UNITED STATES
DEPARTMENT OF COMMERCE
BUREAU OF MINES

WASHINGTON August 11, 1927.

PLAINTIFF'S EXHIBIT

MET-863

Dr. A. J. Lanza,
Metropolitan Life Insurance Co.,
New York, N. Y.

Dear Dr. Lanza:

The leaflet on silicosis and tuberculosis has been complimented by those in the Bureau who have seen it. There are a few minor suggestions, however, in that it is not our intention to advertise in this matter at all. The first is that the Metropolitan Life Insurance Company on the front cover page be printed in the same type as the Health Clinic of the United States Bureau of Mines; the second is that the words "Director of the United States Bureau of Mines" on the last page be printed in smaller sized type - not larger than that in the word "Permission" above, and preferably all smaller. This is in line with the Bureau's attitude of not advertising.

The slogan "Let's Go!" has been questioned by some, it being suggested that the men might resent it. The suggestion of their part in this clinic and that the clinic belongs to the men might be brought out by such words as "It is ours" or "For our good" or "For the good of us and ours," this last with the idea of including the family. I do not know whether any of these are worth while considering or not. There is no doubt that we do not need to drag the men in or to persuade them to come to the clinic, as we are having more than we can take care of now. If it is too much work, I would not make these changes; on the other hand, I believe that the part that the men might have in the clinic is certainly worth considering.

The leaflet has been released with full approval by the Bureau, with the suggestions as to the advertising being incorporated.

Yours sincerely,

R. R. Sayers

R. R. SAYERS
Chief Surgeon, U.S.B. of M.
Surgeon, U.S.P.H.S.

Inclosure.