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URGENT MESSAGE FROM THE EXECUTIVE SECRETARY

I don't like to deliver bad news.

I wish this report could be confined to the subject of important victories that you and your LIBERTY LOBBY have won, together.

I could remind you of the defeat of East-West Trade. . . the way the FIAT Loan for the USSR was squashed. . . the prohibition of Red Trade financing by the Export-Import Bank.

I think of the defeat of Senator Clark's proposed 3-billion-dollar payoff to big-city rioters. . . the rout of Rent Supplements. . . the failure of Forced Housing. . . the sudden stop on the signing of the Panama Canal treaties.

I would point to LIBERTY LOBBY's testimony before the Ways and Means Committee against a Tax Increase, and note the fact that Chairman Wilbur Mills used many of the same phrases in his ringing reply to LBJ, calling for a radical reduction in runaway spending.

I would tell that your letters opposing Walter Reuther's Situs Picketing bill created the pressures that killed it in the Rules Committee for this year. . . probably forever.

Victory after victory after victory. . . BUT. . .

EVERY VICTORY HAS TAKEN ITS TOLL ON LIBERTY LOBBY.

This is the bad news: I have just completed a review of our financial situation. What I have found appalls me:

((The price we have paid for the most successful year in the history of LIBERTY LOBBY has been terrible!

Each victory has cost us heavily. . . cutting into our resources more and more deeply. In addition to our normal operating expenses, we have had to keep as many as four and five top men at a time working on the Hill, keeping track of scores of bills, votes, and key Members of Congress.

And, while we were concentrating on the tasks of appearing before committees, analyzing legislative situations and informing you about them . . . while together, you and your LIBERTY LOBBY were being more successful and effective than ever before. . . we were going broke!

Now, we must face up to the fact that we have been spending ten percent more than was coming in. We are nearly Thirty-two Thousand Dollars in the red.

I do not say this to apologize. . . after all, we were, and are, in a battle for the survival of our Nation. I do owe you an explanation:

Your Influence Counts . . . USE IT!

Part of this deficit was due to the cost of printing and mailing a free copy of the 32-page tabloid -- YOUR INFLUENCE COUNTS -- to every subscriber. Cost: Approximately \$16,000! Results: An increase of nearly 75% in the number of letters written to Congress in recent months. Letters that meant victories!

The other half of our deficit was invested in our nationwide campaign to enlist new volunteers in the battle. However, our promotional efforts in the fields of Radio and TV cannot begin to "pay off" until next year. BUT . . .

unless something is done NOW to satisfy our creditors, we will not even be here next year. . .! The deadline is near . . . by November 15 we must have the answer!

This is why I must call on you to help. Only you can save LIBERTY LOBBY, and with it, the hope of future victories like those of the past. Perhaps, the hope of America, itself!

I realize that this will involve sacrifice, on your part. I believe that it should. If your support of your LIBERTY LOBBY does not involve a sacrifice, then you are not giving to the very limit of your ability to give.

There are crucial battles ahead. America faces a Year of Crisis. If ever LIBERTY LOBBY was needed. . . it is NOW!

I know America can count on you. Will you send the largest contribution you can possibly make to keep LIBERTY LOBBY going past November 15th? Today?

I have provided a reply envelope and an already-labeled reply form, which will enable us to offer recognition to those who cared enough to sacrifice. . . so that their organization could survive its hour of need.

Sincerely,

W. B. Hicks, Jr.
W. B. Hicks, Jr.
Executive Secretary

WBH/aj
Enclosures