10/30

TELEGRAPH: WUX EAST PATERSON, N. J.

DUMONT

ALLEN B. DU MONT LABORATORIES, INC.

PUBLIC RELATIONS DEPARTMENT
760 BLOOMFIELD AVENUE, CLIFTON, NEW JERSEY
TELEPHONE: GREGORY 2-2000

October 28, 1953

The President
The White House
Washington 25, D. C.

Mr. President:

It is my understanding that the government of the United States is faced with the problem of giving the true news of flying saucers to the public. If this is a problem, I have a suggestion that might be helpful. If it is not a problem, I would suggest that you merely discard the letter and forget the whole thing.

My suggestion would be to have the true story expressed by you personally in a nation-wide television and radio broadcast and released simultaneously to the newspapers. I would suggest, however, that since such news might possibly create a panic, that the members of the clergy of the various faiths in the United States be completely briefed in advance. I would suggest, too, that each news story recommend that for more complete details of the announcement and a question and answer period, if necessary, each person is requested to go to the church of his faith on the following morning where his clergyman can answer, reassuringly, any questions that might need to be answered.

This is undoubtedly the biggest public relations job ever faced, and every possible medium should be used to spread the word quickly, effectively, and truthfully. I think the clergy of this country is the one medium for public relations that has never been effectively used and should be given serious consideration.

Respectfully yours,

ALLEN B. DU MONT LABORATORIES, INC.

J. H. Ruiter

J. H. Ruiter, Manager
Public Relations

JHR:rp