

Form 43

SWEDISH AMERICAN TERCENTENARY ASSOCIATION

Chicago Office
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The Workers' Smörgåsbord, Tuesday, May 3

TO DISTRICT CHAIRMEN AND
CHAIRMEN OF PUBLICITY COMMITTEES:

DO NOT FORGET
TO PLAN CAREFULLY FOR

THE CAMPAIGN TEAM WORKERS' SMÖRGÅSBORD

ON TUESDAY, MAY 3
TO START THE
GENERAL CANVASS

1000 or more Smörgåsbord suppers on May 3 over the nation should call together thousands of Museum Endowment Fund Campaign Team Workers and demand good space in the local press.

A good photograph of the Smörgåsbord in operation, coupled with a short story covering the occasion, should, if released to the press, make every community conscious of the Endowment Fund Campaign.

It's a big idea. Try it.

FRANCIS J. PLYM, President and
National Campaign Director

FRANK TORELL,
Associate Director