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Werby Realty & Investment Company

REAL ESTATE      APPRAISALS                      LEASES

Leases A Specialty

611-12 Gloyd Building

921 Walnut St.

KANSAS CITY, MO.

October 25, 1935

Hon. Lloyd C. Stark

1401 Georgia Street

Louisiana, Missouri

My dear Governor:

A little pre-mature, but in reality a sure fact. I want to acknowledge your letter of October twenty-third, in answer to my letter of previous date. It is very imperative when you are in Kansas City, that I want to see you. As a matter of fact, I have been working on a slogan since Mr. Pendergast has officially given you his support for Governorship. I took these slogans which I made up to my friend, Mr. Pendergast, and he approved one of the five suggestions I made. As a matter of fact, the slogan he approved was my original idea and thought.

I had my sign-painter make me a miniature copy and this sign is in my office, awaiting the day you will be in Kansas City to see whether it meets with your approval. Mr. Pendergast thinks it is a good slogan, right to the point. Of course, Governor, I want you to realize this sign-board advertising, as far as Kansas City is concerned, is not going to

cost you or the organization one cent.

If this idea of mine, in regard to this slogan, meets with your approval, it might be suggested that matters can be arranged for the following cities, such as: St. Louis, Jefferson City, Springfield, Sedelia, St. Joseph, and Joplin; on conspicuous points on Highways, and on byways, where the most outstanding traffic can see this form of publicity.

Let me make this suggestion, the next time you are in Kansas City. Either you may come to my office or I shall be very glad to come to you, wherever you may be in our city, and tell your Publicity Director, Mr. Ledbetter when he is in Kansas City, I would appreciate him calling on me.

Mr. Pendergast was of the opinion that we should start our work around May first, 1936--that is, he felt that if I started my work now, that the public might get stale and on this point I agreed with him.

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Hon. Lloyd C. Stark

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October 25, 1935

Mr. Pendergast told me that he would see that I would get in touch with you, and to make matters more convenient, if you would write me and let me know the next time you are in Kansas City, as I do want to go over this matter with you.

With my kindest personal regards, I am,

Very truly yours,

By Joseph Werby

JW: BL