



Ruth Tanbara Papers

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LORD & THOMAS

ADVERTISING

235 MONTGOMERY ST. • SAN FRANCISCO

September 22, 1939

TO WHOM IT MAY CONCERN:

We, of Lord & Thomas, San Francisco, have worked with Mr. Earl Tanbara over a period of half a dozen years beginning when he was Assistant Advertising Manager and later when he was in charge of Advertising and Promotion for the Dollar Steamship Lines. And nothing would give us more pleasure than to explain in detail to anyone who might be interested why we consider Mr. Tanbara one of the most outstanding advertising men in our experience.

Sincerely,



L O R D & T H O M A S

Fairfax M. Cone/ed



CABLE ADDRESS: "DOLLAR"
CODES
BENTLEY PHRASE CODE
A B C 5TH EDITION
UNIVERSAL TRADE CODE
FIVE LETTER WESTERN UNION

THE ROBERT DOLLAR CO.

DOLLAR LINE
ROBERT DOLLAR BUILDING
SAN FRANCISCO

March 8, 1939

TO WHOM IT MAY CONCERN:

The bearer of this letter, Mr. Earl Tanbara, was in our employ for about eleven years, up to the time our personnel was turned over to American President Lines, Ltd. in conformity with agreement made with United States Maritime Commission.

During the time he was employed by us, Mr. Tanbara was connected with the Passenger Department of our business. In recent years he was in charge of the Advertising Division. During these years of service, Mr. Tanbara had the opportunity, and took advantage of it, to become thoroughly familiar with our services, Trans-Pacific and Round-the-World, and also the ports of call served by our liners, together with the many points of interest in the various countries visited by our ships during their voyages.

Mr. Tanbara is a graduate of an American University and has excellent knowledge of the English language. He has a pleasing personality and his relations with the traveling public and his fellow employees have always been upon a most pleasant basis.

His integrity, as well as his interest in and application to his duties, are of the highest character.

I take pleasure in recommending Mr. Tanbara to any company that may be in position to avail itself of his services.

Am sure the knowledge of and experience in the Passenger branch of the transportation industry which he gained during the years he was in our employ should be very valuable to his employers.

Please feel free to communicate with me personally should you desire any further information relative to Mr. Tanbara's qualifications.

Yours very truly,

THE ROBERT DOLLAR CO.,

By

President