PROOFS ! A LOOK AT THE RECORD !

ONLY PARTS OF LETTERS REPRODUCED

Tampa, Fla. Times

U. S. OFFICIAL URGES MASS BUYING POWER

Tells Exchangites It's Capitalism's Salvation

Louis J. Alber of Washington, Securities director of the National Housing commissioner, in their convention Exchange clubs at Memphis urged the mass last night purchasing power if hairs have greater purchasing power if given greater security in the United capitalism is to survive in the United States.

Making the principal address of the three-day gathering, he declared production and consumption must be increased to insure riches to those now producing wealth, and not new pro-

Yank Friend Declares Churchill Has 'Blitzkrieg' In His Make-up

Director of U.S. Tour Heard At Lumber Meet In City.

To the man who spent four months with Prime Minister Winston Churchill during his 1931 American tour, the fiery British statesman is "a many-sided man with blitzkrieg in his make-up."

So said Louis J. Alber, Cleveland, executive director of Smaller Business of America, Inc., addressing the National Forest Products Sales Congress at the Brown Hotel today.

"The Churchill characteristics are definite and striking," recalled Mr. Alber. "There is no twilight zone in his character. His great persistence is shown by the fact that although born with a bad stutter and a worse lisp, he has made himself one of the world's outstanding orators."

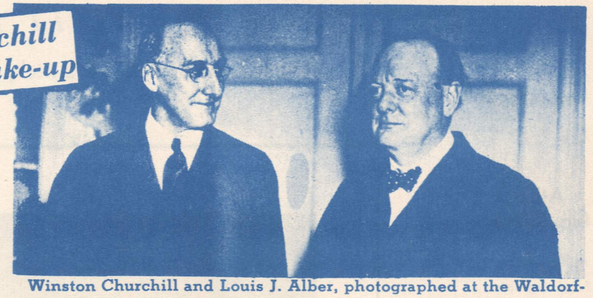
RECALLS MOTOR ACCIDENT.

Mr. Alber directed Churchill's tour of this country, during which the visitor was struck and badly injured by a New York motorist. After the accident, said Mr. Alber, Churchill inscribed a copy of his latest book "To the young American whose motor car nearly killed me the night of December 11, 1931."

As a result of his contacts with Britain's war leader, Mr. Alber believes "All of Churchill's burning and soaring ambitions have now become fused by the fires of war into a single mighty passion of patriotism." He concluded that "Churchill is the juciest character I've known: his personality is like a ripe, luscious peach, dripping delicious juice wherever you bite into it."

Mr. Albert, telling of a sign in a European cemetery reading, "It is later than you think," said this admonition is now being pondered by the British and that America should take it deeply to heart. "We can only pray now that it is not too late," he added.

LOUISVILLE TIMES



Winston Churchill and Louis J. Alber, photographed at the Waldorf-Astoria, New York, a few weeks after the accident which almost cost the former his life. (1931)

Louis J. Alber, chief of the Speakers' Bureau of the NRA, has been a lecture-agency and concert-bureau manager for many years. In the early days of the New Deal, he directed the government broadcasts for the Blue Eagle, and later did the same for the FHA. Tho his work keeps him very much in the background, he has brought hundreds of celebrities to the attention of the public, and formerly, as a Chautauqua and Lyceum manager, and through the Alber-Wickes Bureau, has sent many distinguished personages on tour throughout the nation. He now secures speakers for the job of publicizing the Government.

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LITERARY DIGEST

THE CITY

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SATURDAY NOON Club Dining Room FEBRUARY 27, 1

LOUIS J. ALBER

FORMER N. R. A. PUBLICITY DIRECTOR

will discuss

"America's Appoint... With Destiny"

Louis J. Alber, Former Government Offic... and Economist, Will Be Speak...

"America's Appointment With Destiny" is Title o... Talk on United States' Abundance Versus

"AMERICA'S Appointment With Destiny."

That's the high-sounding, important title of the speech to be made Saturday noon by Louis J. Alber, Clevelander and Washingtonian, who will dispel the words of fantasy into today's economic problem.

kind, the folder issu... bureau points out. S... "a university is a l... student on one end... the other end." M... is still attending, ... with many a Ho... end.

ALBER'S FAMOUS TRADE MARK → ... Bringing the World to Your Door

AMERICAN MAGAZINE

70,000,000 folks crowd into Chautauqua tents and Lyceum halls every year

How Successful Lecturers Hold Their Audiences

Two great managers give interesting sidelights on human nature as they find it

By Albert Sidney Gre...

SEVENTY million Americans have ... Chautauquas and Lyceum ... hair. The managers who pick the ... lecturers and entertainers for this ... vast audience entertainers for this ... job. They know more about peculiar ... and dislikes than you know yourself. ... Arthur C. Cost, president of the Cost ... and Louis J. Alber, general manager. ... They have offices in Boston, ... Cleveland, New York, London, ... Chicago, Toronto, Pitts... Alber is president of ... the Affiliated Lyceum and ... Chautauqua ... the church, the library, and ... ment that helps to make th... better for the uplifting ... ence in what ... There seems to ... ions of th... pretty ... ob...

THE CLEVELAND ADVERTISI...

HOTEL STATLER

July 10, 1940

Prince William of Sweden

PRINCE WILLIAM AND LOUIS J. ALBER

A Le... T...

CHARTWELL, WESTERHAM, KENT.

Confidential.

Dear Mr Alber,

I am very glad to hear from you and I trust that

The only thing that matters now is to survive. Those who have come through this pinch will reap the future.

Yours sincerely, Winston S. Churchill

Louis J. Alber Esq.

Recent Letter From British Prime Minister

SCANS EUROPE'S CELEBRITY CROP

Alber Off to Italy Today for Lecture Stops

Louis J. Alber, Cleveland lecture manager, who for more than a score of years has been arranging tours for the world's most famous celebrities, will sleep in Cleveland tonight for the last time...

LOUIS J. ALBER

Couldn't Escape

Dodsley, Persian Ambassador to Italy, his wife and daughter, Princess Alpha Guadagni, Princess Torlonia, Princess Jane Ruspoli, Princess Starhemberg, Princess Lanza, Princess Pignatelli, Princess Aldobrandini, Princess Borghese, Princess Massimo, Princess Doria, Princess Colonna, Princess Odescalchi, Princess Torlonia, Princess