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Joseph Werby

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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 16, 1935

Major Lloyd C. Stark

Louisiana

Missouri

My Dear Mr. Stark:

Permit me to congratulate you upon receiving the support of the Hon. T. J. Pendergast of our city, and here's wishing you abundance of success. I know and feel that you are the next Governor of this great State of Missouri.

For your information, Mr. Stark, I have been affiliated with the Pendergast organization for a number of years, and Tom is the best friend I ever had. There is nothing in this wide world that I would not do for my friend, Tom.

I was in conference with Mr. Pendergast this morning relative to our advertising publicity slogan for your candidacy as Governor of this state.

You will remember, I believe, that I supported Francis Wilson and gave him considerable publicity in the 1928 campaign. Again in 1932 I supported Francis Wilson and the presidential campaign. No doubt you were in Kansas City and saw the publicity stunt which I inaugurated for the Democratic ticket:

VOTE THE

DEMOCRATIC TICKET

RESTORE PROSPERITY

AND HELP

LEASE THIS BUILDING

I flooded this entire town and St. Joseph and Mexico, Missouri, and a few others with this form of advertising.

In the campaign of Senator Harry S. Truman, I got out the following slogan, with the approval of Mr. Pendergast.

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Major Lloyd C. Stark

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October 16, 1935

BACK UP

PRESIDENT ROOSEVELT

AND SUPPORT

HARRY S. TRUMAN

FOR UNITED STATES SENATOR

If you will recall during the city election, I placed large mammoth billboards on important properties in Kansas City. This stunt was the talk of the town.

In regard to the conference I had with Mr. Pendergast this morning, relative to your campaign, I made up four slogans. Of them, I thought the first was the best and it met with the approval of Mr. Pendergast. I suggested we start at once on this publicity stunt, but he thought we should wait a little while. In due course of time, he said, I will get the opportunity to meet you and know you. I am looking forward to this, with the greatest of pleasure. Within a few days I will have a sample of this slogan made by my sign painter, which I propose to put out on your campaign. I would like very much to go over this matter with you and see if your ideas concur with mine.

Mr. Pendergast informs me that you will not have any opposition whatsoever, as far as the primary is concerned, but nevertheless, I always believe that the "early bird gets the worm." I thought that having your name before the public constantly will have a great effect upon the people for by seeing it constantly, the name will become imprinted upon their minds.

May I make the suggestion that the first time you are in Kansas City, drop into my office, or--if you will call me, I will be very happy to meet you wherever you may be.

I assure you that we of Kansas City will be back of you one thousand per cent.

Trusting to hear from you, with my kindest personal regards,

very truly yours,

WERBY REALTY & INVESTMENT COMPANY

By Joseph Werby.

JW:BL