

Levi Pennington

People

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## Levi Pennington Writing to Rev. Handsaker, January 3, 1947

Levi T. Pennington

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January 3, 1946.

Rev. J. J. Handsaker,  
1316 S. W. Park Ave.,  
Portland 1, Oregon.

Dear Friend:--

At the McMinnville Chamber of Commerce rooms this evening a fine group of men met to discuss plans for the campaign for Heifers for Relief, with Rev. Elton E. Smith, pastor of the First Baptist Church in the chair. The group was not so large as we could have desired, and some parts of the county were not represented, but all who were there were genuinely in earnest, and I feel that we got a good ways down the road in making plans.

First of all, as far as organization was concerned, though it was last in the point of time for the whole group, a central committee of eight members were chosen, to have charge of the making of further plans for the campaign. This group of eight then had a meeting to go into further details. They organized by electing as chairman E. S. Younger, executive secretary of the McMinnville Chamber of Commerce; as secretary-treasurer, Rev. Elton E. Smith; and as vice-chairman, Louis H. Gross. You have the addresses of all these except Mr. Younger, who should be addressed c/o Chamber of Commerce.

It was the feeling of the committee that the thing to do was to get letters to all the various organizations that should be interested in this campaign, with some of the publicity which you have for that purpose, and to get these letters to numerous key men and women, as well as to organizations. For the carrying out of the plans that were made, the three officers were made an executive committee, to act in the interim between meetings of the committee of eight.

The work of preparing the letter and getting it mimeographed and mailed was put into the hands of this central committee of three. The lists for these letters were to be prepared by the following: Churches and religious organizations, Rev. Elton E. Smith and Rev. R. A. Feenstra; service clubs and business organizations, Mr. Younger; agricultural and labor organizations and newspaper publicity, Louis Gross.

I was asked to see that some suitable publicity be got to these three leaders, through Mr. Younger, to whom they should be addressed, at least 200 copies of the leaflet marked (1); and it seems to me that there should be at least an equal number of the one marked (2). And I promised them that these would be sent promptly, and that does not mean next Tuesday. They should have this material Monday if that is at all possible.

And they are sure that these letters would mean a lot more if they could go out on official stationery like that on which the matter was carboned which you left for me this morning, "Standards and Instructions for the Shipment of Heifers



and Sires to China in January, 1947." They'd like 500 sheets and 500 envelopes of this material along with the publicity leaflets.

They felt that it would be worth while if they could use many of these publicity leaflets -- they'd like it if there were enough for distribution in the various organizations which they hope to interest. Is that practicable? It would mean that if the matter were presented to a Rotary Club or a Kiwanis or Lions Club, every member should have a leaflet; if a church, every family, etc. Let me know whether such liberal use of leaflets is possible or advisable, in view of the situation in your office there.

One more thing. They are eager to know what plans for publicity the state committee has in mind. Are you going to have plates or other material for the country newspapers to use? Are you going to use the radio? Do you know yet when the big spreads are coming in the Oregonian and the Journal? Do you have other plans for publicity that it might benefit us to know? Perhaps it is too early in the state organization for you to be able to answer all these questions, but any information that can be given now will be welcomed.

I believe that the central committee of three are going to promise to supply speakers when this is desired for any group like a church, grange, service club, etc. I do not know how many there are who can and would go on a call of that kind, but I know of one who would.

With the wish that this campaign may succeed beyond our best hopes right now, I am

Sincerely your friend,

Levi T. Pennington.

P.S. I am sending to Mr. Younger some samples of the literature you have sent me. Mr. Smith was disappointed that he had received only one small leaflet. Your correspondence should be for the most part with Mr. Younger, though naturally I shall welcome your letters, as always. I am sending Mr. Younger a copy of this letter.