

ER 60-1361/a

MAR 1960

Mr. Daniel Bloomfield
Director, Boston Conference
on Distribution
Soldiers Field
Boston 63, Massachusetts

Dear Mr. Bloomfield:

Thank you very much for your letter of
23 February inviting me to address the Boston
Conference on Distribution on either 17 or
18 October.

I sincerely regret that I will be unable
to accept your kind invitation. In view of my
present official position, it is necessary for
me to restrict my speaking engagements to the
various government service schools, with an
infrequent outside address. Unfortunately, I
cannot make an additional commitment at this
time. However, your courtesy in asking me to
join you is indeed appreciated and I would like
to take this opportunity to wish you every success
in your program.

With kindest regards.

Sincerely,

Allen W. Dulles
Director

O/DCI [redacted] bak(29 Feb. 60)

- Distribution:
- Orig. - Addressee
 - 1 - DCI
 - 1 - Col. Grogan
 - 1 - AAB

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 EXECUTIVE SECRETARIAT
 [Signature]

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TRANSMITTAL SLIP		DATE 26 Feb. 1960
TO: <input type="text"/>		Mr. Dulles
ROOM NO.	BUILDING	
REMARKS: This is an occasion that would provide a good forum for the DCI and CIA in a normal year but in October of 1960 the political heat may be so intense as to cause misunderstandings of anything said publicly by the DCI. It may be, however, since this is several months away, that the DCI may not care to give a final answer at this time. If he must reply and give a definite answer now, I would recommend he decline.		
<input type="text"/>		
FROM: Stanley J. Grogan, Asst. to the DCI		
ROOM NO.	BUILDING	EXTENSION

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FORM NO. 241
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REPLACES FORM 36-8
WHICH MAY BE USED.

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Boston Conference on Distribution

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RETAIL TRADE BOARD OF GREATER BOSTON CHAMBER OF COMMERCE

60-1261

Director:

DANIEL BLOOMFIELD
Visiting Consultant on Distribution
Harvard Business School

SOLDIERS FIELD
BOSTON 63, MASSACHUSETTS
KIRKLAND 7-9800

February 23, 1960

Mr. Allen W. Dulles, Director
Central Intelligence Agency
2430 E. Street
Washington 25, D.C.

Dear Mr. Dulles:

The growing importance of our country's trade relations with the rest of the free world is a matter of deep concern to American business and our people. Couple with this is the problem raised by the Soviet Union's efforts to weaken our economic relations with other countries. In view of this the Boston Conference on Distribution is planning its 32d annual Conference around the theme-"America's Stake in World Distribution".

Our sponsors are strongly of the opinion that an address by you at the luncheon session October 17th of 18, 1960 would help materially in stimulating greater interest in meeting the problems raised by the Soviets. We believe that this would be an opportune time to focus attention on this area of economic importance.

I am privileged to extend our cordial invitation to you to address us on this important occasion on a subject of your choice relating to the above. A possible subject might be-"The World Trade Offensive", or possibly-"The Soviet Economic Challenge to the Free World".

The Boston Conference is a non-profit organization devoted to extending the interest of business executives and others in the vital part that marketing and distribution of goods and services plays in our economy and its growth. The Conference is attended by about 1000 top executives, university teachers and others from all parts of the United States, Canada and abroad. There were 79 from 18 countries in attendance last year. Conference Reports containing all speeches are used as teaching material in leading universities and by corporations in determining marketing policy.

Among distinguished speakers in the past were Hon. Cordell Hull, Hon. Winthrop W. Aldrich, Hon. Norman Armour, Hon. Lester B. Pearson, Dr. James B. Conant, Dr. Karl T. Compton, Hon. Ivan Matteo Lombardo of Italy, Roger Gregoire, Chief, European Productivity Agency, Paris, (O.E.E.C.), Francis O. Wilcox, Arthur Hays Sulzberger, Alfred C. Neal, Donald K. David, Fred Lazarus, Jr., B. Earl Puckett, W.T.M. Beale of the State Department.

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An International Forum on Problems of Distribution

FEB 23 1960

The Administration has been interested in the Boston Conference for many years. We have also had the close cooperation of the Department of State and the U.S. Department of Commerce. Secretary Herter is familiar with our work.

We sincerely hope you will find it possible to accept our invitation.

Sincerely

Daniel Bloomfield

Daniel Bloomfield
Director

Enc
B/b

*No enclosure rec'd w/this
at time D.C.P. signed
letter received. mb.*