



CHURCH & DWIGHT CO., INC.

2077 SOUTH YATES AVE., LOS ANGELES 22, CALIFORNIA

AREA CODE 213 722-1266

LEO S. MITTIG
DISTRICT SALES MANAGER

October 8, 1964

Mr. Jack Traverso
The Traverso Company
1050 Battery Street
San Francisco, California

Dear Jack:

We have your announcement of October 1, 1964 advising that after 42 years of successful business you have decided to retire from your wholesale grocery operations. We have asked our broker, the Hall-Roepke Company, to dispose of all stocks of our goods remaining in your warehouse.

Our Company has appreciated the business we have enjoyed with your good company over the years. You may recall I started calling on you in year 1948, and be assured that I enjoyed our personal association since then. I considered you a "good friend" as well as a customer.

Kindest personal regards and all good wishes.

Sincerely,


Leo S. Mittig

LSM/pa