

Survey Associates
1946-52

Survey
[11-26-46]

will do - paying
over a period of
next 5 years

SURVEY ASSOCIATES Inc.

1912 - 1946

ONE THIRD OF A CENTURY



PUBLISHERS OF SURVEY GRAPHIC & SURVEY MIDMONTHLY . . 112 EAST 19 STREET . . NEW YORK 3, N. Y.

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November 26, 1946

Dear Mrs. Roosevelt:

We are asking you to join us in a public service of importance - the service performed by Survey Associates, Inc.

Like ourselves, you have recovered somewhat from the shock of Hiroshima and the fear that the atomic bomb might reduce the world to dust and ashes. An abiding menace to the world springs from mistaken ideas and ideologies, from misunderstanding. It is in that intangible area that defensive measures must be devised and developed. Our security depends today, as never before, upon the spoken and the printed word.

Through these many years Survey Associates has held fast to the conviction that peace and the general welfare, domestic and international, can rest securely only on a basis of understanding. Itself often suffering from misunderstanding, it has continued blithely and bravely to explore one controversial problem after another, deploying the most remarkable energies in assembling writers who have most to say. You are familiar with that splendid Calling America series of Survey Graphic which has been characterized as the most distinguished journalistic performance of our generation.

The history of journalism affords few instances of a magazine, occupying itself unswervingly with the public interest, that has made ends meet out of subscriptions and newsstand sales. Usually, such magazines have had their resources supplemented by great patrons.

The Survey has had no great patron, except the collective patron composed of public spirited citizens like you, and our other fellow members. Between ourselves, we should hate to see its work of first hand inquiry and interpretation supported by any other kind of patron. We want it to be free, to chime in with our views, if it is convinced they are right, or to defy our views, if The Survey's traditional honesty so requires.

During the last two difficult decades, Survey Associates has managed to make ends meet through observing the most rigid economies and through the memberships and contributions of its friends. It has kept a small lap

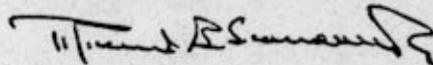
ahead of the wolf. We ask you: Is that the situation in which we ought to leave so fine and useful a public servant, especially in view of the fact that these postwar years desperately need the illumination The Survey can give.

The Board of Directors of Survey Associates have undertaken to raise \$100,000 to guarantee security to the work of this educational society for the next five years. This means a backlog of twenty thousand a year for The Survey in reaching its thousands of readers, in winning new friends and in building understanding wherever it goes.

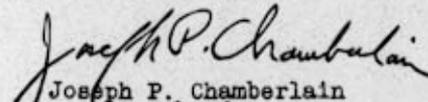
In celebrating the Third-of-a-Century of Survey Associates this fall, we have made up our minds to raise this \$100,000 by units of \$100 each. Ten units from one source would make us rejoice; a hundred units would frighten us; a thousand units in all would simply put our committee out of business.

Will you join us either by undertaking to raise \$100 toward this fund: - or pledging it as a contribution by yourself (over and above your regular membership) to be remitted if you prefer in instalments during the next five years.

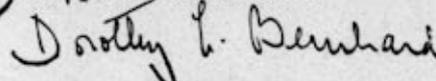
Sincerely, For the Finance Committee,



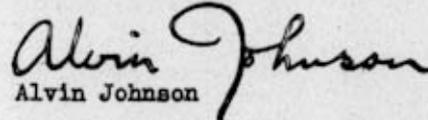
Richard B. Scandrett, Jr.



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