



HARRY FLOOD BYRD  
GOVERNOR

## Commonwealth of Virginia

GOVERNOR'S OFFICE

RICHMOND

PETER SAUNDERS  
SECRETARY TO GOVERNOR  
VIOLET E. MC DOUGALL  
EXECUTIVE SECRETARY

September 29, 1927.

Senator S. L. Ferguson,  
Appomattox, Va.

Dear Sam:

By reason of the appropriation made by the last General Assembly of \$50,000 for the biennium for the purpose of advertising Virginia, I am advising you of the action taken by the State Commission on Conservation and Development with respect to the first advertising to be issued.

Copy of the initial advertisement, which will appear in the New York Times on September 29th, is enclosed. It will later appear in the New York Herald-Tribune, Wall Street Journal, Chicago Tribune, United States Daily, St. Louis Globe Democrat, Detroit Free Press, Boston Transcript, Saturday Evening Post, Literary Digest, Forbes Magazine, Nation's Business, and Manufacturers Record. These publications have a total circulation of approximately 7,000,000, of which 5,000,000 is in magazines and 2,000,000 in newspapers.

The cost of this is \$10,000. So far this is the only expenditure which has been made. Future expenditures are being carefully planned so as to obtain the maximum results.

I am giving you this information because of your interest in the matter, and the great possibilities it has for the development of Virginia. I will be very glad indeed to have suggestions from you with respect to the expenditure of this fund, and I will pass them on to the Commission on Conservation and Development.

It is very easy to waste money on advertising, as you know. The Commission on Conservation has wisely refrained from starting this campaign until after a most careful and thorough investigation. The Commission is now carefully considering the future of our advertising campaign, and will endeavor to secure a maximum of benefit from a minimum of expenditure.

The enormous investment to be made in Virginia by the Allied Chemical Company is most significant for the future industrial progress of the State, and publication of the fact is certain to attract other in-

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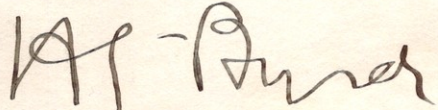
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dustries to the State. Virginia has an opportunity to make great development by inviting new industries and new residents through reasonable taxation and a hospitable attitude. We should realize that every dollar of taxable value created in Virginia by the establishment of industrial plants reduces the tax burden upon values now existing and aids in the prosperity of the State through the distribution of wages and expenditures for capital investment. Not only are splendid industrial opportunities offered in the cities but in the small towns in Virginia where excellent labor and other favorable conditions present exceptional industrial possibilities.

Your cooperation in this movement for the upbuilding of the Commonwealth is greatly appreciated, and your counsel and advice is at all times welcomed.

With very best wishes,

Cordially yours,

A handwritten signature in dark ink, appearing to read "W. A. Rorer". The signature is written in a cursive style with a large initial "W" and "A".

Governor.