Gandy ☐

UPI-238

(SUIT)

GADSDEN, ALA.--A \$3 MILLION LIBEL SUIT HAS BEEN FILED AGAINST THE CURTIS PUBLISHING CO. BY ETOWAH COUNTY SHERIFF DEWEY COLVARD, AND THERE WERE INDICATIONS MORE SUITS MIGHT FOLLOW.

THE SUIT WAS FILED WEDNESDAY IN CONNECTION WITH AN ARTICLE PUBLISHED IN THE LADIES HOME JOURNAL IN ITS DECEMBER, 1963 ISSUE, ENTITLED "SOPHRONIA'S GRANDSON GOES TO WASHINGTON." THE SUIT CLAIMED THE ARTICLE ALLEGED MISCONDUCT BY COLVARD'S OFFICE.

ATTORNEY [REDACTED] WHO FILED THE SUIT FOR COLVARD, SAID FURTHER SUITS MIGHT BE FILED LATER BY SOME OF COLVARD'S DEPUTIES. b6 b7c

THE SUIT CLAIMED THE ARTICLE, WRITTEN BY NOTED PLAYWRIGHT [REDACTED] ALLEGED:

--SHERIFF COLVARD AND UNIDENTIFIED DEPUTIES USED ELECTRIC CATTLE PRODS ON NEGRO PRISONERS DURING RACIAL DEMONSTRATIONS HERE LAST SUMMER.

--THE CELLS IN WHICH THE NEGROES WERE CONFINED HAD DIRTY BEDLINEN, AND THEY WERE SERVED DIRTY FOOD.

--THE NEGROES WERE REFUSED MEDICAL ATTENTION BY JAILERS.
2/27--N927PES

ST-102



29

LE 02-245/150 -A

NOT RECORDED
128 MAR 6 1964

MAR 13 1964

WASHINGTON CAPITAL NEWS SERVICE

b6
b7c

UNITED STATES GOVERNMENT

Memorandum

Tolson _____
Belmont _____
Mohr _____
Casper _____
Callahan _____
Conrad _____
DeLoach _____
Evans _____
Gale _____
Rosen _____
Sullivan _____
Tavel _____
Trotter _____
Tele. Room _____
Holmes _____
Gandy _____

TO : Mr. DeLoach

DATE: 3-23-64

FROM : M. A. Jones

SUBJECT: CURTIS SCHOOL PLAN
CURTIS CIRCULATION COMPANY
PHILADELPHIA, PENNSYLVANIA

BACKGROUND:

The Philadelphia Office by letter of 3-20-64 mentioned that the above-captioned company had contacted the SAC indicating that it had a publicity matter to discuss with the FBI.

The matter concerned a nationwide plan of the Curtis Circulation Company for utilizing high school students in obtaining subscriptions to magazines. These programs run through some 14,000 high schools throughout the country and are used to raise funds for high school projects. Individual students do not profit though they do compete for small merchandise prizes. These magazines are those published by Curtis Publishing Company (as "Saturday Evening Post") and other high quality magazines.

The procedure requires that the plan is presented at school assemblies by a field representative of the Curtis School Plan. In recent years, the oral presentation is supplemented by visual aids. The speaker opens with 5 to 8 minutes of material of a general educational value (as the need to read well), then a description of the salesmanship plan in an effort to interest high school students in raising funds for the school by obtaining magazine subscriptions. The company wondered whether the FBI might have in existence an article, a motion picture or slides which could be utilized as part or all of the introductory talk. The SAC also talked with the company concerning the possibility of a national Curtis magazine publishing a message by the Director, then authorizing its use later at school assemblies by Curtis representatives. The company pointed out that in such a plan, the Bureau's message would reach millions of high school youngsters.

OBSERVATION:

The Curtis school plan is obviously, in the words of the SAC's letter, an "admittedly commercial operation." Even though the material is approved by the Bureau, it is noted that a number of Curtis field representatives would do the presentation to school assemblies. The possibility exists that they would abuse the data and badly garble the Bureau's message. Moreover, to authorize Bureau material prior to an obvious solicitation to purchase magazine subscriptions, undoubtedly would leave the

Enclosure Sent 3-25-64

(continued next page)

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M. A. Jones to DeLoach Memo
Re: CURTIS SCHOOL PLAN

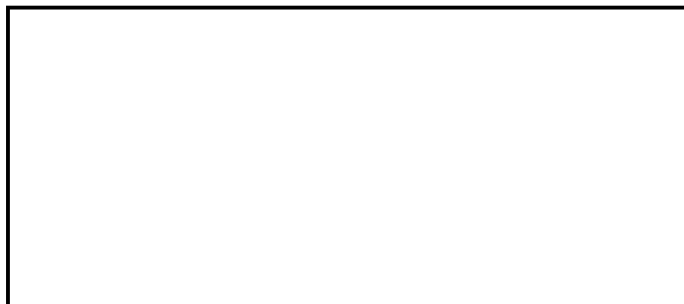
false impression that Mr. Hoover and the FBI were either endorsing the magazines involved or the Curtis School Plan of salesmanship. This seems to be a risk far too high to run from the Bureau's point of view.

It is felt we should advise SAC, Philadelphia, that the Bureau cannot participate in the Curtis School Plan.

RECOMMENDATION:

That the attached letter be sent to SAC, Philadelphia.

J. V. Jones




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b7c

SAC, Philadelphia

5-26-64

REC-131

Director, FBI

62-45750-14

CURTIS SCHOOL PLAN
CURTIS CIRCULATION COMPANY
PHILADELPHIA, PENNSYLVANIA

Reurlet 5-22-64, with enclosures.

Please advise Curtis School Plan officials that the FBI certainly appreciates their interest in the Bureau; however, after careful consideration, we feel that the Bureau should not participate. To many students and adults, it might appear that the FBI is endorsing the magazines or the Curtis School Plan technique of presentation. Moreover, inasmuch as a discussion of communism would be involved, it would be highly unwise to allow this topic to be discussed by other than our own official representatives.

Thank you for furnishing these proposals but the Bureau under no circumstances can cooperate.

MAY 26 3 35 PM '64
FBI
REC'D-READING ROOM

1 - Mr. DeLoach (Sent with cover memo)

NOTE: See M. A. Jones to DeLoach of same date and captioned as above.

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b7C

✓

[Redacted]

(6)

[Redacted]

MAILED 20
MAY 26 1964
COMM-FBI

[Redacted]

[Redacted]

[Redacted]

Tolson _____
Belmont _____
Mohr _____
Casper _____
Callahan _____
Conrad _____
DeLoach _____
Evans _____
Gale _____
Rosen _____
Sullivan _____
Tavel _____
Trotter _____
Tele. Room _____
Holmes _____
Gandy _____

MAIL ROOM ☐ TELETYPE UNIT ☐

JUN 8 1964
63

UNITED STATES GOVERNMENT

Memorandum

TO : DIRECTOR, FBI
Attention: Asst. Director
C. D. DeLoach

FROM : SAC, PHILADELPHIA (80-new)

DATE: 5/22/64

SUBJECT: CURTIS PUBLISHING COMPANY
CURTIS SCHOOL PLAN
CURTIS CIRCULATION COMPANY
PHILADELPHIA, PA.
PUBLIC RELATIONS

b6
b7C

Remylet 3/20/64 and reBulet 3/24/64.

On 3/27/64 [redacted] was advised that the Bureau did not feel we should participate in the Curtis School Plan.

On 5/8/64 [redacted] the Curtis field staff, Curtis Circulation Company, came to this office. He explained that [redacted] was no longer with the company and that although he realized that the Bureau had turned down the proposal made by [redacted] he was still hopeful of reviving consideration.

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b7C

He stated that the concept of the approach to the FBI had been his own. A few weeks before the original discussion at the Curtis offices which would be probably early in March or late February, [redacted] had appeared at a convention of secondary school principals in Chicago. He found the people in attendance tremendously enthused as a result of a talk by [redacted] which told these educators some of the things they could do to help teach Americanism as opposed to Communism from kindergarden onward. He came away from this meeting feeling that Curtis could do a worthwhile job along these lines, and he concluded in his own mind that the educational message should be based upon the Director and the FBI as outstanding examples of the struggles to defend Americanism and to teach good citizenship. It was his original idea to prepare an illustrated lecture for the field

b6
b7C

2 - Bu (Encls 4)
1 - Ph
NSH
(3) [redacted]

REC- 131

62-45750-14
27
1 MAY 28 1964

b6
b7C

Ph 80-new

staff based on FBI material and quotations from public statements of the Director. [redacted] himself was present only briefly during the conference with [redacted] and he felt that [redacted] perhaps had failed to get across exactly what was in [redacted] own mind. On 5/8 and again on 5/21 when he returned to the office he assured us with every evidence of sincerity that his approach to the FBI was motivated by the inspiration received from the Chicago convention. He said that when his people go into the schools he feels an obligation to deliver to the students a useful educational message. In utilizing information regarding the FBI he is more interested in fulfilling this responsibility than in merely developing a sales message. He also said that the text he presented on 5/21 had been exhibited to several of the ranking officials at Curtis both at Philadelphia and at New York, and they were fully in accord with the value of the public service that might be rendered.

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b7c

On 5/8/64 at his request he was furnished with some of the FBI literature that is customarily distributed in the school systems in this area. On 5/21 he returned to the office with a script for an illustrated lecture which he asked that we transmit to the Bureau. He recognizes that the material he is using is from sources available to the public. He also is fully aware that the Bureau's general policy is to refrain from authorizing involvement in a commercial venture. He says, however, that he would strongly prefer that we examine the script and that if the FBI feels its use is undesirable from the viewpoint of the FBI, he will prepare a different lecture on a different subject matter.

With regard to the script itself, he points out that in some instances additional slides would have to be added to fill extensive periods of text so that the same slide will not appear too long. As to the presentation he made the point that the majority of the field men are college graduates and some also hold graduate degrees. Not all presently work full time for Curtis Circulation but the company is in the process of expanding its operations to cover library sales and sheet music sales with the idea of developing full time field people.

(Ph 80-new)

These field men call on about 20,000 schools in the course of a year and actually set up the plan in 13,000 or more. The number of students who would receive the address in each school will vary according to the size of the school, the population area in which it is located and the receptivity of the school officials. On the average, he estimates approximately 200 to 250 students per school would receive the lecture. The great majority are in grades 6 and upward through junior high school and high school. Were he permitted to do so, he would have appropriate FBI literature distributed at the schools where his field men appear. He has even offered to pay for the FBI material on a cost basis if we desire.

The time element is a problem to him at present. The program itself will start in September as the schools open. He has, however, scheduled his first training meeting with the field men for 6/26 at Colorado Springs.

[redacted] has requested that if we are willing to approve his idea in principle, he would be grateful if we would check the script and indicate any areas where we would prefer changes be made. In this regard, this office, being under inspection, the Inspector has reviewed the script and has indicated that if the Bureau sees fit to approve the plan we might suggest a change on page 9, third line from the bottom to read: "Communitistic Totalitarianism is built only upon what will benefit the state - what is good for society or for the people individually does not count."

b6
b7c

There are enclosed herewith for the Bureau:

1. A copy of the lecture script. There are marked in ink marginal numbers which identify the source material. [redacted] pointed out that the transition to the sales presentation appears only in the last few paragraphs of the lecture. The

b6
b7c

Ph 80-new

lecture is then followed by an explanation to the students of the sales plan and its mechanics. The transition paragraphs could be omitted completely so as to better separate the sales explanation from the lecture.

2. One page of reference material from which the message was obtained. The numbers on this sheet correspond to the numbers written into the margin of the script.

3. Two page text captioned, "Suggestions for Teachers use."

4. One page background information on JAMES PLAYSTED WOOD. WOOD is being utilized as an advisor in this program. [redacted] specifically called attention to the fact that WOOD has reviewed the script and has made suggestions relative to it. He felt that WOOD is known favorably to the Bureau at Washington.

b6
b7C

REQUEST OF BUREAU: The Bureau is requested to advise this office whether there is an objection to [redacted] use of quotations and statements relative to the Bureau in this fashion. If there is no objection, then the Bureau may wish to suggest changes in language or approach, including, for example, the sentence referred to by the Inspector, and/or the transition paragraphs at the end of the lecture. Likewise advise whether we will make available photographs to assist in the preparation of slides and whether we will permit Curtis representatives to distribute Bureau publications.

It is requested that the Bureau's reply be made as soon as is reasonably possible since [redacted] is now in a position where he is working against a short deadline if he must go to a different theme.

b6
b7C

[redacted] has indicated that if desired he will make himself available at any time to discuss his thoughts with a Bureau official at Washington.

THE FAITH TO BE FREE

Thank you, Mr. _____ for introducing me, and for extending to me the privilege of speaking to these young people.

SLIDE
U.N. Building

Some of you will be Citizen Leaders in the United States of Tomorrow - some perhaps will even become the Citizen Leaders of the United Nations of Tomorrow.

SLIDE
Seal of Dept.
of Justice

SLIDE
J.E. Hoover

Any discussion of Citizen Leadership must include Mr. J. Edgar Hoover, Director, Federal Bureau of Investigation (F.B.I.), because of the extremely important work he has performed for this country. It has been extraordinary public service, over a span of 40 years - under seven Presidents - four Democratic and three Republican. Mr. Hoover has set an example of integrity, courage, proficiency, unwavering devotion to duty and uncompromising adherence to principles, that is without parallel in the history of this nation.

"40 years of faithful service to his country" - That means that he started to work with the F.B.I. before any of you were born - in fact, before many of your parents were born, and perhaps before some of your grandparents were born.

Mr. Hoover symbolizes the honest American man, doing an honest job. He has written several books on various facets of law enforcement, but one book stands out above the others and became a best seller. Its title is -

SLIDE
reproduction
of the book
cover closed

"MASTERS OF DECEIT"

SLIDE
reproduction
of the book
open

In this book, Mr. Hoover has stressed the part youthful Citizen Leaders can play in our tomorrow, when he wrote -

"Our nation needs young people, well trained
in mathematics, in history
Science
and Language."

62-45750-14
ENCLOSURE

I interpret this reference to training by Mr. Hoover as meaning, doing a good job of learning while you are in school and have the opportunity to do so.

Boys and Girls, in this very famous book, Mr. Hoover is speaking directly to each one of you. To Mr. Hoover, and to all responsible adults, you are at a most important stage in your life.

This is the initial training ground for Citizen Leaders. This is where an adult life of achievement begins for most of you.... right here in this school.... in this very school room, right now, with the aid and under the guidance of, your teachers here in school and by your parents at home.

What did Mr. Hoover say? "Our nation needs trained young people". He knows of this need, perhaps better than anyone else in our country.

He is aware, too, that I'm thinking with you today on the topic - "THE FAITH TO BE FREE".

He also knows that I will be quoting from printed material obtained from F.B.I. pamphlets, leaflets and books, illustrated with several slides, which I'm certain you will find fascinating.

SLIDE
the Presidential
Seal

No doubt you read in the newspaper, or you heard on your radio, or saw on television, that the President of The United States, Lyndon B. Johnson, issued an executive order which permits Mr. Hoover to stay on as director of the Federal Bureau of Investigation beyond his 70th birthday.

SLIDE
Mr. Johnson &
Mr. Hoover
together

"Because", as President Johnson said, "The Nation, Mr. Hoover, cannot afford to let you go."

(3)

The Philadelphia Inquirer, in an editorial at the time of President Johnson's issuance of the order, said:

"Law-abiding Americans have applauded President Johnson's action. This is a high honor, one which is richly deserved. It is an appropriate tribute to this humble man, who has never sought any honors for himself, except the privilege of serving his country to the best of his ability and with ceaseless vigor."

Just what is it like to be an F.B.I. Special Agent???

SLIDE
What you can
do to fight
crime.

I'm certain that some of you are thinking about it right now, and I'm glad that you are. You may even be going way beyond that point and wondering what you as an American student can do to help fight lawlessness, or crime, or communism, in our country. Those are logical thoughts for young Americans to have and I have some answers for you today.

SLIDE
FBI agents re-
moving explo-
sives buried
on Fla. beach
by Nazi
saboteurs.

(4) Just what is it like to be an F.B.I. Special Agent? Adventure? Yes, indeed!!! Also long hours - hard work and responsibility, with of course, a degree of personal danger, as for example, these agents removing explosives and equipment buried in the sand of a Florida beach by Nazi saboteurs. These men were sent to America during World War II, to destroy important bridges, factories, railroads and in general, cause confusion while they moved in to complete other acts of violence.

Writing in the Kiplinger Magazine - "Changing Times", Mr. Hoover had this to say about one of his men.

"You wouldn't say, if you knew him, that there was a spark of glamour about Clarence Wilton, who is close to 50 - quiet to the point of reticence, fond of birdwatching - canoeing - or romping with his seven year old son, Joey.

SLIDE
Man & Boy
canoeing

"BUT to the youngsters in his neighborhood, Wilton is a hero. He is a G man!"

SLIDE (5) "G" of course stands for Government man. There are also "G" women, long room with women at finger- over 5,000 of them, doing the bulk of technical and clerical work that print files. also helps catch criminals.

SLIDE
hairs & fibers

Laboratory aids

SLIDE
Teletype unit

Communication aids

SLIDE
FBI switchboard

Telephone aids

SLIDE
Identification Division

Stenographers

SLIDE
Girls at identification
division files

Clerks

No matter who you are out there in the audience today, boy or girl, please through the aid of imagination, and a bursting pride for your country, try your level best, to put yourself into the role of a Special Agent of the F.B.I. You'll find as we go along, that this is an exciting and fascinating game to play, which will help you to understand better the purpose and meaning of the F.B.I. Who knows? Some time after high school and college you may really become an agent for this internationally famous organization, which is both feared and respected by hardened criminals, communist spies, and Federal lawbreakers alike.

SLIDE
outline map.
of U.S. by
state

"Clarence Wilton", Mr. Hoover says, "is not the real name of the man being described here. The F.B.I. keeps its agents as anonymous as possible, but the man we will call by that name is a real, live, and actual agent of the Bureau.

5 SLIDES
one at a time
as cities are
named.

"He is a veteran of over 20 years of service in F.B.I. offices in Baltimore, Md., - St. Paul, Minn., - Houston, Texas - Springfield, Ill., and San Juan, Puerto Rico.

SLIDE
South America

"He also did a tour back in 1943 as an undercover agent in South America, ferreting our Axis spies."

3 SLIDES
one at a time
as axis nations
are announced

Do you know what the Axis nations were? Perhaps you haven't studied that part of history yet? If you have not, I'll give you a little tip, to help you become the smartest history student in your class... the Axis nations were -

Germany

Italy

Japan

SLIDE
F.B.I. Building

"Right now, Wilton has a highly responsible supervisory job at F.B.I. headquarters in Washington, D.C."

SLIDE
agents firing
on pistol range

"In the 20 plus years, there have been some exciting moments for Wilton - and some which were mighty humdrum. Wilton has worked on

SLIDE
artist's con-
ception sketch

nearly every kind of an assignment in the F.B.I. jurisdiction - from breaking up a big auto-theft ring in St. Paul, Minnesota to checking the reputation and reliability of a prospective deputy U.S. Marshall, in Springfield, Illinois.

SLIDE
agent riddle
a man-size
target

"When Wilton was fresh out of law school, and doing research for a meat packing firm in Chicago, Illinois, the lure of the F.B.I., he admits, was mainly the prospect of adventure - interesting work - travel - a challenge to a young man. BESIDES, it seemed like an opportunity to serve his country.

SLIDE
agent checking
fingerprints

"He applied for a job as a Special Agent late that same year, and as is customary, received the same investigative treatment he was to give hundreds of other job seekers in the future. The agent who investigated him found Wilton to be a young man of ambition, intelligence, and good reputation."

Are you still playing this imagination game with me? Would an F.B.I. investigator find you ambitious, intelligent, and of good reputation? Of course he would, Stay that way in the years ahead, will you please? It's so important to you, and to your future.

SLIDE

Iowa on a
U.S. map

"Wilton was born in Iowa, grew up on a farm. His high school teachers and city officials in his home town remembered him as a good citizen and a fine student. At De Paul University Law School in Chicago, Illinois, he was graduated 3rd in his class. He was admitted to the Illinois bar soon afterward.

SLIDE

Judge seated,
lawyers
pleading case

"The legal training Wilton had acquired in the University, fitted the F.B.I.'s qualification for Special Agents, and he therefore got the job."

High School and college training is so important these days - for F.B.I. work, for business, or happiness - that one must not slight it, or brush the idea of college aside, if he truly wants to make something worthwhile of his life.

"But", you say, "neither my parents nor I have money to pay college tuitions and other bills." Oh yes, there is money available through numerous sources. Apply for a scholarship, A great many scholarships go unused each year because no one applies for them. Major in college in a specific subject such as certain teaching positions - or nursing - or specific science qualifications - or certain business needs. Banks and other institutions will often loan money to students majoring in the right category, and permit the student to pay back the loan, beginning the first year after college when he or she starts to earn money. You might also find an opportunity in business, which would permit you to

go to college part of the time, and work in a selected business during the remainder of the scholastic year.

THERE ARE WAYS TO GO TO COLLEGE IF YOU REALLY WANT TO DO SO. Ask your Dean of men or women, or your counselor about these opportunities. You can even pay part of your tuition by doing work for the college itself.

Surely, those of you who are serious about your future life, must already know why staying in high school and then going on to the college or university of your choice is so extremely important.

The boy or girl who drops out of school to go it on his own, doesn't have a chance in today's world. Unable to find a lucrative job, the dropout often turns to petty crime or forgery or bank robbery or kidnaping or other crimes. The worst crime imaginable doesn't pay.

How many of you know who Charles A. Lindbergh is??? Did you ever read the book he published after becoming the first man to fly solo, across the Atlantic Ocean in a single motored plane?

The book is titled "We", and believe me, it makes mighty interesting, and often suspenseful reading for either boys or girls.

You may or may not know that later in life Mr. Lindbergh married Anne Morrow, and that their infant son was kidnaped and later found dead.

Passage of the so-called Lindbergh Law in 1932 made kidnaping a Federal offense, punishable by death. When victims are transported across State boundaries, the F.B.I. continues to cooperate with local and state law enforcement officers who cannot pursue suspects out of their jurisdiction. The Lindbergh Law empowered the F.B.I. to investigate kidnappings and make arrests anywhere.

The F.B.I. never gives up on a kidnaping, no matter how remote the chances of cracking it.

"The primary objective of the F.B.I. of course is to investigate violations of specific Federal laws within its jurisdiction, and to collect evidence in such cases." (Unhappily, once in a while, the dropout figures prominently in the case!)

SLIDE
the role of
the lawyer in
the FBI

(7)

"So the F.B.I. needs and employs competent lawyers." Some of you boys and girls know now that you will go on to law school and you hope and expect to practice law in the courts of the U.S.A. Your future lawyers may wish to consider the opportunity in the Bureau after you graduate. It will keep you interested and busy, count on it.

(8)

"Of the approximately six thousand FBI Special Agents, over seven hundred are accountants. They are especially valuable in cases involving robbery, embezzlement, and the like.

(9)

"In fast-breaking situations such as a bank robbery, an accountant or a lawyer in the Bureau may be called upon to join in the hunt for the robbers". So may you, for as a sharp-eyed student in this school you might give the FBI the exact bit of information it needs to solve a crime, to stop espionage, convict a communist spy.

SLIDE
they wore
masks

(10)

"Recently, two masked gunmen dashed from an Ohio bank and sped away in a stolen car driven by an accomplice. The men had just obtained \$31,000 in a robbery of the bank. A few blocks away, the stolen car careened recklessly into a school parking lot. The bandits jumped out, quickly removed their disguises, leaped into their own car and roared away. An alert schoolboy, sharpening his pencil near a window in the school, carefully observed the robbers' activity.

SLIDE
firearms
examination

"Special Agents of the F.B.I. working with the information supplied to them by the young citizen, quickly identified and arrested the robbers and recovered the money from the bank."

Unfortunately, every nation has a minority element of lawless men and women whose actions must be controlled. The vast majority of our countrymen believe in the American tradition of honesty, integrity, and fair play.

SLIDE
Pearl Harbor
on December 7

(11)

"December 7, 1964, marks the 23rd anniversary of a tragic event in our history, the attack on Pearl Harbor which triggered America's entry into World War II. That war cost the lives of 400,000 Americans -- courageous men who, at a time of gravest need, sprang forward in the noble tradition of their forefathers to defend the cause of freedom with their lives.

"But now, over two decades later, in Europe, in Asia, and in neighboring areas of the Western Hemisphere, we find stark evidence of a grim truth...

"That liberties once won,
must constantly be defended."

SLIDE
hammer &
sickle

(11)

"During our generation, a new menace - international communism - has arisen to threaten free men throughout the world." Call it what you will, "we are at war with the communists, and the sooner every American realizes this, the safer we all will be.

(12)

"Today, in the struggle for the minds of young men and women (your minds) America is especially opposed by two deadly enemies - godless communism and crime. It may well be that the battlefield for the minds of men will be staged in our nations classrooms."

Communitic Totalitarism is built only upon what is good for the state - the people individually do not count.

The freedoms of America exist for us all.

SLIDE
Independence
Hall

"You young people can strike a crippling blow against communism by reaffirming personal belief in and making an individual commital to the ideals which were at the very foundation upon which our country and way of life was built.

SLIDE
Rockwell's
freedom of
speech
SLIDE
Rockwell's
freedom of
worship

"But America's heritage of freedom of speech and of religion which is passed on from generation to generation by such agencies as our educational institutions" (your school) plus the beliefs of your parents and grandparents stands as a major barrier to communism.

SLIDE
secondary
school pupils

(13)

"You, the student, whether you realize it yet or not, are the rich earth which the communist conspirator hopes to cultivate. Your mind is the soil in which he hopes to implant alien seed. Your subsequent acts are the products whose growth he strives to direct. The harvest which he seeks is the destruction of our democratic processes of government."

What then can you, a student in this school, and later as a college student, do about communism?

(14)

"First - Know your enemy. Learn what communism really means, not what the apologists say it means. Ask your teacher or school librarian to suggest supplemental reading about communism.

"Secondly - Set yourself the task of developing a free mind, a mind which seeks facts - seeks and considers evidence, a mind not satisfied until irrefutable evidence points out the road which leads toward irrevocable truth."

(15)

"In its simplest terms", says Mr. Hoover, "the struggle lies between the spiritual and the material. The communist seeks to rob you of your birthright by destroying your faith in our republic.

SLIDE
a person in
chains

"The mess of pottage which he offers in tempting the weak, the shallow and the shortsighted, is the promise of material security - the security of the slave!!!

(16)

"The communist offensive must never be underestimated - because that promise of material security has seduced millions of people -- and the ultimate objective is to swing all the peoples of the world into one communist orbit.

"The communist, diligently and indiscriminately, pours his corrosive acid of disunity, hatred, and discontent over us all, but especially over you, the student."

Periodically, you read, or you hear your parents and their friends talk about one of the very few Americans who has gone over to communism --

"Where they learned too late, the bitter difference between a promise, and that which is reality."

SLIDE
history book

" 1) Steep yourself in the history of America.

" 2) Read the documents, books, and letters written by immortal giants like Washington, Jefferson, Lincoln, and others, who with faith and prayer and idealism, shaped and molded a form of government, (ours) which is a continuous expression of faith in the individual (you and me).

" 3) There you will learn that true Americanism is an act of faith - an overwhelming belief that individual man (again you and me) with God's help, is an intelligent person, capable of ruling and controlling our own lives.

" 4) Communism lives on lies. It corrodes honor, destroys integrity, and subverts all the qualities which combine in an individual to make, in the truest sense, a free man.

SLIDE
Trojan horse

(17)

"Long years ago a city fell because the unsuspecting Trojans failed to look beyond the beautiful surface of a wooden horse.

"The Trojan horse for centuries had been the foremost symbol of masterly deception and cunning guile. The Trojan horse, in that category, has been deposed.

SLIDE
hammer &
sickle

"The hammer and sickle now supplant the Grecian gift. Totalitarian communism has raised deception to the level of an art.

SLIDE
the American
Eagle

(18) "America's emblem is the soaring eagle -- not the blind or timid mole. Fear - apologies - defeatism and cowardice are alien to the thinking of true Americans.

SLIDE
Khrushchev

"America does not have to apologize to anyone, certainly not the arrogant, shoe-pounding Khrushchev and his puppets - nor to the neutrals whose neutrality is but an evidence of moral weakness. We, you and me, we should keep our heads up, looking for honorable solutions and always selling America."

The Federal Bureau of Investigation, and the other government agencies plus the School - the Church - the family - all sell America. But there is still one more that has never stopped selling the American way of life - and that is our American magazines.

Here is a folder, that shows and lists over 125 of the leading American magazines on the market - the writers and publishers of these magazines also have "The Faith To Be Free." Their weapon, provided by the Constitution of the United States, is "Freedom of Speech." And when the editors and writers of America's magazines speak, just as when the people of America speak by way of the vote, the world sits up and takes notice.

Therefore you as a student in this school have the opportunity now to help fight crime - to help fight the spread of communism, to strengthen Freedom of Speech by placing into the homes of the school community good American magazines, which promote The Faith To Be Free.

During the next _____ days, you young people have an opportunity to help your school and the school community maintain, and, reaffirm its faith to stay free, by putting the very best of America's Editorial thinking into their homes and lives, by subscribing to excellent magazines.

REFERENCE MATERIAL FROM WHICH
THE C. IS SCHOOL PLAN'S MESSAGE TO STUDENTS
WAS OBTAINED

- (1) Editorial from Philadelphia Inquirer
- (2) From Mr. Hoover's - "What Young People Should Know About Communism."
- (3) Philadelphia Inquirer
- (4) What It's Like To Be An F.B.I. Agent
- (5) Jobs For Women In The F.B.I.
- (6) March 16, 1957 POST - "The Worst Crime Doesn't Pay".
- (7) The Role Of The Lawyer In The F.B.I.
- (8) The Accountant's Role In The F.B.I.
- (9) The Accountant's Role In The F.B.I.
- (10) The Story Of The Federal Bureau of Investigation - "They Wore Masks."
- (11) "The Faith To Be Free." (Page 4)
- (12) "The Faith To Be Free." (Page 5)
- (13) Communism And The College Student
- (14) Communism And The College Student
- (15) Communism And The College Student
- (16) Communism And The College Student
- (17) Deadly Duel
- (18) "The Faith To Be Free." (Page 6)

62-45750-14
ENCLOSURE

Suggestions for Teachers use.

THE TITLE OF THE CURTIS SCHOOL PLAN
PRESENTATION THIS YEAR WILL BE -

THE FAITH TO BE FREE

The Curtis Circulation Company's School Plan presentation to students this year is based upon factual, yet extremely interesting examples of THE FEDERAL BUREAU OF INVESTIGATION'S (FBI) work in the molding of youthful Citizen Leaders.

This is not the usual type of presentation made in a school's auditorium, primarily to motivate students to sell magazine subscriptions. We quite naturally hope that students will be so motivated, and we will work hard in our attempt to encourage them along these lines.

HOWEVER BEFORE WE BEGIN TO TALK ABOUT MAGAZINE SUBSCRIPTIONS, we take great pride in bringing to your students, a message of importance at an important and appropriate time in the lives of these young people, and in the history of our Country.

We will be addressing groups of students throughout the USA in various mental and grade levels. We will be using words and technical terms with which some students will have knowledge but in other cases may differ somewhat from such words and terms previously used at the grade level at which you teach. We therefore thought that you might appreciate being advised of these words at this time and thus enjoy using them as Teacher helps, in various ways before the presentation.

In preparing the material for presentation we could not possibly know into which grade level each student group, who was to hear it presented would fall, or the sources you as a trained teacher would be covering. This is therefore in no way, either implied or in any other manner, an attempt to dictate what or how you teach. That decision is yours and that of your superiors.

But perhaps some of you, would like to use these words and terms for lesson purposes in spelling, history, science or language classes. In doing so at this time your students will enjoy and better understand the Curtis School Plan program when it is presented. Through this understanding students will be encouraged to dig deeper, search further, into the hows and whys of our American way of life, and the important part the FBI plays in that life.

62-45750-14
ENCLOSURE

Here are words and terms for your consideration

Fascinating	Communism	Defeatism	Anonymous
Executive Order	Reticence	Admitted to the Bar	Supervisory
Uncompromising	"G" man	Achievement	Reputation
Lawlessness	Technical	Evidence	Ferreting Out
FBI Special Agent	Clerical	Attorney	Axis Spies
Humdrum	Assignment	Responsibilities	Customary
Reliability	Prospective	Disguises	Legal Training
Investigation	Intelligence	Traditions	Legal Cases
Qualification	Objectivity	Stark Evidence	Client
Personal Goals	Violations	Cherished	Specialize
Community	Competent	Strategists	Invaluable
Productive	Accountants	Subsequent	Triggered
Accomplice	Careened	Irrefutable	Generation
Disrespect	Tragic Moral Sickness	Ultimate	Decadence
Courageous	Decades	Periodically	Heritage
International	Fraternal	Americanism	Steep
Affirming	Committal	Supplant	Destruction
Barrier	Implant	Espionage	Irrevocable
Apologists	Supplemental	Alien	Diligently
Birthright	Underestimate	Laboratory Aids	Betrayed
Indiscriminately	Corrosive	Communication	Deception
Documents	Immortal	Translators	Totalitarian
Cunning Guile	Deposed	Jurisdiction	Arrogant
Falsehood	Hypocrisy	Lure	Customary

We are looking forward with much pleasure to spending an interesting and enlightening class period with you and your pupils.

Most Sincerely,

Curtis School Plan Representative

James Playsted Wood
103 Atwater Road
Springfield, Massachusetts

Author, Editor, Teacher

Instructor in English at Amherst 1937-42

Assistant to Director of Research Curtis Publishing Company

Managing Editor JACK & JILL Magazine 1954-55

Served from 2nd Lt. to Major USAAF 1943-46

Recipient Army Commendation Ribbon for publishing newspaper
War Times

Author of numerous books.

He has recently worked in the White House, with Major Chester Clifton, preparing a book soon to be published by Doubleday about former President Kennedy.

He knows Attorney General Kennedy - I'm not certain whether through interviews regarding the above mentioned book, or through contacts in Massachusetts.

62-45750-14
ENCLOSURE

UNITED STATES GOVERNMENT

Memorandum

TO : Mr. DeLoach

DATE: 5-26-64

FROM : M. A. Jones

SUBJECT: CURTIS SCHOOL PLAN
CURTIS CIRCULATION COMPANY
PHILADELPHIA, PENNSYLVANIA

BACKGROUND: Curtis Publishing Co.

The Philadelphia Office by letter of 3-20-64, furnished the Bureau details of a plan of the Curtis Circulation Company (which publishes a number of magazines such as "Saturday Evening Post") for utilizing high school students in obtaining subscriptions. The plan is presented by Curtis representatives before some 14,000 high schools. Basically there is an oral presentation of general educational value and then an effort to solicit young people to sell magazines. The Curtis representatives desired permission from the FBI to utilize Bureau material in these presentations before school groups. By letter dated 3-24-64, the Bureau advised SAC, Philadelphia, that the FBI could not participate in such a plan. It was pointed out that the mention of the FBI in this connection might be construed as endorsing the magazines and cause confusion among not only the students but adults also.

NEW PROPOSAL BY CURTIS SCHOOL PLAN:

SAC, Philadelphia, by letter 5-22-64, reports that Curtis School Plan officials have presented a new proposal. This plan would utilize the Director's book, "Masters of Deceit," as source material in presentations to school groups. The Curtis officials have prepared a suggested manuscript, which would be accompanied by visual aids for the Bureau's approval. Such a proposed presentation would be given by Curtis representatives starting this fall before school groups. The plan also involves the furnishing by the Bureau to Curtis representatives FBI literature to be distributed.

OBSERVATION:

The Curtis School Plan as outlined in SAC, Philadelphia's letter of 5-22-64, is even more objectionable than the previous plan. It involves the discussion of communism, utilizing the Bureau's name, by Curtis officials who have little or no background in this field. Moreover, it is obviously a commercial attempt to utilize the Bureau's name to solicit magazine subscriptions. The possibility exists that the Bureau's message would be badly garbled and students and citizens would be led to believe that the FBI endorses these magazines. It is felt that the risk is far too high to run from the Bureau's point of view.

RECOMMENDATION: That the attached letter be sent to SAC, Philadelphia, indicating that the Bureau cannot participate in the Curtis School Plan.

Enclosure sent 5-26-64
Mr. DeLoach - Enclosure

Tolson ✓
Belmont ✓
Mohr ✓
Casper ✓
Callahan ✓
Conrad ✓
DeLoach ✓
Evans ✓
Gale ✓
Rosen ✓
Sullivan ✓
Tavel ✓
Trotter ✓
Tele. Room ✓
Holmes ✓
Gandy ✓

REC-40
MCT-23

62-45750-15

JUN 2 1964

RESEARCH

b6
b7c

UNITED STATES GOVERNMENT

Memorandum

TO : Mr. Evans

DATE: October 13, 1964

FROM : A. B. Eddy

1 - Mr. Evans
1 - Mr. Eddy
1 - Mr. Goodwin

SUBJECT: SERGE SINKO

AKA SERGE SEMENENKO

President, First National Bank of Boston; Boston Mass.
JOE CULLIGAN
President, Curtis Publishing Company
INFORMATION CONCERNING

Tolson _____
Belmont _____
Mohr _____
DeLoach _____
Casper _____
Callahan _____
Conrad _____
Evans _____
Gale _____
Rosen _____
Sullivan _____
Tavel _____
Trotter _____
Tele. Room _____
Holmes _____
Gandy _____

b6
b7C

Connecticut called at 8:50 P M 10-13-64, and spoke with
SA [redacted] Special Investigative Division.

She stated [redacted] Curtis Publishing Company and that Mr. Sinko had arranged several large loans for the Curtis Publishing Company through the First National Bank of Boston and other banks with which Mr. Sinko is associated. She advised that Curtis Publishing Company owned some land in Canada adjacent to property owned by the Texas Gulf Sulphur Company. The Curtis Publishing Company land allegedly contains huge mineral deposits. According to [redacted] Mr. Sinko and Mr. Culligan are working on an agreement whereby Texas Gulf Sulphur Company would handle the mineral mining operations on Curtis Publishing Company's land. This agreement will result in Texas Gulf Sulphur Company obtaining 90% of the revenue from the operation and Curtis Publishing Company would receive 10% of the net profit. [redacted] stated she was concerned because she thought the integrity of both Sinko and Culligan might be questionable and this agreement might be to the detriment of the Curtis Publishing Company. No locality

It was pointed out to [redacted] that from the information furnished there was no evidence of any federal violation within the jurisdiction of the FBI. It was suggested that since this appears to be a contractual agreement between the parties, if she were not satisfied with the manner in which it was being handled, she should consult competent legal authority.

Bureau indices contain no information identifiable with [redacted]

EX-102

3 OCT 20 1964

ACTION: For information.

1 - Mr. Belmont
1 - Mr. DeLoach
1 - Mr. Rosen

NOTE: [redacted] furnished the spelling as Sinko. Bankers Directory lists Serge Semenenko. The Director's observation is correct.

(7)

UNITED STATES GOVERNMENT

Memorandum

TO : Mr. DeLoach

DATE: December 22, 1964

FROM : D. C. Morrell *DM*

SUBJECT: MATTHEW J. CULLIGAN
CHAIRMAN OF THE BOARD
CURTIS PUBLISHING COMPANY

Handwritten initials
Tolson _____
Belmont _____
Mohr _____
DeLoach _____
Casper _____
Callahan _____
Conrad _____
Felt _____
Gale _____
Rosen _____
Sullivan _____
Tavel _____
Trotter _____
Tele. Room _____
Holmes _____
Gandy _____

In accordance with your instructions, SA Stapleton got in touch with Joe Culligan today in connection with the major article being prepared for "The Saturday Evening Post" on the Director and the FBI by contract writer Jim Phelan.

Mr. Culligan was told that we had extended every possible cooperation to Phelan in connection with this article, and that he had spent about six weeks in Washington working closely with us in the preparation of his research. It was pointed out that one of our supervisory Agents at headquarters had been assigned to work with and assist Phelan; that the Director had granted Phelan an extensive interview lasting a couple of hours; that Phelan had spent several days in New York with our Agents and that we had shown him our complete facilities, gone into extensive detail with him on our operations and responsibilities, and had also allowed him to see our setup at Quantico. It was explained that these considerations had been shown to Phelan mainly because of the close cooperation and excellent working relationship we had enjoyed with Culligan since he had assumed the top spot with Curtis.

Culligan stated he was glad to get a run down on Phelan's activities and remarked that while he did not know him personally that Phelan had a good reputation and was highly regarded as a crime reporter.

Mr. Culligan was informed that we had been advised by Phelan that his article on the Director and the FBI was to be the cover piece of the February 15th issue and that he hoped to submit his manuscript to the "Post" by the first of the year. He was advised that Phelan worked very well with our people, that he seemed to be a thorough and painstaking reporter and that we were confident that if his article was as objective and factual as he said it would be that the Bureau would be treated fairly in his article. It was suggested

- 1 - Mr. DeLoach
- 1 - Mr. Gale
- 1 - Mr. Rosen
- 1 - M. A. Jones

JAN 4 1965
SENT DIRECTOR
(2-22-64)

REC-25 62-1145750-18
EX-117
3 DEC 31 1964

CONTINUED NEXT PAGE

UNRECORDED COPY FILED IN 71-3-4-318-530

CRIME RESEARCH

Memo to Mr. DeLoach

to Mr. Culligan, however, that because of our great respect for him if he could keep a personal eye on the piece for us that all of us in the FBI would be most appreciative.

Culligan said he would be glad to do whatever he could for us, adding that he had rid the Curtis organization of the dissident faction headed by that "maniac" ~~Clay Blair, Jr.~~, former Chief Editor of all Curtis publications who could not be trusted.

Mr. Culligan confidentially advised Stapleton, who is a long time personal friend, that there was a possibility that he might not be with the Curtis organization in February. He explained that General Ted Clifton of the White House had learned of his ambition for public service and that President Johnson told him that he had several weak spots in his administration including CIA, State Department and possibly one of the regulatory agencies, where Culligan's abilities might be put to good advantage. He said that John Macy of the White House had contacted him and, in accordance with his request, he had submitted a resume to the White House. Culligan said, he listed as personal references General David Sarnoff of RCA, Dr. Frank Stanton, President of the Columbia Broadcasting System and Dick Berlin, President of the Hearst Enterprises. Culligan noted that he has known these men for a number of years and is particularly close to Dick Berlin. The latter, of course, is an old-time friend of the Director's as is Sarnoff and Stanton is well known to the Bureau. Culligan pointed out that should his connection with Curtis be terminated prior to the publication of the FBI article he would be able to keep on top of it through "Mac" Clifford, the newly appointed President of Curtis. Culligan said he brought Clifford into the Curtis organization, adding that he knew Clifford when the latter was Vice President of NBC. He also pointed out that A. Edward Miller, who recently was engaged by Curtis as an Editorial Consultant was one of his "men" and close friends. Miller is the former publisher of McCall's Magazine, who, together with Newton Minow, former Chairman of the Federal Communications Commission, was retained as consultants by Curtis following the internal revolt headed by Clay Blair.

Culligan cautioned that the present Managing Editor of the "Post," William A. Emerson, Jr., could not be truthfully classified as an FBI fan based on information which had come to his attention. He said that Emerson also deserved to be fired, because of his connection with the Blair group, but that the editorial staff lacked the necessary depth and so they had no choice but to keep him on. Bufiles contain no identifiable information concerning Emerson. Available source material shows he was born on

Memo to Mr. DeLoach

February 28, 1923, at Charlotte, North Carolina. He graduated from Harvard in 1948 and was formerly Associate Editor of Collier's Magazine and "Newsweek."

We will, of course, be most circumspect in any dealings with Emerson.

RECOMMENDATION:

For information.

P

John

1 - Mr. Bishop
1 - Mr. Branigan
1 - Mr. Peterson

SAC, Philadelphia

3/20/69

Director, FBI (62-45750)

CURTIS PUBLISHING COMPANY
PHILADELPHIA, PENNSYLVANIA
REGISTRATION ACT
Buded 4/20/69

105-94493-
143204-
105-169164-

Reurlet 2/23/69 with accompanying LHM. Both
captioned [redacted]
[redacted] IS - R. wherein you requested Bureau authority to
interview [redacted] captioned
company for information concerning his contacts with [redacted]
and [redacted] while they were in Philadelphia.

Bufiles contain no information concerning him other
than that already known to your office. You indicated [redacted]
would be informed that Bureau has no interest in any printing
contract captioned company might negotiate with the Soviet Embassy
but that our interest would be only in determining activities of
these persons including any indication they were seeking infor-
mation of an intelligence nature.

Your attention is directed to WFO airtels 3/7 and 17/69
concerning [redacted] your file 105-3138.
Information from a source of WFO indicated that [redacted]

3 - Philadelphia
(1-105-14004)
(1-105-16331)
(1-105-3138)

1-105-143204
1-105-169164
1-105-94493

4 - WFO
(1-105-67055)
(1-105-31726)
(1-105-39802)

1 - New York

Tolson _____
DeLoach _____
Mohr _____
Bishop _____
Casper _____
Callahan _____
Conrad _____
Felt _____
Gale _____
Rosen _____
Sullivan _____
Tavel _____
Trotter _____
Tele. Room _____
Holmes _____
Gandy _____

(17)

SEE NOTE PAGE TWO

MAIL ROOM ☐ TELETYPE UNIT ☐

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APR 7 1969

Letter to SAC, Philadelphia
RE: CURTIS PUBLISHING COMPANY
PHILADELPHIA, PENNSYLVANIA
62-45750

Previous information developed by WFO of what appears to be similar activity in the past by a firm in Washington, D. C., was furnished to the Foreign Agents Registration Section of the Department which subsequently requested appropriate inquiries by this Bureau, including interviews of individuals who could furnish details concerning the activity, which later resulted in the registration of this company being solicited under FARA, 1938, as amended.

Promptly submit a report containing all information in your possession which has been developed concerning mailing activities by Curtis Publishing Company for the Soviets. Bureau will furnish same to Department and request its determination as to whether or not additional inquiries by this Bureau are desired to assist Department in determining whether or not Curtis Publishing Company has incurred any obligation under the Registration Act. Conduct no active investigation pending advice from Bureau as to decision of Department.

NOTE:

[redacted] b6
[redacted] Soviet Embassy, Washington, D. C., and handles b7C
[redacted]s concerning "Soviet Life" [redacted]
[redacted] respectively. [redacted] Novosti Press
Agency who was temporarily in U. S. earlier this year. Philadelphia
has already established from a source [redacted]
[redacted]

b7D

Federal Bureau of Investigation
Records Branch

3/11, 1969

<input type="checkbox"/>	Name Searching Unit - Room 6527	b6
	Service Unit - Room 6524	b7C
	Forward to File Review	
<input type="checkbox"/>	Attention <input type="checkbox"/>	2215
<input type="checkbox"/>	Return to <input type="checkbox"/>	824 9/0
	Supervisor	Room Ext.

Type of References Requested:

- ☐ Regular Request (Analytical Search)
- ☒ All References (Subversive & Nonsubversive)
- ☐ Subversive References Only
- ☐ Nonsubversive References Only
- ☐ Main _____ References Only

Type of Search Requested:

- ☐ Restricted to Locality of _____
- ☐ Exact Name Only (On the Nose)
- ☐ Buildup ☐ Variations

Subject	<input type="checkbox"/>	b6
Birthdate & Place	<input type="checkbox"/>	b7C
Address	_____	

Localities	_____	<input type="checkbox"/>
R#	_____	
Date	<u>3-11-69</u>	
Prod.	_____	Searcher Initials

	FILE NUMBER	SERIAL
<u>105</u>	<u>- 143204</u>	<u>- 222</u>
<u>105</u>	<u>- 143204</u>	<u>- 216</u>

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 03-20-2014 BY ADG/J72JB2T32

FBI

Date: 6/1/67

Transmit the following in _____
(Type in plaintext or code)

Via AIRTEL REGISTERED MAIL
(Priority)

TO : DIRECTOR, FBI
ATT: RESEARCH -- CRIME RECORDS

FROM: ADG, NY (67-1777)

FUN AT SCHRAFFTS by NORTON MOCKRIDGE

ReBucall 5/31/67 describing an item by MOCKRIDGE in the
Washington Daily News, 5/30/67, regarding alleged debates between
FBI Agents and cameramen of WNEW-TV at Schraffts Restaurant.

The Schraffts Restaurant referred to on Third Avenue be-
tween 67th and 68th Streets is one and one-half blocks from the NYO
and about one block from the Soviet Mission to the UN (SMUN). This
is a part of the Schrafft's Candy Store and Restaurant chain and one
of a number of such restaurants in NYC. These are conservative res-
taurants catering mostly to older people and especially older women
shoppers. They generally have a tearoom atmosphere. This restaurant
opened in January, 1967. It has a lunch counter and dining room
with a small service bar at one end of the dining room. It is not
a "hangout type place".

Extensive surveillances are conducted

the MOCKRIDGE story would appear not to be based upon fact.

MOCKRIDGE is identified in NY files as the former City
Editor of the World Telegram and Sun, and more recently as a column-
ist who appeared in the World Journal Telegram before that paper dis-
continued publication during the past month. My observation of

③-Bureau (RM)
NY File 67-1777

NOT RECORDED

140 JUN 8 1967

Approved: _____
Special Agent in Charge

Sent _____ M Per _____

ORIGINAL FILED IN 94-55944/1
b7E

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b7C

Airtel to Dir., ATT: RESEARCH-CRIME RECORDS
Re: FUN AT SCHRAFFTS by NORTON MOCKRIDGE

MOCKRIDGE's columns over a period of several years indicates his material is usually light and humorous and largely fictional with little regard for facts. He has not been critical of the FBI but his material is seldom in a serious vein. [redacted] of Curtis Publishing Company, to whom he attributes this story, is not identifiable in NYO files. Credit records identify three [redacted] in NYC. A pretext call [redacted]

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Personnel of NYO are aware and are frequently reminded that Soviet personnel are located a little more than two blocks from the NYO and that they frequent certain other restaurants in the immediate vicinity. Our personnel have been repeatedly cautioned about discussing the FBI or Bureau business in such public establishments in view of the obvious possibilities that the Soviets could identify FBI employees and obtain even fragmentary information regarding our operations.

It would appear that the MOCKRIDGE story is a fanciful piece of intended humor and that it is not supported by the facts. It is felt that no useful purpose would be served by contacting MOCKRIDGE and or [redacted] his alleged source and no further action will be taken regarding this matter in the absence of Bureau instructions.

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ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 03-20-2014 BY ADG/J72J82T32

Tolson _____
DeLoach _____
Mohr _____
Wick _____
Casper _____
Callahan _____
Conrad _____
Felt _____
Gale _____
Rosen _____
Sullivan _____
Tavel _____
Trotter _____
Tele. Room _____
Holmes _____
Gandy _____

Sub Magazine For \$200,000 Oyc. Article on Klan

ATLANTA, Ga. (AP)—Libel suits seeking a total of \$900,000 in damages from the Curtis Publishing Co. have been filed in U.S. District Court by two Athens businessmen.

J. Frank Phillips and Ralph Penland, partners in a refrigeration and air conditioning business, have charged that an article published in the June 19, 1965, issue of the Saturday Evening Post captioned "Murder: The Klan on Trial," tended to injure their reputations.

The Post story featured the shotgun-slaying of Lemuel

Penn, a Negro educator from main street in Athens, yet few people knew of its activities in and about Athens in 1964. Phillips said "neither he nor his partner is or ever has been a member of the Ku Klux Klan, nor has the building in which their business is situated ever been used as a hall or headquarters by the Klan or any of its members."

The suits said the article contained a picture of a building bearing the sign "Phillips and Penland Refrigeration Service" and a caption reading: "The Klan's headquarters was on a

The Washington Post and _____
Times Herald _____
The Washington Daily News _____
The Evening Star A-14 _____
New York Herald Tribune _____
New York Journal-American _____
New York Daily News _____
New York Post _____
The New York Times _____
The Baltimore Sun _____
The Worker _____
The New Leader _____
The Wall Street Journal _____
The National Observer _____
People's World _____
Date _____

62-45750-A-
NOT RECORDED
176 JUN 2 1966

MAY 31 1966

MAY 22 1966

56 JUN 7 1966

RECEIVED-DIRECT

ORIGINAL FILED IN 91-3-1-248-A

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b7c

UNITED STATES GOVERNMENT

Memorandum

TO : DIRECTOR, FBI (62-45750)

FROM : SAC, PHILADELPHIA (97-307) (P*)

SUBJECT: CURTIS PUBLISHING COMPANY,
PHILADELPHIA, PA.,
REGISTRATION ACT - USSR
(OO: PHILADELPHIA)

DATE: 4/9/69

Re Bulet, 3/20/69.

Enclosed for the Bureau are four copies of the report of SA FRANCIS J. GAFFNEY dated and captioned as above. One copy each is furnished to New York and WFO for information.

Request of the Bureau

The Bureau is requested to determine from the Department whether or not additional inquiries are desired to assist the Department in determining if Curtis Publishing Company has incurred any obligation under the Registration Act.

LEAD

PHILADELPHIA
AT PHILADELPHIA, PA.

Will await Bureau instructions regarding any further investigation in this matter.

- 2- Bureau (62-45750) (Encl. 4) (RM)
1- New York (Encl. 1) (RM)
1- WFO (Encl. 1) (RM)
2- Philadelphia (97-307)

F96
F97
(6)

ENCLOSURE DETACHED
AND HANDLED SEPARATELY

62-45750-20

B APR 10 1969

SOVIET SECTION



5 MAY 22 1969

Buy U.S. Savings Bonds Regularly on the Payroll Savings Plan

SAC, WFO (100-19066)

4-3-69

Director, FBI (100-353703)

1 - Mr. Peterson

INFORMATION DEPARTMENT
SOVIET EMBASSY
IS - R

ReSVlet 3/26/69 captioned "Importation and Sale of Soviet Publications, Internal Security - Russia," a copy of which is enclosed for information of Philadelphia and WFO. Philadelphia is also being furnished the enclosure mentioned therein since it appears to be a sample of the material mailed by Curtis Publishing Company, Philadelphia, Pennsylvania, for captioned establishment. This is for your information in connection with investigation requested of your office in Bulet 3/20/69 captioned "Curtis Publishing Company, Philadelphia, Pennsylvania, Registration Act."

For the information of Savannah and Columbia, "Soviet Life" is a publication of the Information Department, Soviet Embassy, 1706 18th Street, Northwest, Washington, D. C., based on exchange agreement between U. S. and USSR which provides for similar distribution of "Amerika" in the Soviet Union. A copy of any additional material of the type described in relet should be transmitted to WFO for completion of its file.

Enclosure

- 1 - WFO (106-39802 [redacted])
- 3 - Philadelphia (Enclosures-2)
(2-97-Curtis Publishing Company)
- 1 - Columbia
- 1 - Savannah

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- ① - 62-45750 (Curtis Publishing Company)
- 1 - 105-94493 [redacted]

62-45750
NOT RECORDED

APR 7 1969

(12)

DUPLICATE YELLOW

ORIGINAL FILED IN 100-353703-2063

1969

3-8-67)

FEDERAL BUREAU OF INVESTIGATION

REPORTING OFFICE PHILADELPHIA	OFFICE OF ORIGIN PHILADELPHIA	DATE 4/25/69	INVESTIGATIVE PERIOD 3/26/69 - 4/22/69
TITLE OF CASE <u>CURTIS PUBLISHING COMPANY, PHILADELPHIA, PENNSYLVANIA</u>		REPORT MADE BY FRANCIS J. GAFFNEY	TYPED BY [REDACTED]
		CHARACTER OF CASE REGISTRATION ACT - USSR	

Reference

Bureau letter to Philadelphia, 3/20/69.

- P* -

Lead

PHILADELPHIA:
AT PHILADELPHIA, PA.

Will await Bureau instructions regarding any further investigation into this matter.

ACCOMPLISHMENTS CLAIMED NONE						ACQUIT- TALS	CASE HAS BEEN:				
CONVIC.	AUTO.	FUG.	FINES	SAVINGS	RECOVERIES		PENDING OVER ONE YEAR	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO			
							PENDING PROSECUTION OVER SIX MONTHS	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO			
APPROVED COPIES MADE: 4 - Bureau (62-45750) (RM) 1 - New York (Info) (RM) 1 - Washington Field (Info) (RM) 2 - Philadelphia (97-307) T1-824-9.11						SPECIAL AGENT IN CHARGE			DO NOT WRITE IN SPACES BELOW 62-45750-21 CORRECTED FIRST PAGE 51 [REDACTED]		
Dissemination Record of Attached Report						Notations					
Agency						AGENCY 2-840-AT-FAR5					
Request Recd.						REQ. REC'D					
Date Fwd.						DATE FOW. 8/2/69					
How Fwd.						HOW FOW. R/S					
By						BY [REDACTED]					

4-14-69

Airtel

1 - Mr. Bishop
1 - Mr. Peterson

REC-89

To: SAC, Philadelphia

From: Director, FBI (62-45750) -22

CURTIS PUBLISHING COMPANY
PHILADELPHIA, PENNSYLVANIA
REGISTRATION ACT
New Buded 5/1/69

ReBulet 3/20/69 which instructed that report be submitted by 4/20/69 containing all information in your possession concerning mailing activities by captioned for Soviets.

Enclosed for each office is copy of letter dated 4/9/69 from J. Walter Yeagley, Assistant Attorney General, Internal Security Division, Department of Justice, which is self-explanatory. Since Department has no objection to interview of responsible official at Curtis. if deemed advisable, you may desire to interview [redacted] in the event this action is necessary to fully develop the information desired by the Department.

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Enclosure

1 - WFO (Enclosure)

ECP:eco [redacted] (6)

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NOTE: Department is requesting investigation to establish details of promotional work being performed for Soviets by captioned in order to ascertain if it has incurred obligation under FARA. Bulet 3/20/69 pointed out this possibility to PH which was instructed to furnish all available data in report form. PH had requested authority to interview [redacted] who is apparently cognizant of all details of the mailings Curtis has performed for the Soviets since he conducted negotiations with personnel from Information Department of Soviet Embassy, WDC, which indicate the mailings concern promotional material for subscriptions to "Soviet Life". Bufiles contain no derogatory information regarding [redacted]

MAILED 23
APR 14 1969
COMM-FBI

Tolson _____
DeLoach _____
Mohr _____
Bishop _____
Casper _____
Callahan _____
Conrad _____
Felt _____
Gale _____
Rosen _____
Sullivan _____
Tavel _____
Trotter _____
Tele. Room _____
Holmes _____
Gandy _____

MAIL ROOM ☐ TELETYPE UNIT ☐

APR 22 1969

INFORMATIVE NOTE

Department is requesting investigation to establish details of promotional work being performed for Soviets by Curtis Publishing Company, Philadelphia, Pennsylvania, in order to ascertain if Curtis has incurred obligation under Foreign Agents Registration Act. We had already detected possibility of this, and Philadelphia has been requested to submit available information in report form. Since Department interposes no objection to interviews of responsible officials at Curtis, Philadelphia will be instructed to conduct such interviews as deemed necessary.

ECP:lag/lis

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Mr. Tolson _____
Mr. DeLoach _____
Mr. Mohr _____
Mr. Bishop _____
Mr. Casper _____
Mr. Callahan _____
Mr. Conrad _____
Mr. Felt _____
Mr. Gale _____
Mr. Rosen _____
Mr. Sullivan _____
Mr. Tavel _____
Mr. Trotter _____
Tele. Room _____
Miss Holmes _____
Miss Gandy _____

UNITED STATES GOVERNMENT

Memorandum

DEPARTMENT OF JUSTICE

TO : Director, Federal Bureau
of Investigation

DATE: April 9, 1969.

FROM : J. Walter Yeagley
Assistant Attorney General
Internal Security Division

ALL FBI INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 03-21-2014 BY ADG/J72J82T32

SUBJECT: CURTIS PUBLISHING COMPANY
REGISTRATION ACT

According to information furnished on page 3 of
your letterhead memorandum dated February 20, 1969 at
Washington, D. C. and captioned [REDACTED]

[REDACTED] Internal
Security - R," the Curtis Publishing Company,
Philadelphia, Pennsylvania, has been doing promotional
work for the magazine Soviet Life. It appears that
this promotional work consists in direct mailings.

Since this information suggests the possibility
that subject may be required to register under the
Foreign Agents Registration Act as a result of this
promotional work, it would be appreciated if you would
make inquiry to determine the nature of the relation-
ship between subject and any Soviet authority pursuant
to which subject is engaging in these activities as well
as the nature of the activities themselves.

This Division has no objection to your interviewing
a responsible official of subject, if you should deem
this advisable.

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31 APR 9 1

EXP. PROC.

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REC-89

11 APR

Account to PH (Ene)
1-66 FOF ne
4-14-69

UNITED STATES GOVERNMENT

Memorandum

Tolson _____
DeLoach _____
Mohr _____
Bishop _____
Casper _____
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Felt _____
Gale _____
Rosen _____
Sullivan _____
Tavel _____
Trotter _____
Tele. Room _____
Holmes _____
Gandy _____

TO : Mr. Bishop

DATE: 4-23-69

FROM : M. A. Jones

SUBJECT: [REDACTED]
CURTIS CIRCULATION COMPANY
LOS ANGELES, CALIFORNIA
REQUEST FOR TELEPHONE INTERVIEW

b6
b7C

MA Jones

[REDACTED]
Curtis Circulation Company, Los Angeles, California. telephone Code [REDACTED]
[REDACTED] called your office to advise that [REDACTED] regarding the
"Ladies Home Journal" magazine, which is circulated by Curtis. He stated
that the May issue, which goes on the stands in the East April 29th, would
carry the Director's article "How Parents Help Kidnappers," which is already
being carried in the "Ladies Home Journal" on the West Coast which came out
yesterday 4-22-69

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[REDACTED] stated that he desires to arrange a five to six minute
telephone interview with the Director concerning this article, which would be
carried over KHJ-TV, Los Angeles, on a program called "Tempo," which is
shown each afternoon, Monday through Friday, at 2:30 p.m. Washington time,
and which is heard by many listeners in Los Angeles and the Southern California
area. Questions during this interview would be strictly confined to the Director's
article, and [REDACTED] would like to do this sometime within the next two or
three weeks. He was advised of the Director's heavy commitments, and the
fact that no encouragement could be given to him, but that his request would be
brought to Mr. Hoover's attention and he would be subsequently advised accordingly.

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Our files reveal no information identifiable with [REDACTED] The
article to which he refers was furnished [REDACTED] of "Ladies Home Journal"
in early January, 1969, and we have not received copies of the printed article.
We enjoy friendly relations with the officials of KHJ-TV, and our SAC, Los
Angeles, has made a number of appearances on this television station. In
your memo to Mr. DeLoach dated 1-30-69, a request from Barbara Walters of
KHJ-TV to telephonically interview Mr. Hoover in connection with Crime
Prevention Week was declined.

1 - Mr. DeLoach
1 - Mr. Bishop

REC-114

1 - [REDACTED]
1 - [REDACTED]

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RECOMMENDATIONS - PAGE 2

10 APR 28 1969

CRIME RESEARCH

20 MAY 9 1969

APR 29 1969

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UNRECORDED COPY FILED IN 100-442111-100

M. A. Jones to Bishop memo

RE: [REDACTED]

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RECOMMENDATIONS:

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1) That the Director decline this invitation to be telephonically interviewed by [REDACTED] since it appears that [REDACTED] would use this strictly as a publicity gimmick in connection with the distribution and sale of "Ladies Home Journal."

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Right.

2) That this memorandum be returned to the Crime Records Division at which time [REDACTED] will be advised of the Director's wishes.

*Return to Article
file 443*

Mr. Bishop

January 27, 1969

M. A. Jones

[REDACTED]

LADIES' HOME JOURNAL

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Reference is made to letter from captioned individual which is highly commendatory of the Director's article on precautions against kidnapers. The article will be published in the April issue. [REDACTED] indicates he has made some minor changes in the manuscript and encloses it for the Director's final approval. In view of a close deadline, he asked that [REDACTED] telephone him if we desired changes.

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The article was furnished to [REDACTED] in early January, 1969. A review of the manuscript indicates minor stylistic changes have been made; however, facts and meaning have in no way been altered.

Late Friday afternoon, 1/24/69, [REDACTED] contacted your (Mr. Bishop's) office and asked if we wanted any changes in the manuscript; he was told that the manuscript was satisfactory as submitted by him.

RECOMMENDATION:

For information.

- 1 - Mr. DeLoach
- 1 - Mr. Bishop
- 1 - Mr. Rosen

[REDACTED]

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62-15720-23

ENCLOSURE

Kidnapping is a frightening word--conjuring up
before parents ^a the ghastly crime; ~~in which~~ a loved one,
frequently a child, is abducted and held for ransom, ~~or~~
~~otherwise...~~

Recently, Barbara Jane Mackle was kidnapped and
buried alive in an underground coffin until her father
paid ~~a~~ \$500,000 ~~ransom~~. Last September, the 7-year-old
son of a Chicago businessman was kidnapped and ~~a ransom of~~
\$125,000 demanded for his safe return. And, ~~in~~ late last
August, a kidnapper demanded \$250,000 to return the child
of a California banker.

Many kidnappings occur each year; ~~however~~, but
few receive such extensive publicity. The families are
^{usually} not ~~so~~ prominent or wealthy. Ransom notes demand far
lesser amounts or some other type of threat is involved.
Yet the crime is the same: a child has been abducted.

The brutal fact of kidnapping is simply this: no
family, rich or poor, is immune. It could be your child!

Under the Federal Kidnapping Statute, commonly
known as the Lindbergh Law, the FBI's jurisdiction in kid-
nappings is limited to cases involving the abduction and
interstate transportation of victims and holding them for

ENCLOSURE

62-45750 23

ransom, reward or otherwise. The FBI does not have the responsibility of locating missing persons.

Our primary concern, when a child is kidnapped, is, *if possible*, his safe return. Everybody wants that child released unharmed. After that, comes the task of identifying and apprehending the culprits.

The solving of kidnapping cases, however, is not the chief answer to the problem. The answer lies in prevention. Many kidnappings, I am confident, could have been prevented if parents had followed these ^{*following*} five ~~simple~~ precautions.

- 1) Don't give custody of children to strangers or individuals about whom you know little or nothing.

In one instance, a mother, whom we'll call Mrs. N., took her baby daughter to a clinic for a medical examination. On the way out, she met a stranger who introduced herself as Mrs. J.

"Oh, what a pretty baby," Mrs. J. said. "How old is she?"

"Eleven weeks," replied Mrs. N., proudly.

"My," said the stranger. "You ought to enter your daughter in a baby contest at my church. I know she would win."

Mrs. J. explained that twice a year her church held

a beauty contest for babies. Winners would receive a year's diaper service, baby food, milk, a stroller and a baby bed.

The mother smiled and said "No" since she worked evenings and wouldn't be able to bring her little girl to the church.

The next day Mrs. N. received a phone call from a woman who identified herself as a friend of Mrs. J. This "friend" also requested that Mrs. N.'s baby be entered in the contest. Arrangements were eventually made for Mrs. J.'s friend to take the infant to the church.

At about 1 p.m., Mrs. J.'s friend - a total stranger - came for the child in a taxi. The little girl, wrapped in a yellow blanket, wore her finest clothes - a white nylon dress with a yellow petticoat, yellow socks, a yellow orlon sweater with white buttons down the front and a yellow corduroy cap. A yellow ribbon was in her hair.

As the taxi pulled away, Mrs. N.'s thoughts dwelt on the valuable prizes which her daughter might win. By nightfall, when her daughter had not been returned, Mrs. N. realized that she had unwittingly given her little girl into the hands of a kidnapper.*

2) Know your baby-sitter. Too frequently parents think they know their baby-sitter when as a matter of fact,

they know little about the person to whom they entrust their child.

In an Eastern state, a mother faced an emergency. She was due at her job in a few minutes and her regular baby-sitter was not available. Where could she find a substitute? After several hurried phone calls, her parents recommended a woman whom they knew and who lived in an adjacent apartment. That person, known only by name, agreed to baby-sit. When the mother returned from her job the baby was gone - kidnapped by the baby-sitter.

Child stealing is a major problem today. Many adults will use any devious method to gain possession of a baby.

Not long ago, a friend of mine was standing at a bus stop just outside a grocery store. A mother pushing two children in a buggy came up to him and said, "Sir, if you're going to be here for a few minutes, would you mind watching my children while I go in the store? I won't be long."

The man, who had a law-enforcement background, refused. "Madam, how do you know who I am?" he told the woman. "Never leave your child with somebody you don't even know!"

The woman realized the wisdom of his advice and pushed the buggy into the store with her.

- 4) Physical security of the family residence should be carefully checked and maintained.

Frequently a kidnapper will closely scrutinize the personal habits of the intended victim and his family, including a survey of the family residence. Are the children home alone at nights? Does the house seem secure? Where does the intended victim sleep? Can the room be approached through a ladder or steps?

Doors and windows should be securely locked at night. If children are alone in evenings, the house should be kept well lighted. Children should be told never to open doors to strangers. If the family hears prowlers or unusual noises, call the police at once. Keep porch lights burning. If you must leave children alone, supply them with emergency phone numbers (police, fire and where a responsible adult can be reached). Don't leave ladders around in the

yard; they make it too easy for a kidnapper to gain access to second-story bedroom windows.

7. B) Know the whereabouts of your children.

In investigating kidnapping cases, we are frequently astounded at how often parents have no idea where their children are.

Granted, no father or mother can keep an eye on a child every minute of the day. But youngsters should be taught to tell a responsible adult in the household where they are going and about when they expect to return. A younger child should be given precise geographical boundaries (identified by streets and specific locations) beyond which the child should not go without permission.

If a child is missing, the parent should take steps at once to locate him. Never just assume that he is at grandmother's house or over at Uncle John's. Find out immediately. If you still have doubts about your child's whereabouts, call the police immediately.

Do not leave infants unattended. One mother left her baby in a carriage on the patio of her home. When she returned, the child was gone and a ransom note had been left. The note started: "I'm sorry this had to happen, but I am in bad need of money & couldn't get it

any other way."

Frequently mothers leave sleeping children on the back seat of a car while they dash into a store. Sometimes they even leave the keys in the ignition switch!

Schools also have a primary responsibility to prevent kidnapping. On occasion, kidnappers have abducted children directly from classes.

In one case, a woman came to a primary school at about 11 a.m. She told the principal that she was an aunt of one of the children. The boy's mother, she claimed, had suffered a heart attack, was in a hospital, and wanted to see her child immediately. Based on this false story--acted out with great emotion--the kidnapper abducted the victim from the school.

Each school should enforce strict protective measures. For example, before releasing a child to strangers, the official in charge should check by phone with one of the child's parents or guardians. If a school gets a telephone request to release a child early, verification should be obtained. For example, the principal might call the individual back (if he claims to be a parent or guardian) or ask for details about the child, such as date and place of birth, number of sisters and brothers, physical characteristics, identity of

friends. Any suspicious person loitering on the school grounds should be reported promptly to the police.

- 5) Children should be instructed to refuse automobile rides from strangers, turn down their gifts, decline to accompany them on foot and report immediately anyone who molests or annoys them.

This is standard FBI advice. I'm sure you heard it from your mother and have given it to your children.

But this advice cannot be repeated too often.

Late one afternoon a woman rang the doorbell of a home in a Western state. A girl, age 9, answered. "Come with me," the woman said, "I want to take you to your mother." The girl, who knew that her mother was playing bridge at a friend's house, immediately agreed. The woman handed the girl an envelope to give to the maid (who unsuccessfully pleaded with the child not to go). The envelope, opened by the family later that evening, contained a ransom demand for \$20,000.

Child molestation--and sex crimes--represent a serious problem in America today. We have distributed over 40,000,000 copies of a poster designed for coloring by boys and girls.

The poster shows children coming home from school with a stranger carrying a bag of candy lurking behind a tree. These simple rules are set forth to warn children of danger:

- Turn down gifts from strangers.
- Refuse rides offered by strangers.
- Avoid dark and lonely streets.
- Know your local policeman.

Children should be taught to trust police officers.

If they have any problems or suspicions, they should be told to advise an officer. If a stranger attempts to detain the child forcibly, the youngster should cry loudly for help.

Now, what if, despite all precautions, a child is kidnapped? The parents should NOT panic. Telephone the FBI immediately. Our number is on the front page of most telephone directories. Maintain secrecy; do not tell anybody except investigating officers. Don't disturb anything at the scene of the crime or unnecessarily handle any communications demanding ransom. Attempt to maintain the normal routine of family life. Above all, cooperate completely with the investigating officers. Their first concern--as is yours--is the safe return of your loved one.

Kidnapping remains an infamous crime. We can, however, combat it. The effectiveness of the FBI and law enforcement in solving kidnapping cases is a potent deterrent. But the main responsibility is yours. You can "help" kidnapers by not taking basic precautions--or you can make this a safer America by following these few simple preventive rules. It's your choice--and your child.

UNITED STATES GOVERNMENT

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 03-27-2014 BY ADG/J72J82T32

Memorandum

TO : DIRECTOR, FBI (62-45750)

FROM : SAC, PHILADELPHIA (97-307) (P*)

SUBJECT: CURTIS PUBLISHING COMPANY,
PHILADELPHIA, PA.
REGISTRATION ACT - USSR

DATE: 4/25/69

ReBulet 3/20/69, Bureau airtel 4/14/69, Bureau routing slip 4/18/69, and report of SA FRANCIS J. GAFFNEY dated 4/9/69 at Philadelphia, Pa.

ReBulet instructed that report be submitted by 4/20/69 containing all information in Philadelphia's possession concerning mailing activities by captioned firm for Soviets.

Report of SA FRANCIS J. GAFFNEY submitted 4/9/69. Bureau airtel 4/14/69 set forth that the Department of Justice had no objection to the interview of a responsible official at Curtis, and if deemed advisable, [redacted] may be interviewed to develop this information.

Bureau routing slip 4/18/69 instructed that the interview of [redacted] be conducted and that an FD-302 should be submitted as appended pages 5 and 6 to report of SA FRANCIS J. GAFFNEY. Bureau also instructed that a revised FD-204 be submitted to indicate the results of such interview in the synopsis. Bureau also instructed the material should reach the Bureau by 5/1/69 without fail.

- 2 - Bureau (62-45750) (Enc. 19) (RM)
- 1 - New York (Enc. 5) (RM)
- 1 - WFO (Enc. 5) (RM)
- 2 - Philadelphia
 - 1 - 97-307
 - 1 - 105-16331

(6)

54 MAY 22 1969

Buy U.S. Savings Bonds Regularly on the Payroll Savings Plan



PH 97-307

Enclosed for the Bureau, New York, and WFO are amended FD-263, extending investigative period to cover date of FD-302 and showing new date of report; amended FD-204 reflecting additional information in the Synopsis; amended page 4 deleting the classification "~~SECRET - NO FOREIGN DISSEMINATION~~" and asterisk in page number; and appended pages 5 and 6, FD-302, page six including the classification.

Also enclosed for the Bureau is a sample of the promotional mailing which was provided by [redacted] and which the Bureau may wish to forward to the Department along with the report.

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[redacted] promised to cooperate in the future regarding developments concerning the obtaining of the printing contracts for "Soviet Life."

*Sent to
RAB-SD
Attn: FARS
with PH report 4/25/69*

~~CONFIDENTIAL~~

Assistant Attorney General
Internal Security Division

May 5, 1969

Director, FBI

1 - Mr. Peterson

**CURTIS PUBLISHING COMPANY
PHILADELPHIA, PENNSYLVANIA
REGISTRATION ACT**

Your letter dated April 9, 1969, requested inquiries by this Bureau to establish details of promotional work being performed for the Soviets by captioned organization so that you could ascertain if it had incurred an obligation under the Foreign Agents Registration Act.

You have been furnished a report dated April 25, 1969, at Philadelphia, Pennsylvania, prepared by Special Agent Francis J. Gaffney, which contains the information you requested. You are requested to advise whether or not the registration of captioned organization is solicited by you.

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62-45750

NOTE:

Curtis Publishing Company has engaged in promotional mailings for the Information Department of Soviet Embassy, WDC, in order to secure increase in subscriptions to "Soviet Life," publication of that establishment under exchange agreement which allows for similar publication and distribution of U. S. magazine, "Amerika," in USSR.

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Classified "~~Confidential~~" since it

REC-24

62-45750-25

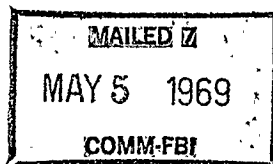
unauthorized disclosure of which would be prejudicial to defense interests of U. S.

~~CONFIDENTIAL~~

Group 1

Excluded from automatic
downgrading and
declassification

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Tolson _____
DeLoach _____
Mohr _____
Bishop _____
Casper _____
Callahan _____
Conrad _____
Felt _____
Gale _____
Rosen _____
Sullivan _____
Tavel _____
Trotter _____
Tele. Room _____
Holmes _____
Gandy _____

54 MAY 14 1969

MAIL ROOM ☐ TELETYPE UNIT ☐

Mr. Tolson _____
 Mr. DeLoach _____
 Mr. Mohr _____
 Mr. Bishop _____
 Mr. Casper _____
 Mr. Callahan _____
 Mr. Conrad _____
 Mr. Felt _____
 Mr. Gale _____
 Mr. Rosen _____
 Mr. Sullivan _____
 Mr. Tavel _____
 Mr. Trotter _____
 Tele. Room _____
 Miss Holmes _____
 Miss Gandy _____

Domestic Intelligence Division

INFORMATIVE NOTE

Date 5-28-69

Department was furnished results of our investigation concerning promotional mailings for Soviets by Curtis Publishing Company, Philadelphia, Pennsylvania, which concerned efforts to increase circulation of "Soviet Life," publication of Soviet Embassy.

Attached is in response to our request to be advised whether or not registration of Curtis Publishing Company under Foreign Agents Registration Act was being solicited.

ALL INFORMATION CONTAINED
 HEREIN IS UNCLASSIFIED
 DATE 03-27-2014 BY ADG/J72J82T32

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UNITED STATES GOVERNMENT

DEPARTMENT OF JUSTICE

Memorandum

TO : Director, Federal Bureau
of Investigation

DATE: May 16, 1969

FROM: *J. Yeagley*
J. Walter Yeagley
Assistant Attorney General
Internal Security Division

DECLASSIFICATION AUTHORITY FROM:
FBI AUTOMATIC DECLASSIFICATION GUIDE
DATE 03-27-2014
FBI INFORMATION ONLY
J72J82T32

SUBJECT: CURTIS PUBLISHING COMPANY
PHILADELPHIA, PENNSYLVANIA
REGISTRATION ACT

~~CONFIDENTIAL~~

This is to advise you in response to the request in your memorandum of May 5, 1969, captioned as above, that on the basis of the information furnished in the report of SA Francis J. Gaffney, dated April 25, 1969 at Philadelphia, Pennsylvania and captioned as above, subject has been constituted an agent of a foreign principal within the meaning of the Foreign Agents Registration Act when it mailed 300,000 letters to promote the circulation of Soviet Life. Subject is therefore being solicited for its registration under the Act.

62-45750
REC 22

62-45750-26

35 MAY 27 1969

Copy to PH, WED
by routing slip for
☒ info ☐ action
date 6-3-69
by 4-8

54 JUN 9 - 1969

~~CONFIDENTIAL~~

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FBI FILE: 60-HQ-6252

CURTIS PUBLISHING COMPANY

FEDERAL BUREAU OF INVESTIGATION

REPORTING OFFICE RICHMOND	OFFICE OF ORIGIN NEW YORK	DATE 4/21/64	INVESTIGATIVE PERIOD 4/15-17/64
TITLE OF CASE CURTIS CIRCULATION COMPANY, INC.; SELECT MAGAZINES, INC.; NATIONAL MAGAZINE SERVICE, INC.		REPORT MADE BY <div style="border: 1px solid black; height: 20px; width: 100%;"></div>	TYPED BY <div style="border: 1px solid black; height: 20px; width: 100%;"></div>
		CHARACTER OF CASE ANTITRUST	

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b7CREFERENCE: Bureau letter to New York 3/27/64.

- RUC -

APPROVED <i>[Signature]</i>	SPECIAL AGENT IN CHARGE	DO NOT WRITE IN SPACES BELOW	
COPIES MADE: 2-Bureau 3-New York (Regis. Mail) (1 - Antitrust Division, New York Office) (Enc. 5) (Regis. Mail) 1-Richmond (60-247)		1-6252-4	REC-31
		18 APR 23 1964	EX-10
		<div style="border: 1px solid black; width: 100px; height: 60px;"></div>	
DISSEMINATION RECORD OF ATTACHED REPORT		NOTATIONS	
AGENCY.....	1-ATD by 0-9-D		
REQUEST RECD.....			
DATE FWD.....	5/5/64		
HOW FWD.....	1-6-D		
BY.....	<div style="border: 1px solid black; width: 100px; height: 40px;"></div>		

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UNITED STATES DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATIONCopy to: 1 - Antitrust Division, New York Office
(Enc. 5) (Registered Mail)

Report of: [REDACTED]

Office: Richmond, Virginia

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Date: 4/21/64

Field Office File No.: 60-247

Bureau File No.:

Title: CURTIS CIRCULATION COMPANY, INC.;
SELECT MAGAZINES, INC.;
NATIONAL MAGAZINE SERVICE, INC.

Character: ANTITRUST

Synopsis: [REDACTED]

[REDACTED] Roanoke News Agency, Roanoke, Va., terminated business dealings with Curtis Circulation Co. prior to sale of agency to [REDACTED] in 1957, but retained franchise of Select Magazines, Inc. Select Magazines, Inc. terminated franchise to Roanoke News Agency, effective March 30, 1959, and Select Magazines, Inc. and Curtis Circulation Company, Inc. opened National Magazine Service, Inc. office in Roanoke, Va. Effective 6/1/62, Roanoke News Agency purchased for 10% of gross sales, the Roanoke, Va. branch of National Magazine Service, Inc., Roanoke, Va., and assumed the Roanoke lease of that agency. The franchise allegedly originally terminated with Roanoke News Agency since they did not give adequate space to books, which was considered unreasonable demand.

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- RUC -

ENCLOSURES: TO ANTITRUST DIVISION, NEW YORK OFFICE

One Photostat of the following documents:

- 1) Survey Report of Select Magazines, Inc., dated September 5, 1958
- 2) Letter from [REDACTED] Select Magazines, Inc., dated March 9, 1959 to [REDACTED] Roanoke, Virginia
- 3) Letter from [REDACTED] to [REDACTED] April 9, 1959

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RH 60-247

- 4) Letter from [redacted] National Magazine Service, Inc. dated March 5, 1959 to People's Drug Store, 110 Wayne Street, NE, Roanoke, Virginia
- 5) Letter from [redacted] Select Magazines, Inc. to [redacted] dated April 22, 1959

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DETAILS:

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Date 4/20/64

[redacted]
[redacted] Roanoke News Agency, Inc., 3016 Angell Avenue, N.W., Roanoke, Virginia, informed that from April 1, 1957 to January of 1963, the business was not incorporated and he [redacted] He stated that in January, 1963, it was incorporated.

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[redacted] advised that he had purchased the business, effective April 1, 1957, from [redacted] with headquarters at 815 Center Avenue, N.W., Roanoke, Virginia. They remained at this address until the first of the following month and then moved to 27 Shenandoah Avenue, N.W., Roanoke, Virginia, where they remained until they moved to the current address on June 1, 1962.

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[redacted] stated that originally, he did not represent Curtis Circulation Company but did represent Select Magazines, Inc. He related under date of September 5, 1958, a [redacted] representing Select Magazines, Inc., and currently employed as [redacted] McFadden and Bartell Corporation, 205 East 42nd Street, New York City, made a survey of his business. He said this survey revealed that his operation had improved since the last survey, but work was still needed to improve the operation.

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Further, the survey revealed that while recovery work was not bad, sellouts were being missed, while copies were left with other dealers. Also, that displays continue to show improvement. The report continued that magazine displays continued to show improvement, with twenty-three dealers checked in the Roanoke and Salem, Virginia area.

The report revealed, "Now we come to the weakest phase of your agency's performance. Our adult book representation had improved to 20.7% which is still far short of the 25% we require. First of all, you must contract the area that your competitor has gotten for one book line in certain key dealers. Secondly, you should expand your book dealer coverage from the 45 you now have and expand the pockets you already have.

"GOLDEN BOOKS received only 40% of the childrens book

On [redacted] at [redacted] File # Richmond 60-247
by SA [redacted] / [redacted] Date dictated 4/15/64

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RH 60-247

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"representation instead of the 50% requirement. The only way to offset this is to constantly reorder to sold down dealers. The Peoples Drug Stores need more reorder attention on GOLDEN BOOKS."

[redacted] informed that he felt, from the survey report of [redacted] that his agency was performing adequately for Select Magazines, Inc., and was stunned when he received the following letter dated March 9, 1959 from [redacted] Select Magazines, Inc., 229 Fourth Avenue, New York, New York.

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"This is to advise you that effective with the May issue of AMERICAN MODELER, on sale Tuesday, April 7, and, also, effective with the April 13th issues of LIFE, TIME, SPORTS ILLUSTRATED, and U. S. NEWS & WORLD REPORT, we have appointed another distributor to take over the wholesale distribution of our magazines and Pocket Book line in Roanoke, Virginia, and the outside towns covered by Roanoke in replacement of you."

He stated that upon receiving this letter, he had gone to New York City and talked with [redacted]. He informed that [redacted] related the opening of the agency in Roanoke, Virginia by Select Magazines, Inc. and Curtis Circulation Company, under the name National Magazine Service, Inc., was the first of about thirty such agencies they intended opening. He stated that [redacted] had told him that he was not giving enough space to the books, stating they had to have 25% of the space. He related that if you represented ten companies and each demanded 25% of the space, you soon ran out of space and this was the type of situation that existed.

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[redacted] said that at this time, he did not handle the Curtis Circulation Company material and for that reason had not had any dealings with this company.

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He informed that he had written to [redacted] the following letter, in response to his letter of March 9, 1959:

"I was astonished beyond words on receipt of your letter of March 9, 1959 notifying me that S-M was appointing a new distributor for the Roanoke area. This coming without warning or reason, especially in view of the fact that our sales on S-M titles are ahead of last year and have shown forward progress on the S-M franchise since I bought this agency in April 1957. Our sales have shown forward progress, even though 2000 peoples were thrown out of work due to the closing of the American Viscose plant here, in the last six months.

"Our program of reracking dealers continuously and adding new dealers has been a big factor in helping sales. I have made physical changes in the agency and changed personnel which has improved the efficiency to the point that it is indirectly helping sales. Our aim is to continue to get new dealers and improve display space with our regular dealers. I have racks on hand that were ordered for this purpose.

"A recent visit by the S-M representative indicated that he was very pleased with the improvement of our operation and sales on S-M titles.

"On September 15, 1958 I was able to get [redacted] to work for me [redacted] and since then this agency has taken great strides forward and quite a few representatives of various publishers have commented favorably on the forward progress of the agency.

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"I bought this agency mostly on the strength of the S-M franchise at a time when the American News Company was still in business. (Curtis was with the American News Company at that time). I do hope that some way can be arrived at to protect my investment, which means my life's savings plus what I had to borrow. I will appreciate this courtesy when I see you on March 24th.

"With best wishes,

Sincerely,

[redacted]

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"P.S. A traveling representative from another publisher recently took off sales figures which show that Readers Digest outsells Coronet over 2 to 1 even though Coronet sales from Covington, Virginia wholesaler were included. Readers Digest sales were for Roanoke only."

[redacted] informed the following letter was sent out by [redacted] National Magazine Service, Inc., Chatham, New Jersey to various customers of his in the area:

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"On Monday, March 30th National Magazine Service, Inc. is taking over the distribution of all Curtis and Select Magazines to all dealers in Roanoke and Rocky Mount, Virginia.

[redacted] who is the present distributor in the area for Curtis Publications is being retained as the Roanoke Manager of National Magazine Service. The routeman now employed by [redacted] will also be retained. We plan to continue operations from our present headquarters at 340 West Salem Street in Roanoke.

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"As a matter of fact, the only change we contemplate will be the elimination of a service charge.

"National Magazine Service is owned jointly by Curtis Circulation Company and Select Magazines, and you have our assurance that we shall take advantage of every opportunity to improve services and help you realize the maximum benefit from your magazine department."

[redacted] said that he was forced into considering the purchase of the D and B News Agency in Covington, Virginia, to offset the loss of revenue because of the action of Select Magazines, Inc. He informed that during the course of a convention, he had discussed the franchise problem with [redacted] of Select Magazines, Inc., and under date of April 22, 1959, had received the following letter from [redacted]

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"This will acknowledge receipt of your letter of April 16th relative to Covington, Va. Confirming my conversation with you at the recent ACIDA Convention, you certainly have S*M's permission to negotiate with the principals of D & B News Agency relative to the purchase of same.

"The recent action by Select Magazines, Inc. in Roanoke has nothing to do with Covington, Va., and/or your ownership of same...providing that your 'shortcomings' in Roanoke are corrected in Covington. I am sure you must know by this time, that you must take the S*M franchise a little more seriously than you obviously did during the past couple of years in Roanoke. If these 'shortcomings' are corrected...and you take the constructive criticism and suggestions of our field force seriously... there is no reason to believe that association between yourself and Select Magazines, Inc., cannot prove mutually beneficial.

"Personally, I believe that the 'asking price' is on the high side for Covington, but you must remember that I cannot set the price nor would I pretend to be personally interested in the selling price of any agency in the country, unless I was asked as an impartial observer to study the situation by both parties in an unofficial capacity on a pure business basis."

[redacted] said that National Magazine Service, Inc., operated in Roanoke, Virginia from April 1, 1959 to June 1, 1962. He informed that [redacted] came to Roanoke, Virginia in early 1962, before the ACIDA Convention at the Hotel Statler in Washington, D.C., April, 1962, and registered at the Hotel Roanoke. [redacted] called him and requested that he have dinner with him. He stated that he joined [redacted] for dinner and during the course of the evening, [redacted] offered to purchase the business of [redacted] for 7% of his gross volume business for a year. He informed that he told him he was not interested and offered to purchase out the local business of National Magazine Service, Inc., for ten percent of their gross.

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RH 60-247

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He said that [] informed him that he was not interested in selling their business. He advised that he then went to the ACIDA Convention in Washington, D.C., in April, 1962 at the Hotel Statler and he was again approached by [] to purchase his business for 7% of the gross and he again turned down the offer. He then reoffered to purchase from [] their business at 10% of the gross and [] said that he was not interested in selling. He informed that on the following day, [] returned and said that he had discussed the Roanoke operation with the higher authorities and he was authorized to sell to him for 10%. He said that he then purchased the Roanoke agency, obtaining the franchise for Select Magazines, Inc. and Curtis Circulation Company, taking over the lease of his current premises, which was a lease entered into by National Magazine Service, Inc., until October, 1965.

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He said the deal was finally effective on June 1, 1962. He informed there was no written agreement on spacing, etc., and this was constantly changing. Curtis and Select currently are requesting three check-ups per month instead of two, they like all their magazines together and no others mixed in between, while on display, and other similar types of requirements. He informed all the companies were constantly attempting to secure the best for their particular goods.

-1-

Date 4/21/64

[redacted] stated that he originally ran the Roanoke News Agency for Mr. CLIFTON ROOD from [redacted]. He informed that when he first came to Roanoke, Virginia, to operate the agency for ROOD, ROOD had promised the agency to him upon his death. He stated that Mr. ROOD died in 1949 and his widow took over the operation and he had lost out, since he had nothing in writing to back up his claim to the agency.

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He said that during the original operation of the agency, that he handled Curtis Circulation Company and Select Magazines, Inc. publications. However, he had a clash of personalities with [redacted] for Curtis, with [redacted] making demands of the agency on display and check-ups that exceeded the profits of his agency. He stated that he became incensed and terminated his association with Curtis for this reason.

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[redacted] said that he did not have any trouble with Select during the time he held the agency, his only problem being with [redacted] of Curtis, and this was a personality problem that went back to childhood or at least when he was fourteen years old. He stated at that time, he was working for Mr. ROOD in North Carolina and [redacted] had attempted to tell him how to operate the business and he had a run-in with [redacted] then and this difference of opinion continued.

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He said that no threats were made to him involving National Magazine Service and Curtis and Select. to his knowledge, had not worked jointly in his problems with [redacted]

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He stated he could not recall any specific request by Curtis or Select to change the display location of "Pageant" or "Seventeen" Magazines or other magazines, but [redacted] had made excessive demands regarding the display of Curtis magazines and it was this reason he terminated his business dealings with Curtis.

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On [redacted] at [redacted] File # Richmond 60-247
by SA [redacted] / [redacted] Date dictated 4/17/64

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FEDERAL BUREAU OF INVESTIGATION

REPORTING OFFICE DENVER	OFFICE OF ORIGIN NEW YORK	DATE 4/20/64	INVESTIGATIVE PERIOD 4/9/64
TITLE OF CASE CURTIS CIRCULATION COMPANY, INC. SELECT MAGAZINES, INC. NATIONAL MAGAZINE SERVICE, INC.		REPORT MADE BY BERNARD R. DE COOK	TYPED BY <div style="border: 1px solid black; width: 50px; height: 20px;"></div> b6 b7C
		CHARACTER OF CASE ANTITRUST	

REFERENCE: Bureau letter to New York 3/27/64, enclosing
Antitrust Division memorandum dated 3/24/64.

- RUC -

- A*-
COVER PAGE

APPROVED <i>[Signature]</i>	SPECIAL AGENT IN CHARGE	DO NOT WRITE IN SPACES BELOW	
COPIES MADE: (2) - Bureau 3 - New York (1 - Antitrust Division, Enc. 3) 1 - Denver (60-290)		66-6252-5	REC-31 EX-104
DISSEMINATION RECORD OF ATTACHED REPORT		NOTATIONS	
AGENCY.....	DATE FWD.....	<div style="border: 1px solid black; padding: 5px;"> APR 23 1964 SEARCHED SERIALIZED </div>	
REQUEST RECD.....	BY.....		
HOW FWD.....			
BY.....			

UNITED STATES DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION

Copy to: 1 - Antitrust Division, New York City

Report of: BERNARD R. DE COOK
Date: April 20, 1964

Office: DENVER

Field Office File No.: 60-290

Bureau File No.:

Title: CURTIS CIRCULATION COMPANY, INC.
SELECT MAGAZINES, INC.
NATIONAL MAGAZINE SERVICE, INC.

Character: ANTITRUST

Synopsis:

[redacted] and Company, Boulder, Colorado, has been franchise wholesaler for Select Magazines, Inc., since 1936, and for Curtis Circulation Company since 1938. Beginning during the late 1940's, Curtis' insistence on preferential space and display requirements became increasingly more demanding. [redacted] maintained that space and display should naturally follow sales volume of publications involved. Disagreements thereon more or less culminated in August 1956 in meeting with [redacted].

[redacted] At meeting it was apparent that Curtis had selected the Boulder agency as one in which to establish National Magazine Service, Inc., as the wholesaler. Because of continued differences with [redacted] they wanted him to resign his franchise which [redacted] refused. Partial demands of Curtis confirmed by correspondence. [redacted]

[redacted] and Company have had no particular differences with Select Magazines, Inc.

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- RUC -

Enclosures for Antitrust Division, New York City:

Reproductions of:

DN 60-290

R. S. Co. - 1: Letter dated June 2, 1956, beginning
"Dear [redacted] dictated by [redacted]
[redacted] and signed by [redacted]

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R. S. Co. -2: Curtis Circulation Company letter to
[redacted] dated July 3, 1956.

R. S. Co. - 3: Curtis Circulation Company letter to
[redacted] dated August 27, 1956.

DETAILS:

Date April 20, 1964

(1)

[redacted] and Company, Inc.,
[redacted] was interviewed in the
presence of [redacted]
and Company, Inc.

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At the outset he was advised that this investigation was being conducted at the request of the Antitrust Division, United States Department of Justice, which he stated did not come to him as a surprise inasmuch as he was fully aware that earlier this year Congressional inquiries had been made into this matter which he understood had been referred to the Anti-trust Division.

[redacted] advised that his company has been a franchise wholesaler for Select Magazines, Inc., since 1936, and for Curtis Circulation Company, Inc., since about 1938. As such and because of its geographic location, it is known in the industry as a small community or a suburban agency which, since World War II, has experienced an unusual population growth.

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[redacted] recalled that National Magazine Service, Inc., (NMS), jointly owned by Curtis and Select, had been founded shortly after World War II as a local wholesaler in various parts of the country. After the founding of NMS, Curtis' insistence for preferential spacing and display of magazines and books which they distribute, became more and more demanding. [redacted] maintained that the display and spacing of these publications was logically dictated by the sales volume which the respective magazine or publication enjoyed rather than the fact that it was being distributed by Curtis. Consequently, he did not always comply with the demands of the local Curtis supervisor and would continue to display and space publications as their sales volume indicated. He stated that their continued differences more or less culminated during the summer of 1956. He recalled that in the late spring or early summer of 1956, [redacted] to [redacted] Curtis Circulation Company,

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On [redacted] at [redacted] File # DN 60-290
by SA BERNARD R. DE COOK [redacted] Date dictated 4/15/64

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- 3 -

DN 60-290

(2)

St. Louis, Missouri, came out to Boulder with the obvious intention of removing [] Company as franchise wholesaler. He does not recall the specific details of their conversation but again it principally related to the fact that [] Company had not been acceding to the spacing and display requirements set down by Curtis. In view of the fact [] did not want to lose his wholesale franchise, he reluctantly agreed to comply with Curtis' spacing and display requirements. At the conclusion of their discussion, [] dictated the following letter for [] signature, a copy of which [] retained.

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"June 2, 1956

"Dear []

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"Confirming our conversation of this morning, I want you to know that I am anxious to do a top-notch job on the entire Curtis Line and will immediately put into effect the following display arrangements in order to exhaust the full sales potential on every item in the Curtis Line.

"POST: Satisfactory as is - full cover, flat, in the best position for the entire sales period.

"JOURNAL: Satisfactory as is - full cover, flat, in the best position for the entire sales period.

"HOLIDAY: Full cover on flat, or full cover on first upright, for entire sales period.

"JACK & JILL: Full cover, in special auxilliary rack, provided above Ladies' Home Journal.

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(3)

"ESQUIRE: Full cover, on flat, or full cover on first upright, for entire sales period.

"CORONET: Double flat, full cover, between Post and Journal (never less than one-half of the flat space devoted to digest-aimed books) where flat space will accomodate eight thirteen inch books or more (with the exception of a "9 flat). Where flat space accomodates less than eight 13 inch flats, Coronet to be displayed in best eye-level position, full cover, in auxilliary rack provided, alongside R.D., at opposite end of rack from other digest-sized books.

"AMERICAN HOME: Satisfactory as is, full cover, flat, next to the Womens' Service group, or not further than B.H.&G. removed.

"LOOK: Full cover, flat, next to the Post for the entire sales period.

"FIELD & STREAM: Full cover, next to True for the entire sales period.

"SCIENCE & MECHANICS: Full cover, next to other mechanical books for the entire 60 day sales period.

"ATLANTIC AND HARPERS; Best display possible, for the entire sales period, next to news-type magazines.

"POPULAR GARDENING: Will be positioned directly behind (or above if there is no secondary flat) the shelter magazines. Full cover display wherever possible.

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(4)

"BANTAM BOOKS: One panel and two corners on all wire racks of this type, and minimum of 30 percent on all other type racks except Buffalo News, Y.M.C.A. Camp and University Book Store where 25 percent minimum of the entire display space will be devoted to Bantam Books.

"WONDER-TREASURE BOOKS: Satisfactory as is, with minimum of 50 per cent of display space devoted to these books.

"TREASURE COLORING BOOKS: Will work with Superintendent Moline to devote all space possible to the display and merchandising of these books.

"CLASSICS ILLUSTRATED: Minimum of one corner, and sprinkling of 12 to 15 throughout comic racks - or two full corners on comic racks - or in special Classics Illustrated racks provided.

"I believe the above pretty well covers your minimum requirements on the entire line and these we will strictly adhere to effective immediately. In addition, we will work closely with Superintendent Moline to promote and merchandise the Curtis franchise to the very best of our ability. Since it is only by this type of cooperation that we as wholesalers, and you as publishers, can realize maximum profits from the Curtis Line.

"Early deliveries, on the Post, and any other Curtis publications, will be discontinued immediately.

"/s/

"Sincerely yours.

[Redacted Signature Box]

DN 60-290

(5)

Following this incident and no doubt as a result of inquiries from other distributors as to the reason, [redacted] Company were giving preferential spacing and display to Curtis Magazines and Publications, [redacted] more or less made public the foregoing letter and it was circulated rather wide-spread throughout the industry. According to [redacted] it naturally created a lot of enmity against Curtis for their insistence on preferential display and spacing requirements.

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Possibly because of this publicity throughout the industry, Curtis representatives "let up" on their spacing and display requirements and, as best he can recall, [redacted] reverted to his prior practice of spacing and displaying the publications in relation with their respective sales volume.

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Subsequently, he received correspondence from [redacted] [redacted] advising of a proposed "complete survey of our distribution, redistribution, and dealer displays in this wholesale operation." The letter points out that their average wholesaler has a satisfactory rating of between ninety per cent and ninety-three per cent and contained the following statement concerning the retention of the franchise:

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"We feel certain that you do value the Curtis franchise and it is yours as long as you take care of it, but just as soon as we find that the handling of our franchise is not up to our expectations, it is our responsibility to arrange to have our franchise handled in a manner that will give us the proper sales results."

The letter concluded with a postscript indicating that Curtis' requirements for Bantam Books was thirty per cent of the total space devoted to books.

[redacted] recalled that during the latter part of August, 1956, he received a telephone call from [redacted]

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DN 60-290

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[redacted] Curtis Circulation Company, who was then in Estes Park, Colorado. [redacted] wanted to arrange a meeting with [redacted] and mentioned that he would be accompanied by [redacted] Philadelphia, Pennsylvania. During the conversation, it was apparent that [redacted] did not want to confer with [redacted] in the latter's office and arrangements were made whereby they would meet at the Boulderado Hotel upon [redacted] arrival in Boulder.

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[redacted] recalled that later during the forenoon of the following day or the same day on which he had received the call, he received a second call advising him that [redacted] and [redacted] were at the Boulderado Hotel awaiting his arrival. [redacted] and [redacted] went over to the Boulderado Hotel and met with [redacted] and [redacted]

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[redacted] stated that he did not recall the exact differences which were initially discussed but that again they related to preferential spacing and display requirements for publications distributed by Curtis. [redacted] again took issue with these demands as he did not feel the sales volume of the specific publications warranted the spacing and display requirements demanded. As the conference continued, it became apparent and possibly even [redacted] acknowledged that they had selected the Boulder agency as a typical small wholesale or suburban agency in which to establish National Magazine Service, Inc., as the local wholesaler. Consequently, [redacted] urged and practically insisted that [redacted] resign his franchise. [redacted] stated that he flatly refused to resign his franchise and told them that the only way they could possibly get the agency would be to fire him. It was [redacted] recollection that the conference with [redacted] and [redacted] had lasted approximately one hour.

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[redacted] located a letter dated August 27, 1956, which [redacted] had directed to him apparently immediately upon [redacted] return to his office in St. Louis, Missouri. The letter

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DN 60-290

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acknowledged their recent meeting in Boulder, Colorado, and states "while we had anticipated making a change in the method of handling our distribution in the Boulder operation, an arrangement was worked out whereby you will continue as our distributor for the immediate present and as long as you can handle the Curtis franchise in accordance with company policy." Thereafter the letter outlines spacing and display requirements concerning the following publications:

Post, Look, Coronet, Esquire, Holiday,
Field and Stream, with special space requirements as to Bantam Books, Wonder Books, and Classics Illustrated.

The letter concluded "you have an opportunity to retain the Curtis franchise in the Boulder operation just as long as you do take care of it, and Superintendent [redacted] will work closely with you in the placement of all types of supplementary Curtis racks to further and improve the displays of our publications, and we want your wholehearted support and cooperation in working with our superintendent to justify our confidence in continuing with you as our distributor in Boulder."

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[redacted] stated that [redacted] is still a high official of Curtis Circulation Company presently stationed in the Los Angeles area. [redacted] who was their Denver superintendent for a number of years, is now a wholesaler operating as Basin Distributing Company, Inc., 3278 Main Avenue, Durango, Colorado.

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[redacted] stated that since the culmination of their difficulties in 1956, he has managed to sufficiently satisfy Curtis' demands to permit him to retain the franchise and that while their difficulties have not been as great as they were at that time, they still do not agree fully with Curtis demands nor do they completely accede to them. He stated that there

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DN 60-290

(3)

have not been any major incidents since the one in 1956 and their present problems with Curtis arise out of a reallignment of their sales territory which has come about because of the growth of Denver in the general direction of Boulder.

[] stated that he has never had any real serious problems with Select Magazines, Inc., whose space and display requirements have never been as demanding or as aggressively enforced as have those of Curtis.

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FEDERAL BUREAU OF INVESTIGATION

REPORTING OFFICE OMAHA	OFFICE OF ORIGIN NEW YORK	DATE 5/12/64	INVESTIGATIVE PERIOD 4/6 - 5/7/64
TITLE OF CASE ① CURTIS CIRCULATION CO., INC.; ② SELECT MAGAZINES, INC.; ③ NATIONAL MAGAZINE SERVICE, INC.		REPORT MADE BY SA 	TYPED BY
		CHARACTER OF CASE ANTITRUST	

REFERENCE: Bureau letter to New York dated 3/27/64.

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APPROVED SPECIAL AGENT IN CHARGE <div style="text-align: center; margin-top: 20px;"> CHD </div> COPIES MADE: ② - Bureau 3 - New York (1 - New York Office, Antitrust Division) (Enc. 10) 1 - Omaha (60-323)	DO NOT WRITE IN SPACES BELOW <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> 60 - 62529 </div> <div style="text-align: center; margin-top: 10px;"> 3 MAY 14 1964 </div> <div style="border: 1px solid black; width: 150px; height: 40px; margin: 10px auto;"></div>								
DISSEMINATION RECORD OF ATTACHED REPORT <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">AGENCY.....</td> <td style="width: 20%;">REQUEST RECD.....</td> <td style="width: 20%;">DATE FWD.....</td> <td style="width: 40%;">HOW FWD.....</td> </tr> <tr> <td colspan="4"> <div style="border: 1px solid black; width: 100px; height: 30px; margin: 5px auto;"></div> </td> </tr> </table>		AGENCY.....	REQUEST RECD.....	DATE FWD.....	HOW FWD.....	<div style="border: 1px solid black; width: 100px; height: 30px; margin: 5px auto;"></div>			
AGENCY.....	REQUEST RECD.....	DATE FWD.....	HOW FWD.....						
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NOTATIONS <div style="text-align: center; margin-top: 20px;"> STAT. SECT. </div>									

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56 MAY 27 1964

UNITED STATES DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION

Copy to: 1 - NEW YORK OFFICE, ANTITRUST DIVISION

Report of:

SA [REDACTED]

Office:

OMAHA

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Date:

May 12, 1964

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Field Office File No.:

OM 60-323

Bureau File No.:

Title:

CURTIS CIRCULATION COMPANY, INC.;
SELECT MAGAZINES, INC.;
NATIONAL MAGAZINE SERVICE, INC.

Character:

ANTITRUST

Synopsis:

[REDACTED] Valley Distributing Co., Waterloo, Iowa, furnished information concerning his franchise with Curtis Circulation Co., and Select Magazines, Inc., being terminated in 1959 and replaced by National Magazine Service, Inc. [REDACTED]

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[REDACTED] Nelson News, Inc., Omaha, Nebr., furnished information concerning threats of losing franchise with Curtis Circulation Co. and Select Magazines, Inc., if not provided rack space and display requirements of these companies. He was not threatened with National Magazine Service, Inc.

-RUC-

ENCLOSURESTO NEW YORK OFFICE, ANTITRUST DIVISION

1. Letter dated January 25, 1962, to [REDACTED]
[REDACTED] from [REDACTED]
2. Letter dated January 21, 1963, from Curtis Circulation Company, Philadelphia, Pennsylvania, to [REDACTED] Nelson News, Inc., Omaha, Nebraska.
3. Copy of telegram dated April 10, 1963, to [REDACTED]
[REDACTED] from [REDACTED]

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OM 60-323

4. Letter dated March 29, 1963, to [redacted]
[redacted] from Curtis Circulation Company
5. Letter dated March 28, 1963, to Nelson News Company, Inc., from Curtis Circulation Company
6. Memo undated regarding meeting with SM Representative about "Seventeen Magazine"
7. Memo dated April 8, 1963, regarding display pattern for "Seventeen Magazine"
8. Partial Survey Form regarding survey of Nelson News
9. Survey Form. Wholesaler's Rating Report, prepared by [redacted]
10. Brochure from Select Magazines, Inc., Book Division Bulletin

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DETAILS:

1

Date 4/16/64

[redacted] Blackhawk County
Soldier's Relief Commission, 601 Waterloo Savings Bank Building,
advised that [redacted] Valley
Distributing Company, Waterloo, Iowa. On April 6, 1964, [redacted]
[redacted] was informed of the request to interview him concerning
his dealings with the Curtis Circulation Company, Inc., Select
Magazines, Inc., and National Magazine Service, Inc., [redacted]
stated he would search his records for any correspondence and
other pertinent data regarding his dealings with these firms.

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On April 10, 1964, [redacted] was recontacted and informed he
was unable to locate any documents relating to his business
transactions with the above-mentioned firms. [redacted]
stated he had operated Valley Distributing Company at Waterloo,
Iowa, from September, 1953, until October, 1959. He stated
this firm was a distributing corporation established for the
purpose of distributing on a wholesale basis magazines, news-
papers, paperback books and sundry merchandise. He stated
that the articles of incorporation for Valley Distributing
Company were filed in Florida and said the firm operated as
a foreign corporation in the State of Iowa. He said the firm
operated in Iowa only and said the operation of Valley Distributing
Company was confined primarily to Blackhawk County and several
towns northwest and northeast of Waterloo, Iowa. He identified
the towns outside of Blackhawk County as being Waverly,
Plainfield, Nashua, Charles City, New Hampton, Fredericksburg,
West Union, Fayette, Maynard, Oelwein, Hazleton, Independence,
and Jesup, Iowa. He stated that all other towns which he
serviced were located in Blackhawk County. [redacted] stated
that the Valley Distributing Company had nine employees
including office personnel and drivers and said that the firm
had three trucks and one station wagon which were used in
distributing merchandise.

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[redacted] stated that the corporation was originally
established with [redacted]

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[redacted] He said that
these three persons own all of the stock in the corporation.
He said that when the firm discontinued operation all of the
stock was owned by [redacted] He stated that

On [redacted] [redacted] File # OM 60-323

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by SA [redacted] Date dictated 4/13/64

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2

when the firm began operation it had placed with Curtis Publishing Company \$2500.00 in cash and contributed \$100.00 a month to a fund until it reached \$4000.00, which was a standing cash deposit or credit balance with the Curtis Publishing Company. He said that Valley Distributing Company also furnished such a standing cash deposit or credit balance to Science McCall Corporation, which firm is also known as S.M. News Company and is now Select Magazines, Inc. [] stated that the Valley Distributing Company furnished common stocks in a steal corporation in the amount of \$2500.00 to Science Mc Call Corporation which remained with this corporation until Valley Distributing Company went out of business.

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[] stated that Valley Distributing Company obtained books and magazines from approximately twenty-seven different concerns, some being large distributors and others small firms. He said that this also included newspaper sources, stating that his firm distributed all the Chicago newspapers and handled a majority of the magazine publishers in the United States. He stated that Curtis Publishing Company Magazines made up approximately ten per cent of the gross business and sales dollar of Valley Distributing Company and S. M. News Company made up an additional eight per cent of the gross sales. He stated that these two sources were the two most valuable franchises which Valley Distributing Company had and the two largest, being the nucleus of the Valley Distributing Company business. He pointed out that the total volume for the business was in excess of \$200,000.00 yearly and that Valley Distributing Company could not operate successfully without these two major sources of magazines. He pointed out that during the last year that Valley Distributing Company operated the firms net profit was approximately one per cent on the gross business handled.

[] stated that he first learned that Valley Distributing Company was going to lose its franchise with these two firms through the International Harvester Company, truck division, Waterloo, Iowa, which he recalled to be in about May, 1959. He said that he learned from this source that National Magazine Service, Inc., had agreed to purchase two trucks, and that these trucks had been ordered by [] who was a field representative for Select Magazines, Inc. He said that the order for the two trucks was confirmed by National Magazine

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Service from the State of New Jersey to the International Harvester Company. He said he also had heard, but could not verify personally, that National Magazine Service at that time was intending to set up three to twelve pilot operations on a National basis to determine the feasibility of handling their own distribution of magazines. He said that Roanoke, Virginia, Columbia, Missouri, and Waterloo, Iowa, were the among the towns which had been chosen for this pilot project. He said that Joplin, Missouri, was also mentioned as a location for this project but said he had no confirmation of the National Magazine Service plans for other towns.

[redacted] stated he had tried to learn the reason he was being discontinued as a distributor by Curtis Publishing Company and Select Magazines, Inc., but said no reason was given to him either orally or in writing. He said he had received his letter of cancellation from Curtis Publishing Company late in July, 1959 or in early August, 1959, and this letter stated only that the company was dissatisfied with his operation and was transferring its business to another means of distribution. He said no specifics were listed in the letter as to the reason for their dissatisfaction but said that the cancellation was effective thirty days after the receipt of the letter, which was sent to him by registered mail.

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[redacted] stated that he had received a similar letter from Select Magazines, Inc. on the same date as he received the letter from Curtis Publishing Company and the tenor of the letter from Select Magazines, Inc., was the same as that from Curtis Publishing Company. He said it was apparent to him that the two firms were working together on the matter inasmuch as both letters were received on the same day and cancelled in the same manner.

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[redacted] stated that during the time he had been distributing magazines published by Curtis Publishing Company this firm had been critical to some degree of his operation during the entire period. He said that concerning the publication Saturday Evening Post, Curtis Publishing Company had required a "check-up and recovery operation" which involved periodic checking of news stands to determine the number of magazines being sold, furnishing additional magazines as required, or shifting excess magazines to another news stand where they might be needed. He said that he was handling approximately 1000 to 1700

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OM 60-323

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Publishing Company told him that the firm did not want Pageant Magazine near the magazines Reader Digest or Coronet on the magazine racks. He said that Valley Distributing Company refused this request also inasmuch as Pageant Magazine was the same size as Readers Digest and Coronet and said that Valley Distributing Company had built its magazine racks for the same size of magazines on a particular row. [redacted] stated he can recall no discussions with Curtis Publishing Company concerning "Seventeen" Magazine and said that he cannot recall having any arguments with them on the display of this magazine.

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[redacted] said that after National Magazine Service, Inc., replaced Valley Distributing Company in the Waterloo area this firm gave up the system of segregated book racks and did not follow any particular program of servicing book racks in the area. He said he had learned that National Magazine Service, Inc., did not make as many check up and recovery operations for Curtis Publishing Company or Select Magazines as had Valley Distributing Company prior to its cancellation of these franchises. He said that the local manager of National Magazine Service, Inc., was [redacted] who came to Waterloo, Iowa, from South Carolina, where he had been with Select Magazines, Inc. He said that [redacted] had formerly been with American News Company also but had left this area when National Magazine Service sold its franchise in 1963 to Seidler News Company, Cedar Rapids, Iowa. He said the agent is now operated as Iowa News Distributing Service and said that [redacted] is back with Select Magazines but said he did not know his exact location.

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[redacted] stated that he questions the reason given to him by Curtis Publishing Company and Select Magazines, Inc., for the discontinuance of his franchises from these firms. He said that prior to the cancellation he had been critical of policies of the firms at a distributors' meeting, stating that he had spoken openly against some of the policies of these firms which did not relate to their volume of sales. He said he believed the large publishing companies were unhappy with his stand, which was given openly to the distributors' meeting and said he thought he was cancelled by the firms not for the type of distribution business he was operating but for what he had said at the meetings of similar distributors. He said he

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OM 60-323

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had learned from other distributors that they were not doing as much as Valley Distributing Company, were having fewer check up and recovery operations, were not paying as promptly, but said these firms were not cancelled and Valley Distributing Company was. He said he did not feel that the magazine spacing and display rack requirements were the primary causes of the cancellation either as to the number of display racks or the type he utilized in the business. [redacted] stated after he was cancelled he had a visit from [redacted] who was then [redacted] for Curtis Circulation Company, Minneapolis, Minnesota, who advised him that a luncheon on the day that National Magazine Service started in Waterloo, Iowa, that even though Curtis Circulation Company was making changes in Waterloo, Iowa, [redacted] said that the change would not prevent him, [redacted] from making application for a franchise in another city and actually getting the Curtis Franchise. He stated this statement was made at the President Hotel, Waterloo, Iowa, where he and [redacted] and another company representative were having lunch.

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[redacted] said that during the time he operated Valley Distributing Company at Waterloo, Iowa, [redacted] was the divisional representative for Select Magazines, Inc., from Chicago, Illinois. He said that he supervised the field representative who checked the Waterloo operation and said that [redacted] himself was in the Waterloo area before the change was made to National Magazine Service, Inc. He stated that [redacted] was the representative for Curtis Circulation Company from Minneapolis, Minnesota, and said that a second man named [redacted] last name not recalled, who lived at Vinton, Iowa, was the field representative in the Waterloo area for Curtis Circulation Company. He stated that [redacted] is presently with the Comenitz News Agency, Davenport, Iowa, and had previously been with the American News Company, Minneapolis, Minnesota. [redacted] stated he assumes [redacted] and [redacted] would have been the individuals who wrote up any unfavorable reports concerning the operation of Valley Distributing Company. He stated that [redacted] Rochester, Minnesota, was the [redacted] for Curtis when Valley Distributing Company first started, but he left the area and was not representing the firm in this area when the firm was cancelled in 1959. He said he understands [redacted] is now again

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representing Curtis Circulation Company in this area of Iowa.

[] stated that in his opinion if the average distributor followed the exact letter of the contract signed by them with the major publishing companies such distributors would be bankrupt in six months. He said that most magazine publishers expect a ten per cent check up of their magazines on the racks and are satisfied to receive a ten per cent check up, even though their contract may call for a hundred per cent check up. He stated that Curtis Publishing Company expects a 100 per cent check up on their magazines at all times, which is not practical or possible and still make a profit as a distributor.

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[] stated that at no time prior to his cancellation did the representatives of Curtis Circulation Company, Inc., or Select Magazines, Inc., mention National Magazine Service, Inc., as a threat to him if he did not comply with the requests of the magazine firms. He said that as a matter of fact these firms tried to conceal the fact that National Magazine Service was coming into the area until the letters of cancellation to Valley Distributing Company were in the mail. He said that the fact that he had learned of the possible cancellation of his franchises and attempted to secure backing for his stand through National officials was possibly a deterrent in the firms going on with their decision to establish National Magazine Service in other area of the United States. He said he understood that [] Select Magazines, Inc., had resigned his position over the cancellation of Valley Distributing Company and the manner in which Select Magazines was handling their cancellations with this firm and others. He said that [] had reportedly disagreed with the offices of this firm in the agency changes, inasmuch as he felt many of the changes were not for the betterment of Select Magazines, Inc.

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[] stated he had contacted his attorney who represented him during the period of time that he had Valley Distributing Company and neither his attorney nor his own files contain any documents which might assist in this investigation. He stated all of his statements as set forth above represent his personal recollection of the details of his transactions with these firms.

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FEDERAL BUREAU OF INVESTIGATION

1Date October 9, 1964

[redacted] Magazine
Department, Chicago Newspaper Agency, 112 East Van Buren
Street, advised as follows:

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About two to three years ago, a salesman for
Curtis Circulation Company, name and office unrecalled,
requested that 25% of Curtis publications be displayed
and said if not, Curtis would discontinue service. This
request was never repeated, no action was taken by the
publisher, and no service was discontinued. [redacted]
ignored the request and operated his racks as he pleased
and no action was ever taken.

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Select Magazine Company does not want "TV Guide"
in the same rack as "Readers Digest" and Curtis does not
want "Seventeen" in some racks in the area. However,
[redacted] operates as he pleases and no action has ever
been taken against him or the company.

On [redacted] at [redacted] File # CG 60-1200

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by SA [redacted] Date dictated 10/7/64

This document contains neither recommendations nor conclusions of the FBI. It is the property of the FBI and is loaned to your agency; it and its contents are not to be distributed outside your agency.

UNITED STATES DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION

Copy to: 1 - Antitrust Division, Washington, D.C.

Report of: SA [REDACTED]
Date: November 10, 1964

Office: Springfield

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Field Office File No.: SI 60-271

Bureau File No.: 60-6252

Title: CURTIS CIRCULATION CO., INC.;
SELECT MAGAZINES, INC.;
NATIONAL MAGAZINE SERVICE, INC.

Character: ANTITRUST

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Synopsis: [REDACTED] Western Illinois News, Bushnell, Illinois, 1959-61, advised during that period he was told by [REDACTED] of Publisher's News, Mattoon, Illinois, that Curtis Magazines were to be given preferred treatment, including 100% display cover, and if not, Curtis franchise would be taken away. Curtis District representative, [REDACTED] Peoria, Illinois, repeated same instructions to [REDACTED] on several occasions, implying that if not followed, National Magazine Service could replace Publisher's News in distributing Curtis publications that area. No mention Select Magazines. No direct threats recalled by [REDACTED]

- P -

SI 60-271

DETAILS:

The following investigation was conducted by SA
[redacted] at Mattoon, Illinois, on October 30,
1964:

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UNITED STATES DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION

Copy to: 1 - New York Office,
Antitrust Division

Report of: SA [REDACTED]
Date: 11-9-64

Office: MILWAUKEE

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Field Office File No.: MI 60-349

Bureau File No.: MI 60-6252

Title: CURTIS CIRCULATION COMPANY, INC.,
ETAL

Character: ANTITRUST

Synopsis:

[REDACTED] Henoch News Agency, Inc., Kenosha, Wis., on 11-2-64, advised that Henoch News Agency, Inc., went out of business as of 6-1-64, and that all but current records have been disposed of. [REDACTED] stated that as Manager from 1958 to June, 1964, he handled all the contacts with the various "road" men of the publishers and field representatives of the national circulation companies at the corporation, and during that period of time had the representatives of the Curtis Circulation Co., Inc., on two or three occasions make oral threats "to operate their way or they would find someone who would." Select Magazines, Inc. field men did likewise, on one or two occasions, but identities of these representatives could not be recalled. Also, these threats were oral in presence of no other witnesses. [REDACTED] also said that representatives of all the publishers and circulation companies were constantly demanding prime display spots on the dealer's magazine racks, which locations are the lower "flat" surfaces just above the floor.

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- RUC -

DETAILS:

AT KENOSHA, WISCONSIN

On October 23, 1964, [REDACTED] advised that the Henoch News Agency, Inc., Kenosha, went out of business as of June 1, 1964, through sale of the magazine franchise rights to the "Milwaukee News Agency, Inc.," Milwaukee, Wis., and the sale of the newspaper franchise rights to the "R. and K. News Agency, Inc.," Racine, Wis. [REDACTED] also said that [REDACTED] is now employed in Chicago, Ill., but commutes to Kenosha. She stated that [REDACTED] of [REDACTED] now has business interests at Des Moines, Iowa, which he frequents during the weekdays.

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Date November 9, 1964b6
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[redacted] advised that the Henoch News Agency, Inc., 6527 23th Ave., Kenosha, which was owned and operated by [redacted] was sold and disposed of completely on June 1, 1964, to the Milwaukee News Agency, Milwaukee, Wis., insofar as franchise of all magazines were concerned, and to the R. & K. News Agency of Racine, Wis., insofar as the wholesale distribution of all newspapers were concerned. [redacted] added that all but the necessary current records of the corporation have been disposed of.

[redacted] said that he was associated with the Henoch News Agency, Inc.. [redacted]

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[redacted] was the individual contacted by the field representatives of the major publishers of magazines and the national distributors, such as the Curtis Circulation Co., Inc., Select Magazines, Inc. and the Independent News Company. However, on rare occasions, these field representatives would go direct to [redacted] but in the main, he, [redacted] would handle the complaints and gripes presented by both the field representatives of the national distributor and the "road" men who are the direct employees of the publishers, such as CURTIS, which was also a national distributor.

[redacted] added that in addition to being the Manager of the Henoch News Agency, Inc., he was also owner of 50% of the stock from 1958 to July, 1964, of the Des Moines News Agency, Des Moines, Iowa, and in July, 1964, sold all of this stock to [redacted] who already held the remaining 50% of the stock and now is sole owner and operator of that company.

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[redacted] stated that the CURTIS CIRCULATION CO., INC., was once a power in the magazine distribution field, but in the past five years this corporation has been suffering serious financial losses, partially due to dropping of "Coronet" and loss of some accounts, as well as to the decline in the sales of the "Saturday Evening Post" magazine, which once was a headliner. Actually, the Independent News Co., which distributes "Playboy" magazine, the "Signet" line of pulp magazines, and the "Mentor" academic-type paper-backs, far exceeds the Curtis lines in sales, and so also does the Cable News Co., which circulates "Pageant" magazine, published by the Hillman Co. Another strong competitor is M.L.A. (Triangle Publications) which distributes the teen-age "Seventeen" magazine, as well as the headliner "T.V. Guide," "Official Detective" and others. Select Magazines, Inc., is not

On [redacted] at [redacted] File # MI 60-349
by SA [redacted] Date dictated 11-5-64

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a publisher, but serves as a national distributor which "overlooks" the circulation and sales of various magazines for the publishers and one of its biggest headliners under contract is "Reader's Digest." For years, the only competition had by "Reader's Digest" of a publication in its category was "Coronet", distributed by the Curtis Circulation Co., Inc., and then "Coronet" sales diminished to the point where it was a losing venture and pulled off the market, entirely. The "Bantam Books," once distributed by Curtis, are now handled by Select Magazines, Inc.

[] advised that every one of the field representatives for the various circulation companies and the "road" men of the publishers at one time or another have raised a big argument over the allocation of "flat" space just above the floor on the dealers' racks as these locations are the prime spots to place a magazine to catch the eye of the purchasing public and, naturally, these representatives want as much of these "flat" surface areas on the display racks as possible for the magazines that they represent. Every one of them also at one time or another has indicated that unless there is such "flat" surface made available, they will look elsewhere for another distributor to handle their products. This is a common allegation expressed vocally to the wholesale distributor and [] has heard it expressed a number of times, but it would be impossible to identify any particular representative or the date when it was said. Also, such a statement was never in writing and would usually only be made directly to [] with no witnesses present. In addition, there was nothing ever done about it as [] would only try to "ease the situation" by showing that it was either impossible to comply or that this Kenosha, Wis. area had no appetite for the particular magazine which seems to hold true for this industry, simply corrected the situation by attrition.

[] said that the CURTIS CIRCULATION CO., INC., representatives, names not recalled, would demand of [] that the "Saturday Evening Post", as its circulation and sales declined, be allocated to these "flat" positions on the dealer's racks and put much "heat" on for these spots and complained bitterly when [] would push the teen-age magazine "Seventeen", for example, by giving the latter "flat" rack display because this magazine was selling better than the "Saturday Evening Post." "Life" was another which wanted the top "flat" display on all dealers' racks, yet, since 1951, "Life" sales on the magazine racks dropped from 80% to 10%, and below, because of the great increase in its subscriptions. Yet, "Life" road men and its circulation representatives constantly were pressuring for "flat" display locations.

[] advised that there are only a relatively few weapons open to the field representative with which to deal with a wholesale distributor. One is the threat, actual or real, to get another wholesale distributor to take over exclusive control of all that circulator's magazines in a given area, and this is the most common. The other would be for the circulation company to permit a large grocery store "chain", for example, to put certain of its popular magazines in those stores for display, and sales and the chain operation would then be paid $1\frac{1}{2}$ or $2\frac{1}{2}$ a copy sold at each of its store locations. This procedure is an encroachment into the "exclusive" area assigned to a wholesale distributor and can seriously affect that distributor's sales from the stands of his regular dealers.

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[] advised that to his recollection for the period from 1958 to 1964, representatives of CURTIS CIRCULATION CO., INC., possibly "threatened" him on two or three occasions with the oral remark directed to him that "if he didn't want to handle his operations their way, they would get someone else who would." No mention was ever made of the identity of who the "somebody else" would be. Also, in that period of time, Select Magazines, Inc. made one or two such type "threats," but not as direct and only through inuendo, and this, also, arose out of desire for more "flat" surface on the dealers' racks for one of the magazines which Select had.

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[] advised that he rarely paid attention to these "threats" made by the field representatives, as it was impossible to comply with them in almost every instance. There were also other field representatives with magazines they wanted in these prime "flat" display locations on the dealers' racks, and only so much space is available. [] said that local area appetites for types of magazines were adored to, regardless of "outside" pressures, and if a certain magazine sold well at a given dealer location, then this magazine was given the prime "flat" display location to move the product.

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[] added that at one time, Select Magazines, Inc., which distributes "Reader's Digest", put this magazine into one of the national grocery chain stores in the Kenosha, Wis. area, and gave the "chain" $1\frac{1}{2}$ cents per month on each copy sold by that chain. The Henoch News Agency, Inc. fought this operation and forced Select Magazines, Inc. to discontinue the practice in the Kenosha, Wis. area. This is one illustration of action which the wholesale distributor took because of the threat this "rebate" had directly affecting the profit for the wholesaler, due to the loss of sales of this magazine off the dealer's racks.

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[] advised that in addition to the field representatives' demands for prime "flat" rack space, "threats" or hot arguments also evolved out of their unreasonable demands for a procedure known in the industry as "Distribution" and "Check-ups." This is illustrated where the publisher or circulation company would request a "Check-up" for a magazine going on sale November 1st, seven days after sale date. The wholesaler then "checks" each of his dealers every day on this magazine, keeping accurate count, adding copies where the dealer is low, and "lifting" copies where no sales are occurring. At the end of seven days, a card reflecting this "check-up" is sent to the publisher, who then might ask it be repeated two more times that month. Add to this a request by the publisher for a "check-up" on several others of his publications; augmented by other field representatives demanding this "check-up" service for their magazines, and an impossible situation develops as far as the wholesaler is concerned. "Distribution" is a close count kept of every magazine handled by each and every dealer, and sent monthly to the publisher.

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[] said that another area of great argument is the practice in the industry known as the "draw," or "quota," pre-set by the publisher or the circulating agency, where the number of copies of a magazine are assigned to the wholesale dealer, regardless of whether a particular magazine moves or does not move in a particular area. The "returns" each month of these unsold magazines where the "draw" is improperly set as to a particular wholesaler helps reduce his profit.

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[] also said that another area of argument between the publisher and/or circulating company and the wholesaler is the amount of the charge made against the wholesaler for his "returns," i.e. unsold magazine copies. This arises where a given magazine wholesales at, say, 16¢ a copy but "B" wholesaler sells 16 times the number "A" wholesaler does; then the publisher gives "B" a better "return" value than is given "A."

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[] stated that when the magazine "Coronet," distributed by the Curtis Co., went off the market, Select Magazines, Inc., through its representatives, and also the "road" representative of "Reader's Digest," requested greater allocation of prime "flat" display surface on the dealers' magazine racks for "Reader's Digest," also, the Cable News Co. requested this prime "flat" spot for "Pageant" and all of them objected to [] allocating prime space given to the magazine "Seventeen," distributed by Triangle Publications; but, since "Seventeen" had a respectable sale in the Kenosha, Wis. area, this magazine was continued to be given prime area display surface, regardless.

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MI 80-349

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[] stated that he cannot now recall the identities of these various field representatives, as there had been too many of them for him to be able to identify a particular one with whom he had specific arguments. [] said that generally, the field men for CURTIS CIRCULATION COMPANY, INC. were well trained, extremely courteous and usually quite understanding of the problems had by the wholesaler. If anything, the Curtis representatives were, by far, the better ones, and most experienced, to deal with than any of the other magazine circulation representatives. The entire industry is extremely competitive from the publisher on down to the dealer, and almost all of the practices that involve the complaints now being heard arise strictly out of this competition and are as common for every publisher and national circulating agency as they are alleged to be against Curtis Publishing or Select Magazines.

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MI 80-349

On November 2, 1964, [redacted]
[redacted] advised [redacted] was in Des Moines, Iowa and not
expected back to Kenosha before November 8, 1964. She also said
that he has been on the road much of the time since the news
agency was disposed of through sale in June, 1964.

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UNITED STATES GOVERNMENT

Memorandum

Tolson _____
Belmont _____
Mohr _____
DeLoach _____
Casper _____
Callahan _____
Conrad _____
Felt _____
Gale _____
Rosen _____
Sullivan _____
Tavel _____
Trotter _____
Tele. Room _____ b6
Holmes _____ b7C
Gandy _____

TO : Mr. Rosen *R* DATE: June 9, 1965

FROM : A. J. McGrath *ajm* 1 -

SUBJECT: CURTIS CIRCULATION COMPANY, INC.
SELECT MAGAZINES, INC.
NATIONAL MAGAZINE SERVICE, INC.
ANTITRUST

WJ This is to advise that on 6/9/65,
Second Assistant, Antitrust Division, made available to
SA the attached copy of a civil complaint being filed
6/9/65, in U. S. District Court, Newark, charging captioned firms
with violation of the Anti-Merger Section of the Clayton Act
and the Restraint of Trade Section of the Sherman Act. The
complaint requests that National Magazine Service be dissolved
and that Curtis Circulation Company and Select Magazines be
restrained from entering into any other agreements between
themselves concerning the marketing or distribution of publications.

This is the case in which we conducted a number of
interviews of magazine wholesalers in 1964, throughout the
country to assist the Antitrust Division in its investigation
of complaints that Curtis, the largest national distributors
of publications, and Select, the second largest national
distributors of publications, through joint operation of
National Magazine Service were requiring wholesalers to give pre-
ference in display of their magazines and paperback books to the
detriment of competitive publishers. Our case has been in a
closed status since the Antitrust Division previously advised
that action to be taken would be civil in nature. *E*

The foregoing is for information.

60-6252

Enclosure

EX 109

(2)

REC-47

60-6252-54

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JUN 10 1965

ATTACHED

69 JUN 21 1965

ENCLOSURE TO: MEMO MC GRATH TO ROSEN

DATED: 6/9/65

RE: CURTIS CIRCULATION COMPANY, INC.
SELECT MAGAZINES, INC.
ANTITRUST

FILE: 60-6252



60-6252-84
ENCLOSURE

UNITED STATES DISTRICT COURT
DISTRICT OF NEW JERSEY

- - - - - x

UNITED STATES OF AMERICA, :

Plaintiff, :

v. :

CURTIS CIRCULATION COMPANY, INC.; :

SELECT MAGAZINES, INC.; and :

NATIONAL MAGAZINE SERVICE, INC., :

Defendants. :

- - - - - y x

Civil Action No. 611-65

Filed: June 9, 1965

C O M P L A I N T

The United States of America, by its attorneys, acting under the direction of the Attorney General of the United States, brings this action against the defendants named herein and complains and alleges as follows:

I

JURISDICTION AND VENUE

1. This complaint is filed and this action is instituted against the defendants under Section 15 of the Act of Congress of October 15, 1914, as amended, (15 U.S.C. § 25), commonly known as the Clayton Act, and under Section 4 of the Act of Congress of July 2, 1890, as amended, (15 U.S.C. § 4), commonly known as the Sherman Act, in order to prevent and restrain continuing violations by the defendants, as hereinafter alleged, of Section 7 of the Clayton Act and Section 1 of the Sherman Act.

2. The defendant National Magazine Service, Inc. has its principal place of business, transacts business and is found within the District of New Jersey. The defendants Curtis Circulation Company, Inc. and Select Magazines, Inc. transact business within the District of New Jersey.

II

THE DEFENDANTS

3. Curtis Circulation Company, Inc., hereinafter referred to as "Curtis," is made a defendant herein. Curtis is a corporation organized and existing under the laws of the State of Delaware and has its principal office in Philadelphia, Pennsylvania.

4. Select Magazines, Inc., hereinafter referred to as "Select," is made a defendant herein. Select is a corporation organized and existing under the laws of the State of New York and has its principal office in New York, New York.

5. National Magazine Service, Inc., hereinafter referred to as "NMS," is made a defendant herein. NMS is a corporation organized and existing under the laws of the State of Delaware and has its principal office in Chatham, New Jersey. The entire capital stock of NMS is owned in equal shares by Curtis and Select.

III

DEFINITIONS

6. As used herein, the term:

- (a) "Person" means any individual, firm, partnership, corporation or other business or legal entity;
- (b) "Publications" means magazines, paperback books and children's books but does not include magazines sold by subscription;
- (c) "National distributor" means any person to whom publishers sell, or consign, publications for sale to wholesalers throughout the United States;
- (d) "Wholesaler" means any person who purchases publications from national distributors for resale and delivery to dealers within a predetermined area;
- (e) "Galley operator" means any person who purchases, or receives on consignment, publications from national

distributors for resale and delivery by mail to dealers in areas where said dealers are too dispersed to make truck deliveries by wholesalers economically feasible;

- (f) "Dealer" means any person who sells publications to consumers, and includes, among others, newsstands, drug stores, foodstores, stationery stores and transportation stations;
- (g) "Racks" means any self-service shelving, bins, stands, pockets or other fixtures located at any dealer's premises on which publications are displayed for sale;
- (h) "Space" means that proportion of available area on racks filled by a publication;
- (i) "Display" means the placement of a publication on racks in relation to particular other publications and the proportion of its cover visible as a result of such placement, as well as the location within the premises of dealer of the racks; and
- (j) "Space and display requirements" means the requests, made by national distributors or publishers, to wholesalers and dealers, for particular percentages of available space and particular displays for their publications.

IV

TRADE AND COMMERCE

7. Curtis is the largest national distributor of publications. Its entire capital stock is owned by the Curtis Publishing Company. Curtis distributes for both its parent company and for other publishers. Among the magazines distributed by Curtis are Saturday Evening Post, Ladies' Home Journal, American Home, Holiday, House and Garden, Mademoiselle, Vogue, Atlantic Monthly, Esquire, Field and Stream, Harpers, Look, Newsweek and

The New Yorker. In 1963, the wholesale dollar value of publications distributed by Curtis exceeded 47,000,000 dollars. Curtis' sales represented over 18% of the total wholesale sales in 1962 of publications in the United States.

8. Select is the second largest national distributor of publications. Its entire capital stock is owned by McCall Corporation, Popular Science Publishing Company, Inc., Meredith Publishing Company, Reader's Digest Association, Inc., and Time, Inc. Among the magazines distributed by Select are McCall's, Fortune, Life, Time, Sports Illustrated, Reader's Digest, Redbook, Better Homes and Gardens, Popular Science Monthly, U. S. News and World Report, and Saturday Review. In 1963, the wholesale dollar value of the publications distributed by Select exceeded 30,000,000 dollars. Select's sales represented over 17% of the total wholesale sales in 1962 of publications in the United States.

9. NMS sells and distributes publications as a wholesaler for Curtis, Select and other national distributors in various sections of the United States, and as a galley operator for Curtis and Select throughout the United States. In 1963, NMS's net sales revenue was in excess of 2,000,000 dollars.

10. Publications reach the ultimate consumer through a chain of national distributors, wholesalers and dealers. They are sold or consigned by the publishers to national distributors who sell them to wholesalers who, in turn, resell them to dealers. These arrangements are usually exclusive. Each publisher uses only one national distributor and the national distributor, in turn, grants its several wholesalers exclusive territorial franchises. Generally, there is only one wholesaler servicing a particular territory and that wholesaler is franchised by each of the national distributors. The wholesalers deliver publications to the dealers and often arrange the display and spacing of publications on racks. Presently, there are 13 national distributors and approximately 700 wholesalers of publications in the United States. Curtis and Select are the two largest national distributors accounting for over 35% of total wholesale sales of publications in the United States.

11. Curtis and Select compete with each other, as well as with other national distributors for dealers, for space and display, and for acceptance of their space and display requirements. Prominent space and display on racks is one of the most important factors contributing to the sale of publications, and is the principal factor in competition in the industry.

12. From day to day, there is a regular continuous and substantial flow of publications in interstate commerce from publishers through national distributors, wholesalers and dealers to ultimate consumers located throughout the United States.

V.

OFFENSES CHARGED

13. In the latter part of 1949, the exact date being unknown to the plaintiff, Curtis and Select agreed to form a jointly-owned subsidiary to function as a galley operator. Pursuant to that agreement, NMS was organized in December 1949.

14. Subsequent to the formation of NMS, Curtis and Select each acquired 50% of NMS' common stock. On January 24, 1950, an agreement was entered into between Curtis, Select and NMS, which provided inter alia: that Curtis and Select would bear the expense of operating NMS.

15. Since on or about March 30, 1959, and continuing up to and including the date of filing of this complaint, the defendant NMS has engaged in the wholesale distribution of publications, in addition to being a galley operator.

16. The effect of the concurrent acquisition of the stock of NMS by Curtis and Select may be substantially to lessen competition, or to tend to create a monopoly in the distribution and sale of publications throughout the United States, or in certain sections thereof, in violation of Section 7 of the Clayton Act (15 U.S.C. 18), as more fully described in paragraph 20.

17. Beginning at least as early as January 1959, the exact date being unknown to the plaintiff, and continuing thereafter up to and including the date of the filing of this complaint, the defendants have been engaged in a combination and conspiracy in restraint of the aforesaid interstate commerce in publications in violation of Section 1 of the Sherman Act (15 U.S.C. § 1). Defendants are continuing, and will continue said offenses unless the relief hereinafter prayed for is granted.

18. The aforesaid combination and conspiracy has consisted of a continuing agreement, understanding and concert of action among the defendants to:

- (a) Eliminate competition between Curtis and Select, and between them and others, for dealers, space and display of publications;
- (b) utilize NMS as an instrumentality to compel wholesalers and dealers to comply with the display and space requirements of Curtis or Select;
- (c) terminate, or threaten to terminate, the Curtis and Select franchises of those wholesalers who refuse to adhere to the space and display requirements of Curtis and Select;
- (d) terminate, or threaten to terminate, the Curtis and Select franchises of any wholesaler who refuses to sell his wholesale business to NMS on terms dictated by NMS;
- (e) eliminate competition in the wholesale distribution and sale of publications in any area in which NMS operates as a wholesaler; and
- (f) coerce wholesalers and dealers to give inferior space and display for publications of national distributors other than Curtis and Select.

19. For the purpose of effectuating the aforesaid combination and conspiracy, the defendants, by agreement and concert of action, have done those things which are hereinbefore alleged they combined and conspired to do.

VI

EFFECTS

20. The foregoing violations have had, and will continue to have the following effects, among others:

- (a) Actual and potential competition between Curtis and Select, and between them and others, for dealers, space and display has been, and will be, substantially lessened and restrained.
- (b) Actual and potential competition in the national sale and distribution of publications has been, and will be, substantially lessened and restrained.
- (c) Actual and potential competition in the distribution and sale of publications has been substantially lessened and restrained in areas where NMS operated as a wholesaler.
- (d) Wholesalers and dealers have been forced to adhere to the space and display requirements of Curtis and Select to the competitive disadvantage of other national distributors.

PRAYER

WHEREFORE, plaintiff prays:

1. That the Court adjudge and decree that the defendants have violated Section 7 of the Clayton Act.
2. That the Court adjudge and decree that the defendants, and each of them, have been engaged in a combination and conspiracy in restraint of the aforesaid interstate trade and commerce in violation of Section 1 of the Sherman Act.
3. That each of the defendants, Curtis and Select, its successors, assigns, and transferees, and the respective officers, directors, agents and employees thereof, and all persons acting or claiming to act on behalf thereof, be perpetually enjoined and restrained from continuing to carry out, directly or indirectly, the combination and conspiracy hereinbefore alleged, or from engaging in any other combination or conspiracy between them or with others having a similar purpose or effect or from adopting or following any practice, plan, program or device having a similar purpose or effect.

