



University of Pittsburgh

Kay Peterson
Archives Center Library
National Museum of American History
1300 Constitution Ave NW
Washington, DC 20560

July 31, 2013

Dear Ms. Peterson,

I am a former NMAH fellow, writing to confirm our recent email correspondence regarding my request for permission to use materials from the Archives Center. I am completing a dissertation at the University of Pittsburgh entitled, "Selling Soldiering to Consumers: Advertising, Media, and the Volunteer Army." I would like your permission to reprint in my dissertation excerpts from the:

N W Ayer Advertising Agency Records, Archives Center, National Museum of American History, Smithsonian Institution.

In total I plan to include photographs of 61 advertising tear sheet documents selected from Collection 59, Series 4, Boxes 1-4, from the US Army Account Records.

The requested permission extends to any future revisions and editions of my dissertation, including non exclusive world rights in all languages, to the electronic publication of my dissertation by the University of Pittsburgh, and to the prospective publication of my dissertation by ProQuest.

ProQuest may supply copies of my dissertation on demand. These rights will in no way restrict republication of the material in any other form by you or by others authorized by you. Because the original works were created for the US Government (and copyrights on works for hire are owned by the client) no one owns the copyright.

If these arrangements meet with your approval, please sign this letter where indicated below and return it to me in the enclosed return envelope. Thank you very much.

Sincerely,

Jessica L. Ghilani
Doctoral Candidate
University of Pittsburgh Department of Communication
jlgst83@pitt.edu
(412) 512-7939

PERMISSION GRANTED FOR THE
USE REQUESTED ABOVE:

Kay Peterson
Date: 8-14-2013