



GARDNER, JONES & COWELL, INC.

PUBLIC RELATIONS COUNSEL

79 WEST MONROE STREET, CHICAGO, ILLINOIS 60603 • TELEPHONE (312) STATE 2-5000 • TWX 910-221-0314

MAY 8 1972

May 4, 1972

Mrs. Jane Lavander
111 E. Clarendon
Prospect Heights, Illinois 60070

Dear Mrs. Lavander:

Thank you for being so helpful in providing coverage of the American Academy of Pediatrics' Midwest Regional Conference on Childhood Lead Poisoning, on Wednesday, May 10 and Thursday, May 11.

The conference will be held at the Conrad Hilton Hotel, Balbo and Michigan, Chicago, in Williford Parlor B on the third floor. As we discussed, the client would like a full report of the first day's proceedings, starting at 9 A.M. and running until 5 P.M. The May 11 session will run from 9:00 A.M. until 12:30. Coverage of this will be selective and will be advised by Dr. Jerome F. Cole, Director of Environmental Health for the Lead Industries Institute of New York.

Miss Virginia Stanger, the reporter, should contact either Dr. Cole, or Marty Dale of Pediatrics on the first morning and I would suggest that she be there at 8:30 or so. - concern MURKINS

We will want at least one copy of the record and there is no rush on this. As we agreed verbally, the cost to the client will be \$2.25 per page with a minimum of \$50 per session, two on the first day, one on the second. The minimum is applicable against the page cost.

Your bill should be sent to Mr. Philip E. Robinson, Executive Vice President, Lead Industries Association, 292 Madison Avenue, New York, N.Y., 10017. I am enclosing a copy of the program as information.

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Mrs. Jane Lavander
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Thanking you again for your most welcome assistance on this job,
and with every good wish, I am

Cordially yours,



Neil T. Regan

NTR:ji
Enclosure

cc: Dr. Jerome F. Cole, Lead Industries Association ✓
Mr. Robert A. Rogers, Hill and Knowlton, Inc.

LIA-75716