To The Voters of the 8th Ward:

In the September 13th Primary I received almost 8,000 more votes than my closest opponent. I would have carried the 8th Ward with only 133 more votes.

The 8th Ward is most important to me and I want very much to carry it in the Runover on September 22nd.

I appreciated your support on September 13th, and I am asking you to vote again on September 22nd for Sam Massell, Jr.

Sincerely,

Sam Massell, Jr.
Mr. Carl Hutcheson  
724 Piedmont Ave., NE  
Atlanta 8, Georgia

Dear Carl:

My son, Sam Massell, Jr., is a candidate for President of the Board of Aldermen. Enclosed is a folder which explains what this office is and which tells briefly about Sam's public record and qualifications for this office.

I am asking for your support and for your vote for my son, not because he is my son, but because I believe that a careful examination of the record will convince you that he is the best qualified candidate.

Your vote and support will be most appreciated.

Sincerely,

Samuel A. Massell

SAM/mac
Enclosures
A Special Appeal to My Friends of the Fire Department:

I have been a member of the Atlanta City Executive Committee since 1953, during which time I feel I have made you a good public servant. I now am offering my candidacy for President of the Board of Aldermen.

This is the most important election in Atlanta's recent history, so you will play an important part in this city's future when you go to the Polls on September 13th.

Understandably, a tremendous amount of interest has been generated in the five-man Mayor's race, but the public has had little opportunity to learn much about many of the candidates in the other contests. As every race is very important, I beg you to become informed on all of them and ask your friends throughout the city to carefully compare the qualifications of the various candidates soliciting their votes. Only in this way can we be sure of securing the best possible officials for the critical four years ahead.

Sincerely,

Sam Massell, Jr.

SM, Jr: msw
Enc.
He used his own list of names
We need the new four fleet.
Dear Friend,

We, as citizens of Atlanta, are entitled to, and should elect, the most dedicated and best qualified officials we can get.

We now have the opportunity of electing a young man of distinction, who has a sincere desire to be of service to his fellow citizens. Certainly we should cast our vote to place him in office. Such a man is Sam Massell, Jr.

He is capable, efficient, and trustworthy. May I earnestly ask you to cast your vote for him as President of the Atlanta Aldermanic Board.

Sincerely,

Sam E. Levy

SEL:ag
Dear Friend,

We, as citizens of Atlante, are entitled to, and should elect, the most dedicated and best qualified officials we can.

Yet you have the opportunity of electing a young man of distinction, who has a noble desire to be of service to the fellow citizens. Once again I remind you that this is your vote to place a man in office. Such a man is John M. Lee.

He is capable, efficient, and industrious. May I earnestly ask you to cast your vote for him as President of the Atlante Administrative Board.

Sincerely,

[Signature]

J. E.
August --, 1961

Dear Dr. ---:

It is with a great deal of pleasure that I bring to your attention the fact that Sam Massell, Jr. is a candidate in the coming City Election for the position of President of the Board of Aldermen. Having been associated with Sam for a great many years, I know that he is well qualified for this office and I hope that you will help him in every way possible.

If you can write any personal letters to your friends, distribute his literature or offer any other favors, I know certainly it will be greatly appreciated.

Sincerely,

Stanley A. Mallin

Enclosures
the keynote throughout is quiet, lavish luxury

There are three major motifs in the rooms: Italian provincial, French provincial, and in some, an Oriental mandarin influence. Major luxury items within the baths include vanitories and colored fixtures. In the rooms are chaise longues, handsome furniture, wall-to-wall all-wool carpeting (3 miles of it throughout), mirrored walls and many individual decorative features and color schemes.

The Plush Lobby will set the theme of your truly memorable visit the moment you enter.

The spacious sitting rooms are magnificently decorated and outfitted with you in mind.

The swimming pool, the most beautiful and modern in the South, is generous in size, classic in design, and modern in its appointments. The water is temperature-controlled and has sub-surface lights and music. Bathers may enjoy poolside dining.
SAM MASSELL JR.
Candidate for Aldermanic Board to Succeed Lee Evans
Campaign Headquarters
118 PEACHTREE STREET, N. E. • ATLANTA 3, GEORGIA • JA. 3-7136

✓Mr. Hensly Wood
  c/o Price & Wood

✓Mr. Maxwell
  c/o Crews

✓Mr. H. Allen
  c/o Crews

✓Mr. P. Panos
  c/o Strickler Restaurant

SEPTEMBER 13th PRIMARY
I would like to extend to you an invitation to meet Sam Massell, Jr., candidate for President of the Board of Aldermen. Mrs. Fred Patterson has generously offered us the hospitality of her home, 2959 Andrews Drive, N.W., at 10:30 Thursday morning, August 31.

It seemed to some of us who are interested in electing Sam Massell, that it was extremely important that he have the opportunity to talk with women leaders like yourself. With so much interest centered in the Mayor's race, the race for Aldermen is almost ignored. In spite of the many rallies and club meetings to which candidates are invited, they have little opportunity to even begin to discuss the issues in the one or two minutes allotted. You and I know that no matter who is elected Mayor, his hands are tied without a strong Board of Aldermen. We must become more concerned with this race.

As secretary of the City Executive Committee, Mr. Massell has become increasingly aware of the importance of choosing for office men who recognize the needs of a great and growing city. Too often we have had men who are concerned only with winning and who have lacked the vision to see their jobs as a part of the whole and to recognize the importance of everyday attention to their accepted responsibilities. In Sam Massell we have a candidate for President of the Board of Aldermen who is discerning, conscientious, and keenly aware of the importance of the job he seeks. He - and his many supporters - would greatly appreciate your active support. This could begin with your attendance at Mrs. Patterson's. Time is running out and we need your advice and assistance.

Sincerely yours,

[Signature]

Mrs. James K. Dobbs
I would like to extend to you an invitation to meet with me at the
entrance for the reception at the Hotel of the American
Association of Orthodontists on the west side of Park Ave.,
New York City at 10:30 o'clock, Thursday morning, August 17.

I believe it is important that we have an opportunity to talk with
you about the changes in the Affirmative Action Program in the
Association. The changes are the result of a need for Affirmative
Action to be more effective. In the past, the emphasis on
Affirmative Action has been on the hiring of minority groups.
Now, we must focus on the hiring of minority groups and
affirmative action programs to hire those groups. The issue is
more important than ever. We must work to increase the
number of minority group members in our profession.

As a member of the Affirmative Action Committee, I
understand the importance of these changes. We have
been working on this issue for many years. We want to see a
change in the hiring process. We want to see a change in
the way we measure success. We want to see a change in
the way we measure outcomes. We want to see a change in
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A Special Appeal to My Friends of the Police Department:

I have been a member of the Atlanta City Executive Committee since 1953, during which time I feel I have made you a good public servant. I now am offering my candidacy for President of the Board of Aldermen.

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Understandably, a tremendous amount of interest has been generated in the five-man Mayor's race, but the public has had little opportunity to learn much about many of the candidates in the other contests. As every race is very important, I beg you to become informed on all of them and ask your friends throughout the city to carefully compare the qualifications of the various candidates soliciting their votes. Only in this way can we be sure of securing the best possible officials for the critical four years ahead.

Sincerely,

Sam Massell, Jr.

SM, Jr:mac
Enc.
Dear Fellow Voters:

The President of the Board of Aldermen votes only in case of a tie, but his one vote could decide the important issues of the next four years. For this reason this office demands a person of complete integrity, honesty and courage.

As a member of the City Executive Committee since 1953, I know how the office of the President of the Board of Aldermen should be conducted.

I am asking your vote for Sam Massell, Jr. for President of the Board of Aldermen.

Sincerely,

Sam MASSELL, Jr.

WHAT IS THE OFFICE OF THE PRESIDENT OF THE BOARD OF ALDERMEN

The President of the Board of Aldermen (sometimes referred to as Mayor Pro Tem) is elected at the same time and in the same manner as the Mayor. He is the Presiding Officer at the meetings of the Board of Aldermen and as such, votes on any question where there is a tie. He may be appointed by the Mayor to serve on any standing committee of the Board of Aldermen.

It is the duty of the President of the Board of Aldermen, in case of the absence or disability of the Mayor, to approve or disapprove, within 4 days after adjourning, all ordinances, resolutions, or other papers passed by the Board of Aldermen.

All ordinances, resolutions, or motions requiring the approval or disapproval of the Mayor, except papers pertaining to credits on water bills, shall before being transmitted to the Mayor, have written or stamped thereon, certificate by the President of the Board of Aldermen, that such ordinances, resolutions, or motions, were passed in due form.
This is the record of Sam Massell Jr. in government, in business, in civic affairs.

Resident of Atlanta for 34 years.
Member of Atlanta City Executive Committee since 1953.
Vice President of Allan-Grayson Realty Company for 13 years.
Named "Outstanding Young Man of the Year" in 1957 by the Atlanta Junior Chamber of Commerce.

Received United States Junior Chamber of Commerce Distinguished Service Award in 1957 for outstanding community service as one of the five most outstanding young men in Georgia.
Vice President of the National Alumni Association of Georgia State College and as a trustee of the Foundation.
President of Atlanta Humane Society.
Former President of Atlanta Area Chapter of Muscular Dystrophy Associations of America and presently a director of this Association.
Three time winner of the annual Alvin B. Cates silver trophy for the most outstanding real estate transaction of the year.
Director of Greater Atlanta Bowling Association.
Advisory to the Director of Georgia Civil Defense.
Director of Metropolitan Atlanta Council on Alcoholism.
Instructor in real estate at the Smith Hughes Vocational School.
Graduate of Georgia State College and Atlanta Law School.
Member of the Temple, The Commerce Club and the Gridiron Honorary Society.
Veteran — Served in Air Force World War Two.
Married, has 3 children, Cindy, Melanie, and Steve.
Resides at 377 Springdale Drive, N. E.

Campaign Headquarters, 118 P'tree St., J 3-7256
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Instructor in real estate at the Smith Hughes Vocational School.
Graduate of Georgia State College and Atlanta Law School.
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Veteran — Served in Air Force world war two.
Married, has 3 children, Cindy, Melanie, and Steve.
Resides at 377 Springdale Drive, N. E.

Campaign Headquarters, 118 P'tree St., Ja 3-7256

Your One Vote for Sam Massell Jr. is Important because His One Vote Could Decide Atlanta's Future

CITY WIDE VOTE
A Special Appeal To My Fifth Ward Neighbors:

You were kind enough to elect me in 1953 to the Atlanta City Executive Committee to represent this Ward and re-elected me for an endorsement term four years later, during which time I feel that I have made you a good public servant. I now am offering my candidacy for President of the Board of Aldermen.

This is the most important election in Atlanta's recent history, so you will play an important part in this city's future when you go to the Polls on September 13th. My race this time is city-wide, but I am particularly anxious to have an overwhelming endorsement by my home ward and earnestly solicit your support in this behalf.

Understandably, a tremendous amount of interest has been generated in the five-man Mayor's race, but the public has had little opportunity to learn much about many of the candidates in the other contests. As every race is very important, I beg you to become informed on all of them and ask your friends throughout the city to carefully compare the qualifications of the various candidates soliciting their votes. Only in this way can we be sure of securing the best possible officials for the critical four years ahead.

Sincerely,

Sam Massell, Jr.

SM, Jr:bb
Enc.