

10-340/a

7 May 1958

Carroll
Mr. Anthony B. Meany, Sr.



Dear Mr. Meany:

Mr. Allen W. Dulles, Director of Central Intelligence has asked me to thank you for your letter of May 4. He has read the enclosures to that letter and I am returning them to you herewith.

The subject you wish to discuss is one outside of the activities of CIA so there would be no useful result from a conference such as you request.

Sincerely,

SIGNED

Stanley J. Grogan
Assistant to the Director

Enc

O/DCI/SJGrogan/(7 May 1958)/PPP.

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ANTHONY B. MEANY SR.

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BUSINESS RESEARCH

SALES PROMOTION

May 4th, 1958.

Mr. Allen B. Dulles, Director,
Central Intelligence Agency,
Washington, D. C.

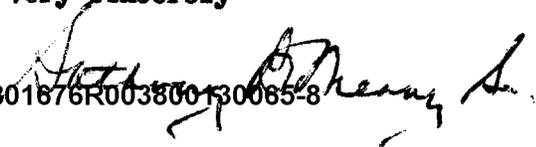
My dear Mr. Dulles:

Your expressed concern over our economic relapse prompts the writer to take the liberty of enclosing herewith brochures that relate to this subject and which I believe you should be informed about in view of the fact that you are constantly alert to safeguard the nation's security.

The book "RADIO-TV: PERILS TO PROSPERITY" to which these brochures refer is a 30 year study and a FIRST on the economic effects of these new instruments of communication. In effect; if bad weather hurts general business by keeping people indoors - HOW MUCH GREATER must Radio-TV home entertainment do likewise - holding 50 to 70 millions indoors sometime daily for hours at a time? This contention is solidly supported by many, many people, prominently among whom is the Dean of the School of Business, Fordham University, James J. McGinley, S.J. whose endorsement appears on the jacket of the book, and, other economic university classes. It is very difficult and next to impossible to get this viewpoint publicized by newspapers or magazines, even though they personally agree, because of their subjugation to the national advertisers. This work should be studied and weighed for its relative value by some body or organization before we go deeper into the mire of economic insecurity of which you are directly responsible and so deeply concerned. Incidentally, the U.S.S.R.'s book representative ordered a copy of my original work some years ago.

Trusting that I may have the opportunity of meeting you or one of your representatives in further talks thereon and anticipating an acknowledgement and reply, I am

Very sincerely



P.S. President Eisenhower recently stated that a sound economy is essential to the national security.

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