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 out-
lining how you can participate in this im-
portant event.
Mr. Dwight D. Eisenhower
The President of the United States
The White House
Washington, D.C.

July 31, 1959

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
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,

[Signature]

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.