Dear Fellow American,

I want to send you a special edition print of General Douglas MacArthur, the first Commander of our forces in the Korean War.

This 16-by-20 inch print was especially commissioned by the Korean War Memorial, and captures the noble genius and character of General MacArthur.

It's truly an inspiring picture.

But before I can tell you how you can get a copy of this print for your very own, I want to tell you the tragic story of our Korean War veterans.

You see, the Korean War veterans are being left out of the patriotic wave sweeping America.

There's no memorial to our Korean War veterans.

Sadly, these brave veterans are forgotten.

At the same time, the memorial to veterans of the Vietnam War is the most visited site in Washington. More tourists visit this memorial now than any other site, including the Washington Monument.

As a former Marine Corps platoon leader in Korea, I know of the heroism of Americans during the Korean War.

That's why I'm writing to you in hopes that you will join me in honoring the memory of General of the Army Douglas MacArthur and the nearly six million Americans who served during the Korean conflict.

You see, the Korean War is the only war in our nation's history in which our veterans have not been honored.

That's right. The only one...

...despite the fact that over 6 million Americans served in our military during the Korean War...

...and 103,284 Americans were wounded in Korea...

...and 54,264 Americans died bravely fighting for freedom alongside soldiers from 15 other nations.

(over, please)

Korean War Memorial, 1712 Eye Street, N.W., Washington, D.C. 20006
Yet the brave veterans of Korea have not been honored.

"Old soldiers never die," General MacArthur said, "they just fade away".

Will you let the memory fade?

Or will you join me in honoring General MacArthur and those who stood with him in Korea?

Our brave fighting men battled the Communists at the Pusan Perimeter, Inchon, Chosin Reservoir and countless other hell-like battlefields.

First, our American troops stopped a North Korean sneak attack. Then they pushed the North Koreans back and crushed them.

And when hordes of Red Chinese attacked, Americans led the way in halting them along the 38th parallel dividing Free Korea from Communist Korea.

With the courage of free men fighting for freedom, Americans fought on frozen mountains, slogged over mud roads, and sloshed through stinking rice paddies.

All the while, the communists dragged out peace talks at Panmunjom.

You can be proud of these Americans.

Now you can honor General Douglas MacArthur and the Americans who answered their nation's call and stood their ground.

Please let me explain.

After all these years, the United States Congress is finally in the process of authorizing the construction of a memorial in Washington, D.C. honoring the valiant men who served with him in the Korean War.

There's something else I think you should know.

The Korean War Memorial which is to be built in Washington, D.C. will be a proudly patriotic tribute to General MacArthur and the men who served under him.

With pride and dignity it will honor the 54,264 men who gave their lives in the defense of freedom. Whatever the final design of the Memorial, it will honor America and the men who served her so well.

(next page, please)
As someone who served in Korea, I give you my solemn assurance that this Memorial will be a fitting tribute to General of the Army Douglas MacArthur and America's fighting men who served in Korea.

I admire General MacArthur and his men. So I especially want the Korean War Memorial to be one he and his men would approve of.

And of course I want you to approve of this long overdue Memorial.

In fact, I will make certain to invite you as an honored guest at the dedication of the Korean War Memorial.

I want to also tell you that not one dollar of your tax dollars will be spent to build this Memorial.

This tribute to MacArthur and to his men is to be paid for solely out of voluntary contributions by American citizens.

It will be a gift in loving memory of these men and General MacArthur who fought and sacrificed and died so that freedom might prevail.

It is my prayer that there will be an outpouring of nationwide support for this patriotic project.

Pennies from school children as well as larger contributions from adults are equally important.

Personally, I can think of no more fitting tribute to General MacArthur and the valiant men who served under him.

In his memory and the memory of his men, won't you please send a gift to help build this Memorial?

I hope that you will honor Douglas MacArthur and his valiant men with a contribution for the highest amount you can afford.

If you'll mail a contribution of $50 or more, I'll send you the special print of General Douglas MacArthur that I mentioned earlier. It's a picture that you will want to pass on to your children and grandchildren.

But if you can't afford $50 right now, please send $25.

And for a contribution of $25, I'll send you a special cassette tape copy of General MacArthur's famous Farewell
Address to Congress when General MacArthur returned from Korea.

It's a speech you'll want your children to hear.

Of course, for a $75 contribution I'll send you the print and cassette. I'm sure both will be collector's items.

Whatever you can contribute, please rush it to me at the Korean War Memorial headquarters today.

The new wave of patriotism sweeping the nation means we have to act fast. Americans are now ready to honor our Korean War veterans with a memorial.

If you can contribute $500, $1,000 or maybe even $10,000, then I hope you will do so. Your check will be tax deductible.

But believe me, if all you can send today is a donation of $50, $25, $15 or even less, I hope you'll send it.

Remember, no government funds will be used.

The volunteer veterans who joined together to build the Korean War Memorial are depending solely on the generous contributions of individual Americans.

I want to tell the Board of Directors 10 days from today that you support us. You won't forget General MacArthur and the Korean War veterans.

Please let me hear from you today.

Sincerely,

Edward R. Borcherdt
President

P.S. Please don't forget to tell me on your enclosed Reply if you want a print of General Douglas MacArthur or a cassette of his Farewell Address to the United States Congress. Please mail your Reply today. I hope to hear from you within 10 days so the Board and I can plan the next phase in building the Korean War Memorial.
Reply to Edward R. Borcherdt

Edward R. Borcherdt
President
Korean War Memorial
1712 Eye Street, N.W.
Washington, D.C. 20006

You're right. Our Korean War veterans have been forgotten for too long. It's time to honor them with a memorial. You can tell your Board I'm contributing this amount today:

( ) $75   ( ) Send special edition print of General MacArthur and cassette of his speech to Congress.
( ) $50   ( ) Send print only.
( ) $25   ( ) Send cassette only.
( ) $1,000 ( ) $500 ( ) $250 ( ) $100 ( ) $__ Other

My tax-deductible check is made out to: Korean War Memorial.

Mr./Mrs./Miss________________________________________
Street________________________________________________
City_________ State_______ Zip______