

Dallas, Texas
Oct. 1, 1963

Dear Bernie:

I enjoyed our conversation on the telephone today immensely. However, I think it is often overlooked that Gusa was founded for patriotic reasons rather than for personal gain -- even though, as a side effect, Ambus was to have brought great return, as any business endeavor should. We also took an oath: Not for the purpose of becoming wealthy, but for "duty, honor and country". We owe nothing to each other, but we do owe something to ourselves and to our personal, private oaths to our country. That is, assuming our oaths have meaning, which they should to men of character who give them. Therefore, I can only speak for myself: I am here, carrying out my oath. Of the five men who took the oath, I am still the only one here.

No one came to Dallas before me to prepare the way. No one was here to have a job secured, to have an apartment ready, to help out, etc. This, with a brand new wife, was indeed a challenge and a sacrifice on my part -- as I feel that personally and non-politically, I could have done better for myself elsewhere. This past year has really been a tough one for Barbara and I. We have gone without economically and without each other, we have been insulted and threatened, and almost seen our marriage collapse. All because of my oath to Gusa and America. My point is that if I am willing to go through all this, so should yourself, Ken, any other. Ken, apparently, is willing to take that same challenge and sacrifice. Which, for a bachelor, is nothing compared to mine. There are no guarantees, no absolutes. You must look into yourself for your decision. It is not a decision of whether you can do better financially here or elsewhere, it is not a decision of whether you will be rewarded here -- it is a decision of whether to honor your oath, to sacrifice for your country. Without the willingness to do this, there is nothing anyway.

Gusa and Ambus were never envisioned to be overnight successes. We recognized way back then that the road would be long and hard, but could be travelled by unselfishly dedicated men. This still holds true. In taking a long hard look back over the past year, I can honestly say that I have lived up to the letter of my oath, to my Gusa commitment, to my partners, and to our plans. I have done exactly what I was supposed to do here. What more can be expected of me? On the other hand, Jones was to be here in May, Moseley in June, Baker and you in July, Sheila in August, et al. Again, I stand alone in Dallas. All of my past year's work, all our work in Munich, everything... Gusa cannot succeed without bodies, without dedicated workers. We can have success with able men -- but we cannot put the horse before the cart -- we cannot have success first, and then the men. Yet, this seems to be what is expected.

When we planned in Munich, there was to be no question of "other" jobs, or guaranteeing security, etc. We all realized then that we would have to come to Dallas and rough it until we got Ambus and Gusa going. We realized then that we would have to find jobs on our own and carry out Gusa's infiltration plans in our spare time (remember the timetable and the strategy?). I was to come first, infiltrate, learn, become trusted lieutenant, bring the others in as they returned, etc. Well, this is accomplished -- but where are my cohorts? What good is all the above without the bodies? We cannot operate from remote control!

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The thing is I need you NOW -- not two months or six months from now. Since it is obvious that everyone else is thinking about themselves first, then I must reserve that same right for myself. I do have opportunities elsewhere. And, if it turns out that you and Ken, who are the last of the group, cannot make it for sometime, or at all, we may as well forget about it. You ask a great deal of Barbara and I: Stay on at your own personal sacrifice, work hard to earn an income, to live, to get by, and at the same time keep active in politics, pave the way for us -- all the time while we remain back East or on the West Coast and enrichen ourselves. This is most unfair and unjust.

As for Cusa: I have worked out a deal with the chairman of the YAF Adult Chapter in Dallas. His name is Dale Davenport and I put him into the position when I was still YAF Southwest Executive Secretary. He is a good friend. He knows just a little about Cusa. He has not yet given me his decision to join Cusa but he will allow us to use his YAF chapter for Cusa purposes. The Adult Chapter is just one of several YAF chapters in Dallas, the other are high school and college chapters. Whoever controls the adult chapter can control all the others. Whoever controls the combined Dallas YAF chapters controls YAF Texas, and whoever controls YAF Texas controls YAF Southwest. So there it is. The thing is wide open for us, waiting -- but it won't wait forever. Hell, politics are weird. Dale might change his mind a month from now. He will go along with Cusa now because his chapter is faltering through lack of leadership, organizers, planners and workers. You, Ken and I are just the lifeblood he so desperately needs. Once we are in, it doesn't matter if he changes his mind. But, remember, in politics, people are always changing their goddamn mind. It has driven me nuts personally in furthering Cusa. These arrangements are always delicate. Very delicate. If I don't produce the bodies, Dale is just liable to think me a phony and say "forget it". He needs our help today -- right now. Adlai Stevenson is scheduled here on the 24th on UN Day. Kennedy is scheduled in Dallas on Nov. 24th. There are to be protests. All the big things are happening now -- if we don't get in right now we may as well forget it. Cusa was to be a pacesetter -- not someone to jump on someone else's bandwagon. Each day that we wait -- Cusa dies a little and I am not exaggerating. If you doubt me read your newspapers a little more closely each day.

So, Bernie, Cusa, politically, is set. The opening is here. All we need to do is pick up the ball and run like hell. That leaves only the job situation. Enclosed is today's want ads. I have a lot of contacts, both professionally and in business and politics. I know bankers, insurance men, realtors, etc. No trouble getting a decent job -- but no promises of starting at 10 to 15,000 annually either. If Ken and I are willing to run the risk -- why not you. You have more guts than either of us...don't you? Just remember, in the long run, Ambus and Cusa will pay off far more handsomely than Encyclopedia Britannica. But even at EB you have to work....and so it is with Ambus and Cusa. The decision is yours.

Wholly yours.

Gratefully,

Larrie

p.s. my brother has begun ~~now~~ working as an aide to general walker. he is being paid full time, etc. watch your newspaper for news of huge demonstrations here in dallas on oct. 23 and 24 in connection with UN Day and Adlai Stevenson's speech here. plans already made, strategy being carried out.

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AN AMBUS BUSINESS IDEA

1. Ambus would be a holding corporation for the following four sub-corporations:
a) Images, inc. b) Services, Inc. c) Investment, Inc. d) Timesaver, Inc.
2. Images, Inc., would entail public relations, advertising, promotion, publishers and agents.
3. Services, Inc., would entail personal counseling, catering, personal services, where to go, what to do, etc.
4. Investment, Inc., would entail counseling on insurance, financing, investments, etc.,
5. Timesaver, Inc., would entail apartment finding, job finding, car buying, etc.
6. All would be housed in the same office. To start, only one full time manager and a secretary/receptionist would be needed. All else would be voluntary work by Ambus/Cusa members working full time elsewhere. For example, if someone came in who wanted some insurance counseling, Schmidt would be called on the telephone at MONY and an appointment made with the prospect in the Ambus office. If Promotion or PR were concerned, Art Franzwald would be called at Bedford Wynne PR Agency. In other words, we would operate similiar to a broker but on a larger, more diversified basis. The secretary could handle the apartment finding, job finding, etc., on the telephone. The full-time manager, Weissman, could handle all the rest. Much could be done right over the telephone.
7. We would charge for our services on the same basis as a doctor or surgeon does -- depending on the job. With Timesaver, Inc., we could find an apartment for a person free of charge to the person -- but charging the apartment owner for our service of bringing him business. This is done in Dallas. In finding jobs, we can charge a percentage of the first monthly income.
8. Images, Inc., could build individual images or corporate images. Concentrate on the little guy and little business that can't afford the big-time PR people.
9. Working the Ambus deal would be Bernie Weissman, Larrie Schmidt, Ken Glazbrook, Dale Davenport and Art Franzwald. As Ambus succeeded, we could hire all of us full time. My wife could be the secretary/receptionist. We could rent a good office space for \$100 a month. Furniture can be bought inespensively -- on time. Utilities wouldNOT be more than \$25 a month. Supplies perhaps \$50.00. ~~Six~~ Salaries for manager \$125 a week to start, \$60 a week to secretary/receptionist.
10. The above is just a brief sketch. I am too lazy to go into full detail in a letter. I'll do that when you get here. This sort of thing can work.

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