

INSTITUTE OF LIFE INSURANCE

488 MADISON AVENUE, NEW YORK 22, NEW YORK

February 11, 1957

Professor Walter S. Campbell
University of Oklahoma
Norman, Oklahoma

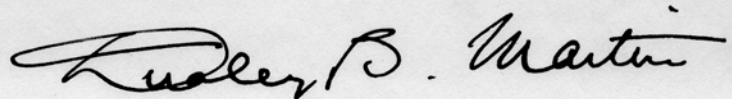
Dear Professor Campbell:

Congratulations on the imminent publication of your new book, "Sitting Bull, Champion of the Sioux" and the nice mention of it in this morning's New York Times--clipping enclosed.

You might be interested in reading a copy of a story which the North American Newspaper Alliance, which had our help in preparing it, distributed to its member newspapers in July 1955. It concerned the life insurance which General Custer and some fellow soldiers bought during the three years prior to the famous "massacre."

Since this North American Newspaper Alliance story went out, I have seen a copy of the Metropolitan Life Insurance Company's magazine, Home Office, for April 1956 in which there is the sentence: "General Custer had insured his life to an amount, it is said, exceeding twenty thousand dollars."

Sincerely yours,



Dudley B. Martin
Director of Press Relations

DBM:plk

enclosures

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