

A
PRESIDENT-TO-PRESIDENT
DISCUSSION
OF THE
PEOPLE-TO-PEOPLE
PROGRAM



*How the Motorola
People-to-People
Program Originated*

On the next two pages are reproductions of two letters. They are self-explanatory and require no comment. When you have read them, you will fully realize the significance and scope of the Motorola "Galvin Knights Mission to Europe". On the reverse side of this folder, you'll find information outlining how *you* can participate in this important event.

Motorola President's letter.....

EXECUTIVE OFFICES

MOTOROLA INC.



July 31, 1959

Mr. Dwight D. Eisenhower
The President of the United States
The White House
Washington, D.C.

Dear Mr. President:

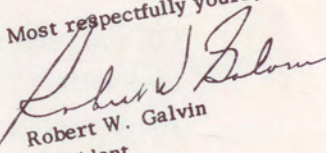
Some time ago, at a White House Conference, you pointed the way for a people-to-people program. You made it clear that if enough people from all walks of life in this country could meet and know people in other countries, the pursuit of peace would be more rapidly promulgated.

Many individuals and groups have responded to your challenge; yet industry as a whole has not yet found enough ways to support you.

My associates and I think we have come upon a program which in a modest way is responsive to your call. This autumn we intend to select eighteen key Motorola distributor sales people and send them, with their wives, to Western Europe as ambassadors of good will. These good will ambassadors will come from eighteen different sections of the country to represent a true cross section of the American way of life.

If this program is consistent with the interest of yourself and other administration officials, we would most enthusiastically arrange for the meeting of our specially selected good will ambassadors with their counterparts in Western Europe for the type of people-to-people exchange you had in mind.

Most respectfully yours,


Robert W. Galvin
President

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4545 W. AUGUSTA BOULEVARD, CHICAGO 51, ILLINOIS • SPAULDING 2-6500

President Eisenhower's reply . . .

THE WHITE HOUSE
WASHINGTON

August 25, 1959

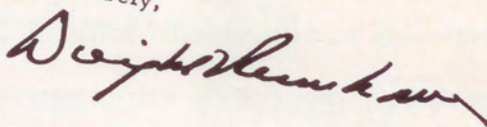
Dear Bob:

I have read with interest of the plan of your company to award to eighteen Motorola distributor sales people and their wives the opportunity for a trip to Western Europe as "Ambassadors of Good Will," devoting some part of their trip to meetings with people of like vocations and interests.

What you propose would be people-to-people contact of the kind I have often urged as part of our American effort to make friends in the world. It is a potent way to achieve human understanding on a mass basis.

I congratulate your company and your people upon the idea and wish your "ambassadors" a very successful mission.

Sincerely,



Mr. Robert W. Galvin
President
Motorola, Incorporated
4545 West Augusta Boulevard
Chicago 51, Illinois



HERE'S HOW YOU CAN
PARTICIPATE IN THIS
MOTOROLA "FIRST" AS A
PEOPLE-TO-PEOPLE
AMBASSADOR



All Motorola Distributor salesmen, except car-radio specialists, are eligible to be appointed official Motorola Ambassadors representing the People of America on a ten-day all-expense-paid trip to Western Europe.

Naturally, Motorola wants its very best representatives to participate in this "People To People" exchange. Accordingly, the leading Motorola distributor salesmen in the leading distributorship in each of the regional manager's territories will be appointed Motorola Ambassadors for this exciting and tremendously important "Galvin Knights Mission to Europe".

Start now . . . concentrate your efforts . . . you and your wife can become a part of this vital and important event.