

ER 60-252-a

31 MAR 1960

Mr. Leo Cherne, Executive Director
The Research Institute of America, Inc.
589 Fifth Avenue
New York 17, N. Y.

Dear Mr. Cherne:

I am sorry for the delay in replying to your letter of January 12 but I have been attempting to arrange my schedule so that I might take advantage of your kind invitation to attend the dinner and presentation of the "Living History of the Critical Years: 1935-1960."

As I mentioned to you in my letter of December 19, I had a previous commitment out of the country the latter part of April. Unfortunately, I am unable to rearrange matters so that I can join you at the Waldorf on April 27th much as I would like to do so. While I regret that I will be unable to be present, I certainly want to take this opportunity to wish you every success in your program.

With best wishes.

Sincerely,

SIGNED

Allen W. Dulles
Director

O/DCI/[]:rad 30 Mar 60

Distribution:

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- 1 - DCI
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(EXECUTIVE REGISTRY FILE in velvet)

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TO	NAME AND ADDRESS	INITIALS	DATE
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Remarks:

Stan:

The Director wonders if you know of any others who are attending this dinner besides those named in Mr. Cherne's latest letter.

Also, the DCI has still not quite decided whether or not he should accept an invitation to what appears to be a function designed to enhance the public relations and business of the hosts. What do you think?

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FROM NAME	ADDRESS AND PHONE NO.	DATE
	Asst to the DCI	3/15/60

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21 March 1960

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MEMORANDUM FOR:

The following have declined invitations to attend Mr. Cherne's affair:

The President of the U.S.
The Secretary of State
Walter Lippman
Jack McCloy
Governor Nelson Rockefeller

No replies have yet been received from the following:

Benjamin Fairless
General Alfred Gruenther
William Faulkner
Thomas E. Dewey
Representative Joseph Martin
Henry Morgenthau, Jr.
Speaker Sam Rayburn
Dr. Edward Teller (and a number of others)

Acceptances have been received from an impressive list which includes the following:

Mr. and Mrs. Henry Luce
Arthur Hays Sulzburger
Lowell Thomas
Senator Stuart Symington
Dr. Wernher Von Braun
Charles E. Wilson (both of them)
Paul G. Hoffman
Averell Harriman
General Mark W. Clark
General Lucius Clay
Bernard M. Baruch
Francis Biddle
Sherman Adams
(et al) -- List is attached.

Chet Huntley will be the narrator with interspersed comments by Allan Nevins, with a dramatic introduction of each of the distinguished guests.

Recommend: That the DCI attend.

(Attach)

Stanley J. Grogan
Assistant to the Director

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cc: Cherne

"THE LIVING HISTORY OF THE CRITICAL YEARS: 1935-1960"
ACCEPTANCES - RESEARCH INSTITUTE TWENTY-FIFTH ANNIVERSARY DINNER - APRIL 27

The Honorable Sherman Adams
The Honorable Thurman Arnold
The Honorable Bernard M. Baruch
The Honorable Francis Biddle
The Honorable Charles F. Brannan
The Honorable Ralph J. Bunche
Admiral Arleigh A. Burke
The Honorable Harry F. Byrd
General Mark W. Clark
General Lucius Clay
The Honorable James B. Conant
Mr. Harlow H. Curtice
General James H. Doolittle
General William H. Draper, Jr.
The Honorable James A. Farley
Mr. Robert Frost
Mr. G. Keith Funston
The Honorable W. Averell Harriman
The Honorable Leon Henderson
General Lewis B. Hershey
The Honorable Oveta Culp Hobby
The Honorable Paul G. Hoffman
Mr. H. V. Kaltenborn
The Honorable Estes Kefauver
The Honorable William F. Knowland
The Honorable David E. Lilienthal
The Honorable Henry Cabot Lodge
The Honorable Clare Boothe Luce
Mr. Henry R. Luce
The Honorable Thurgood Marshall
General Anthony C. McAuliffe
Mr. David J. McDonald
Mr. George Meany
The Honorable Raymond Moley
Admiral Chester W. Nimitz
The Honorable Frank Pace, Jr.
The Honorable William S. Paley
The Honorable Frances Perkins
Admiral Arthur W. Radford
Mr. Walter P. Reuther
Mrs. Franklin D. Roosevelt
The Honorable Samuel I. Rosenman
Mr. Beardsley Ruml
General David Sarnoff
Mr. Alfred P. Sloan, Jr.
General Carl Spaatz
The Honorable Harold E. Stassen
The Honorable Lewis L. Strauss
Mr. Arthur Hays Sulzberger
The Honorable Stuart Symington
Mr. Lowell Thomas
Mr. Norman Thomas
The Honorable Rexford Guy Tugwell
General James A. Van Fleet
Dr. Wernher Von Braun
The Honorable Henry A. Wallace
The Honorable Charles E. Wilson
The Honorable Charles E. Wilson

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"Living History of the Critical Years: 1935 - 1960"

The Honorable Dean G. Acheson
The Honorable Sherman Adams
The Honorable Bernard M. Baruch
The Honorable Eugene R. Black
General Omar N. Bradley
The Honorable Ralph J. Bunche
The Honorable Harry F. Byrd
General Lucius Clay
The Honorable James B. Conant
Mr. Harlow H. Curtice
✓ The Honorable Thomas E. Dewey
✓ General James H. Doolittle
General William H. Draper, Jr.
The Honorable Allen W. Dulles
✓ President Dwight D. Eisenhower
The Honorable James A. Farley
Mr. William Faulkner
Mr. Henry Ford, II
Justice Felix Frankfurter
Mr. Robert Frost
The Honorable J. W. Fulbright
Mr. G. Keith Funston
Dr. George H. Gallup
✓ General Alfred M. Gruenther
The Honorable W. Averell Harriman
Mr. Ernest Hemingway
The Honorable Leon Henderson
General Lewis B. Hershey
✓ The Honorable Christian A. Herter
✓ The Honorable Paul G. Hoffman
The Honorable J. Edgar Hoover
President Herbert Hoover
The Honorable George M. Humphrey
Mr. H. V. Kaltenborn
The Honorable Estes Kefauver
The Honorable John F. Kennedy
The Honorable William F. Knowland
The Honorable Alfred M. Landon
General Curtis E. LeMay
Mr. John L. Lewis
The Honorable David Lilienthal
Colonel Charles A. Lindbergh
✓ Mr. Walter Lippmann
The Honorable Henry Cabot Lodge
✓ The Honorable Clare Boothe Luce
General Douglas MacArthur

The Honorable John J. McCloy
The Honorable Neil H. McElroy
✓ Mr. George Meany
The Honorable James P. Mitchell
The Honorable Henry Morgenthau, Jr.
Mr. Edward R. Murrow
Admiral Chester W. Nimitz
✓ The Honorable Richard M. Nixon
Professor J. Robert Oppenheimer
✓ The Honorable Frank Pace, Jr.
The Honorable William S. Paley
The Honorable Clarence B. Randall
Mr. Walter P. Reuther
Mr. Edward V. Rickenbacker
Admiral Hyman G. Rickover
General Matthew B. Ridgway
The Honorable Nelson A. Rockefeller
Mrs. Franklin D. Roosevelt
Mr. Beardsley Ruml
Dr. Jonas E. Salk
Mr. Carl Sandburg
General David Sarnoff
Mr. Alfred P. Sloan, Jr.
General Walter Bedell Smith
General Carl Spaatz
The Honorable Harold Stassen
The Honorable Adlai E. Stevenson
✓ The Honorable Lewis L. Strauss
The Honorable Stuart Symington
Dr. Edward Teller
Mr. Norman Thomas
Mr. Juan T. Trippe
President Harry Truman
✓ General Nathan F. Twining
General James A. Van Fleet
Dr. Wernher Von Braun
The Honorable Henry A. Wallace
The Honorable Earl Warren
Mr. Thomas J. Watson, Jr.
Mr. Joseph N. Welch
The Honorable Charles E. Wilson
The Honorable Charles E. Wilson
General Robert E. Wood

21 January 1960

MEMORANDUM FOR THE DIRECTOR:

1. This memorandum recommends action in paragraph 8.
2. The Research Institute of America, is a private, commercial organization established to serve business for a fee. It furnishes advice on economics, legislation, management, taxation, and industrial and human relations. It tries to help business firms increase sales, cut costs, reduce taxes, and increase profits. It prepares periodic and special reports aimed to serve business executives, salesmen, and tax specialists. It has been in operation at least since 1935. It sells its services.
3. Mr. Leo Cherne, Executive Director, is a lawyer who was formerly with Tax Research Institute of America. Before World War II, he did some lecturing at Army War College and U. S. Military Academy. He was adviser on taxation to General MacArthur in 1946. He is a director of Freedom House.
4. Mr. Carl Hovgard, President of the Research Institute since 1935, is also engaged in oil exploration and production, headquarters, Abilene, Texas, and tungsten mining in Arizona. He is prominent in yacht clubs.
5. The Research Institute of America has four classes of membership:
 - a. Executive membership for which it charged \$180. a year, included weekly mailings of staff studies and regular reports on economic trends.
 - b. Sales membership for which it charged a company \$15. a month, plus \$9. per month per person supervising salesmen, plus \$2.50 per month per salesman, included materials designed to help build sales volume.
 - c. Associate membership for plant executives from foreman to company president, for which it charged a company \$432. for two years, plus \$216. for key executives for two years, included bi-weekly mailings on management problems plus reports as prepared.

- d. Tax service membership, for which it charged \$231. for the Tax Control Coordinator, and lesser amounts for lesser services, included materials on preventive tax planning.

6. Publications by the Institute include such topics as Making the Most of Contracts, Report to Management, Communist New Economic Challenge, and Ousting Communist Unions.

7. The idea of listing 100 Americans of differing backgrounds--politically, socially, culturally, financially--in a ballroom attended by 3,000 leading businessmen, educators, etc. with TV and Radio and other Press coverage is a magnificent public relations achievement. It gives the customers who will be at the banquet a spectacle worthy of their patronage and it honors such diverse personalities as Sherman Adams and Senator Kennedy, General MacArthur and former President Truman, Lewis L. Strauss and J. Robert Oppenheimer, General Robert E. Wood and Paul G. Hoffman, Richard M. Nixon and James A. Farley, etc. etc.

8. There is no good reason why the Director should not attend with these other honorable people such as Alfred M. Landon and Norman Thomas. His presence and theirs will add to the prestige of this valuable and honorable Research Institute and at the same time will give some public recognition to the honored guests. It is a function, however, that the Director should not attend if he has something more important to do that night.

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[Redacted Signature]

STANLEY J. GROGAN ✓
Assistant to the Director

cc: DDCI

NEW YORK



WASHINGTON

The Research Institute of America, Inc.

Carl Hougard, Pres. Leo Cherne, Exec. Dir. Joseph D. Ardlough, Exec. Vice Pres.

589 Fifth Avenue, New York 17, N.Y.

January 12, 1960

The Honorable Allen W. Dulles
Director, Central Intelligence Agency
Washington, D.C.

Dear Mr. Dulles:

Many thanks for your kind answer to my letter of December 14, regarding the presentation of the "Living History of the Critical Years: 1935-1960" and the Research Institute Anniversary Dinner on April 27 at the Waldorf. I realize the difficulties which your schedule presents in connection with your attendance at this occasion. However, in any case, I wanted to let you know that the results of our invitation have been quite gratifying. A great number of those who have been invited intend to be with us. A few of them are Ralph Bunche, Robert Frost, General Lucius Clay, Alfred Sloan, Jr., Mrs. Franklin D. Roosevelt, Henry Cabot Lodge, Bernard Baruch, James A. Farley, Henry Wallace, Charles E. Wilson. I sincerely hope that it will be possible also for you to attend; we shall proceed to prepare the material referring to your significant contribution to the growth of our country, since Professor Nevins will want to make the reference, even if circumstances do not permit your actual presence at the occasion.

Kindest personal regards and best wishes for the New Year.

Sincerely yours,

Leo Cherne
Executive Director

LC:meb

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1	Colonel Grogan - 11 East		JAN 20 RECD
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ACTION	DIRECT REPLY	PREPARE REPLY
APPROVAL	DISPATCH	RECOMMENDATION
COMMENT	FILE	RETURN
CONCURRENCE	INFORMATION	SIGNATURE

Remarks:

Stan:

Before dispatching the attached letter to Leo Cherne, the Director has asked that you find out a little bit about the Research Institute of America, Inc., and whether it is a good idea that he attend the presentation on the 27th of April.

JSE

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FROM: NAME ADDRESS AND PHONE NO.	DATE
EO/DCI/ [redacted]	20 Jan 60

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MEMORANDUM FOR: Mr. Dulles

This is to remind that you wish to call several of your friends who have been invited to participate and determine whether they plan to accept. The complete list appears at Tab A. I have checked several whom you may wish to call.



USE

25 January 60

(DATE)

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