

Investors Diversified Services, Inc.

June 25, 1965

Dear Mr. President:

I hope this message can reach your hands.

You can restore immediate confidence in the business outlook and stem the downtrend of the market if you would address yourself to “Mr. Average Investor”, thus:

“There is absolutely no reason to give up your ownership in our finest and most productive industries that is representative of our free enterprise system of government. Don’t follow the herd. Stop and think for yourself. When you sell your ownership – rest assured there are many “thinking people” waiting to take it off your hands. Remember it is the productivity, resources, and technical skills of our people that have brought our great country to its present position and will continue to do so.”

(Note: You haven’t mentioned the work “Stock” or Stock Market” or 1929 are any such. It is the little man who badly needs his confidence restored. Help him do it.)

John A. O’Brien,
809 North State Street,
Jackson, Miss.