



The Moss H. Kendrix

ORGANIZATION

PUBLIC RELATIONS COUNSELORS AND MARKET CONSULTANTS

1830 11th STREET, N. W. ★ WASHINGTON 1, D. C. • NORTH 7-5115

June 21, 1956

MEMO TO: Editors and Publishers

FROM: Moss H. Kendrix

RE: Carnation Company

You will be pleased to learn, I am sure, that Carnation Company has retained our Organization to serve as their national counselor and consultant in connection with special market development.

We are most gratified to undertake this important new assignment and we anticipate that our work in behalf of Carnation products may bring us into contact with you and your paper, since we have some responsibility for Carnation's press relations.

By way of information, Carnation's World Headquarters are situated in Los Angeles and the Company now markets a wide variety of dairy, cereal and feed products in addition to Carnation Evaporated Milk, "the milk from Contented Cows." Our activities will involve work with the staff of Carnation Home Consultants in various key markets throughout the country as well as work on many special projects.

For reasons which will be obvious to you, however, we are requesting of you that no publicity be given our assignment with Carnation Company at this time. We would be more than grateful were your paper to cooperate with us in this request.

I hope that whenever you are in Washington, you will find time to visit us here in this office. Likewise, when any member of The Moss H. Kendrix Organization is in your city, it is hoped that he may have the privilege of calling on you.

Cordial best wishes.

MHK



WHAT THE PUBLIC THINKS—COUNTS!