



NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

SEVENTEEN NINETY BROADWAY

NEW YORK, N. Y. 10019 • 212-245-2.

October 8, 1971

D. E. Oglevee, Captain, U. S. N. R.
Director, Advertising Department
Navy Recruiting Command Building
Building 157-4 Washington Navy Yard
Washington, D. C. 20090

Dear Captain Oglevee:

We have just been informed that Inez Kaiser and Associates are bidding on a contract to recruit minority students to pursue a career in the Armed services.

During the past several years, Inez Kaiser and Associates have frequently served as consultants and resource people for seminars, conferences and special projects primarily related to the NAACP youth and college program which has a national membership of 67,000.

We have found this firm to be highly effective in communicating with our youth members; assisting in formulating and developing new ideas and methods, as well as reaching new areas of support.

I might add that although our experience with this firm has primarily been through our young adult, college and high school level, Kaiser and Associates have the reputation of being able to work successfully and skillfully with groups of all ages and ethnic backgrounds.

In our opinion, Inez V. Kaiser and Associates are especially well qualified to handle a recruitment program.

Sincerely yours,

Roy Wilkins
Executive Director

RW:crn