

May 17, 1968

Rabbi Walter S. Wurzburger
1152 Sage Street
Far Rockaway, N. Y. 11691

Dear Walter:

A friend of mine, who is aware of the circulation problem of Tradition, has recommended to me a woman who is reputedly an expert in the field of advertising and promotion. She has called me and expressed an interest in working on the Tradition problem. I told her that I would communicate with you and recommend to you that you call her for a chat.

Please do be kind enough to get in contact with her. She is Miss Millie Kapilow, home number- YU 9 6016, business number- CI 5-8742.

Sincerely,

RABBI NORMAN LAMM

RNL/fz