

Ben Yellen, M.D.  
128 South 8th St.  
Brawley, Calif.

November 4, 1961

Dear Fellow Citizen,

On October 28, 1961, I sent out and distributed 1500 NEWSLETTERS entitled "WHY NOT TO ADVERTISE IN THE BRAWLEY NEWS".

I notice in the November 3, 1961 issue of the Brawley News that there are 2 large advertisements for which you donated money.

One of these ads is for the United Fund and the other is for the Imperial Valley College Football game.

I am enclosing several copies of my NEWSLETTER entitled "WHY NOT TO ADVERTISE IN THE BRAWLEY NEWS" so that you can understand the significance of advertising in the Brawley News when you are led to believe that you are civic minded and doing a charitable deed.

Those of you who donated to the United Fund ad, must realize that if you had given this money to the United Fund, you would have done the Fund some good. This way, the Brawley News pockets the money AND YOU DO NOT KNOW IF THEY GAVE ANY OF THE MONEY TO THE UNITED FUND. MANY OF YOU ARE UNDER THE IMPRESSION THAT THE MONEY WAS HANDED OVER TO THE UNITED FUND.

Now those of you who donated for the Imperial Valley College Football ad, also must realize that if anyone reads the sport pages of the Brawley News, he will know that the football game is going to be played. The students publicize the game by word of mouth. But the important thing is whether the Brawley News gives any of the money over to the football fund.

You must realize that there are a lot of promoters who would like to use the name of a church, college, school or hospital, and collect funds and keep them. They all have different methods such as dances, feeding meals, advertising in books, match stick advertising and various other ways. But charitable institutions and public institutions are wise to all these promotion schemes. They will not permit the use of their name unless they get their part of the collections.

Big cities like Los Angeles, have a Commission to control promotions of this sort so that the charitable institution gets its proper share of the receipts.

Watch when a big city newspaper runs a campaign for some charitable organization or cause. You will see that they tell all about it in their news columns. They even print lists of donors and the amounts of money donated. THIS IS ALL DONE FREE. THE BIG CITY NEWSPAPER DOES NOT ASK THE READERS TO DONATE MONEY FOR AN AD SO THAT THE NEWSPAPER CAN KEEP THE ADVERTISEMENT MONEY.

Until the Brawley News makes a public statement as to what percentage of the collected money, it is going to give to the charity or institution, I advise you not to donate your money for advertisements. GIVE YOUR MONEY TO THE CHARITY OR INSTITUTION AND THEN YOU WILL BE HELPING THEM.

Yours truly,  
*Ben Yellen*  
Ben Yellen, M.D.