[ms-0398.001.003.041]

E

datatab

431-C NORTH BROOKHURST, ANAHEIM, CALIFORNIA 92801
TELEPHONE (714) 774-2050

New York
Chicago

May 28, 1969

RECEIVED
JUN 2 1969
Office of CITY COUNCIL

Councilman Leon Williams
CITY ADMINISTRATIVE BUILDING
202 C Street
San Diego, California 92101

Dear Mr. Williams:

I am writing to you regarding your campaign for reelection this fall.

Our company is the largest producer of campaign computer communications in the United States.

Our clients include President Richard Nixon, the late Senator Robert Kennedy, Mayor Joseph Alioto, as well as numerous congressmen, senators, assemblymen and city councilmen throughout the country.

The bulk of our business is in the political field. All of us in the company have backgrounds in politics on a professional basis. We understand the unique problems of campaigns, and are used to dealing with the pressures and deadlines of political campaigns. We are proud to say that in all the hundreds of campaigns we have done, we have never missed a mailing deadline. We guarantee delivery before election day.

Datatab combines broad experience in the production of computer communications with the extensive resources of a nationwide corporation to provide our customers with highest quality work at low cost.

I shall call on you in the near future to discuss further our services. If in the meantime you have any questions, please call me collect at (213) 477-4556.

Cordially,

Peter Iovino

PETER IOVINO

PI:js
Enc.

MEMBER OF ADAPSO

Computer letter prices not including postage are:

10M - 25M	$200.00 postage fees and setup charges plus $ .070 ea.
25M - 50M	$200.00 plus $ .059 ea.
50M -100M	$200.00 plus $ .053 ea.
100M -250M	$200.00 plus $ .050 ea.
250M -500M	$200.00 plus $ .048 ea.
500M - 1MM	$200.00 plus $ .046 ea.

Our price includes:

32 computer printed lines (upper and lower case);
57 spaces per line;
printed on 20 lb. sulphite bond;
cut to 10½" x 7";
one-color printed envelope;
folding;
inserting;
sealing;
metering postage;
sacked by ZIP;
and delivery to the Post Office of the candidate's choice.

Telegram-format computer letters not including postage:

10M - 25M	$200.00 plus $ .050 ea.
25M - 50M	$200.00 plus $ .042 ea.
50M -100M	$200.00 plus $ .039 ea.
100M -250M	$200.00 plus $ .037 ea.
250M -500M	$200.00 plus $ .034 ea.
500M - 1MM	$200.00 plus $ .031 ea.

Our price includes:

12 computer printed lines (upper case only);
57 spaces per line;
one-color letterhead on simulated telegram stock;
cut to 5½" x 7";
one-color envelope;
folding;
inserting;
sealing;
metering postage;
sacking by ZIP;
and delivery to the Post Office of candidate's choice.