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MAY CO. BROADWAY, EIGHTH AND HILL • LOS ANGELES 14, CALIFORNIA • MADISON 3-6211

March 31, 1971

Mrs. Paul Strauss
C.U.R.E.
520 E Street, Room 502
San Diego, California

Dear Mrs. Strauss:

I appreciate your writing me concerning your organization, "Citizens United For Racial Equality." May I assure you that May Company is supporting your announced purposes of fighting racism and improving human relations in Southern California.

May I also clarify that May Company was not a sponsor of the shoplifting clinic conducted in La Mesa last December, although a member of our security staff did attend the meeting. At that time May Company made a public statement that our performance as an equal opportunity employer and our record of fair dealings with employees and customers alike speaks for itself. We still stand by that statement.

I've reviewed your request for advertising support for your organization's newsletter. We're not able to participate because our advertising policies restrict us to using general interest newspapers with strong circulation coverage in our primary markets. I think you will understand that it is just impossible for us to support the dozens of requests that we get for institutional type advertising in special interest publications.

Best wishes to you and your organization.

Sincerely,

Cortland Peterson

Cortland A. Peterson
Vice President, Sales
Promotion and Publicity

CAP:cr