

STERLING DRUG INC.

90 PARK AVENUE, NEW YORK, N. Y. 10016

EXECUTIVE OFFICES

October 4, 1971

AREA CODE 212
PHONE—972-4141

CABLE ADDRESS—
STERLDRUG

Donald E. Oglevee
Captain, U.S.N.R.
Director of Advertising
Navy Recruiting Command
Building 157-4 Washington Navy Yard
Washington, D. C. 20390

Dear Captain Oglevee:

I have been requested to offer my recommendation on behalf of Inez Kaiser & Associates of Kansas City, Missouri, for an upcoming contract with your office. From the period of time that I have known Mrs. Kaiser and worked with her staff, I can provide only the highest recommendation for her services in reaching the minority market.

Her work for us has been of truly professional caliber, and on many occasions it has demonstrated a degree of flexibility that is so necessary in her field. Her ability to grasp the problem, and insight into situations dealing with the Black community in particular, has made her very responsive to our needs. At the same time, her professional approach and experienced leadership have helped her to complete all work in a most thorough manner, and well within any time restrictions we required.

Some of the work she has produced for us has included an eight-page brochure with photographic layout, promotional buttons, and full color display transparencies. All of the art work and copy have been outstanding in content and quality. All of the work has been written in a manner that communicates directly with the Black community, and all the settings were arranged so that Blacks could easily identify with the situation and message.

She has also provided us with many press releases and photo cutlines, all of which have been well received by the press and have provided excellent coverage. The degree of exposure which she has provided for us has proven the extent of her rapport with both the Black and white press, radio and television.

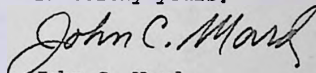
Mrs. Kaiser has also functioned in a recruiting capacity for our firm among young people, and has told many people, both here and abroad, about the equal job opportunities at Sterling Drug Inc. The firm has represented us on college campuses and at several national conventions taking care of all the arrangements and the many details involved in this type of work.

Her Midwest location has not proven to be a disadvantage by any means. Because of her locale, Mrs. Kaiser can service all sections of the country with equal ease, and she is always within a few minutes reach by phone or a few hours by plane. I have had the occasion to visit with her in her offices and have found them to be well-equipped and decorated to match her professional attitude.

The staff is similarly highly trained and professional and works with the same dedication and creative manner that is invaluable in their field.

Again, I can freely give Inez Kaiser & Associates an unqualified recommendation for promotional work. I am confident that this firm can successfully perform any project that requires insight and communication with the minority population.

Sincerely yours,



John C. Ward
Vice President

JCW:eb