



FRANKLIN D. ROOSEVELT
Birthday Memorial Committee

BENEFIT OF THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

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(In Formation)

November 17, 1953

COMMITTEE HEADQUARTERS
9 ROCKEFELLER PLAZA
NEW YORK 20, N.Y.
COLUMBUS 5-7460

Mr. W. Hugh Peal
25 Broadway
New York 4, N.Y.

Dear Mr. Peal:

May I express my sincere gratitude to you for accepting my invitation to join the many thousands of Americans who revere Franklin D. Roosevelt and who believe his memory should be kept alive.

As you may recall, for over a decade the Birthday Ball had marked our late President's anniversary for the benefit of polio victims. Since his death, our Committee has undertaken to lead this traditional nationwide observance in the form of a Memorial Concert to be held for the ninth consecutive year in the Grand Ballroom of The Waldorf-Astoria on January 30th.

As a member of the Honorary Committee, you are not obligated to attend the Concert. However, if you would like to participate tangibly, we invite you to give through this Committee and attend the Concert which will be another outstanding event with Deems Taylor presiding. Keeping pace with the late President's birthday (he would have been 72 years old had he lived) we are forming the "72" Club. A special section is set aside for "72" Club members who contribute or raise funds in multiples of \$72 for polio.

This coming year has been designated by the National Foundation as "the year of attack" — the year we must take full advantage of the significant strides made by research. The whole pattern of the polio fight has changed from defense to attack and this attack toward a visible goal is very costly. Very soon some half million children will participate in a massive field study to test the validity of a new polio vaccine. Therefore, it will be the most critical year ever faced by the Foundation, for in addition to the vaccine program, patient care must continue and injections of gamma globulin must continue on an intensified basis.

The urgent demands of the Foundation make it necessary for the Committee to bend every effort to make the "72" Club the most successful tribute ever to the late President. I am enclosing a membership card and look forward to your support of the organization that was closest to the heart of Franklin D. Roosevelt.

Sincerely yours,

Robert E. Sherwood

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RES/w.