

LEVER BROTHERS COMPANY

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November 20, 1964

Mrs. Inez Kaiser
Inez Kaiser & Associates
City National Bank Building
928 Grand Avenue - Suite 1108
Kansas City 6, Missouri

Dear Inez:

Here is a hot-off-the-press copy of your most recent handiwork, and I think you will agree that it is a very fine job. I am also including the list of newspapers which are carrying it as you requested in our last telephone conversation.

I was out in Chicago early this week and met John Sengstacke, editor and publisher of the Chicago Defender. He is a very fine gentleman, and he had the patience to take me through the whole plant to show me how a newspaper is produced. We talked about you and your column among other things, and he had some very good compliments to pay you. He thought the column was excellent and he felt sure the readers would find it a most helpful shopping guide.

I had a call today from Maureen Christopher of Advertising Age who apparently had just received a copy of the announcement of your appointment by us. She asked when the column was going to start and how many papers it would appear in. When I told her it was already running and had been since September, she said that since it must have already appeared in other publications, it would look silly for her to use it at this late date. However, she is very fond of you and is putting the announcement story aside in the hope that there will be some further development that would give her a more timely news peg and thus enable her to use the information which you provided in the announcement.

I hope all is well with you and your family and that you will have a fine Thanksgiving. We will try to do the same here. Sully sends his best as do all of us.

Sincerely

Warren Gerz

Warren Gerz
Community Relations Manager

WG:cmck
Enclosures