



Hearst Magazines

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A Division of The Hearst Corporation

March 2, 1995

Dear Ms. Finney:

Am guessing at the spelling of your name!

Re the Helen Gurley Brown "Roast & Toast" luncheon in NY on March 21 -- and our passionate hope that Mrs. Clinton will tape a very brief (two minute) tribute for screening at the event -- Mary Rieger asked that we FAX to you the following material/information in support of our request:

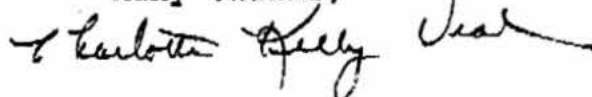
- * Xerox of the invitation, which establishes the level of prestige and celebrity;
- * A bio of Mrs. Brown, which establishes her Arkansas roots (born and reared in Green Forest).

As an incredible, worldwide, highly visible success, Mrs. Brown is an outstanding representative of an Arkansas beginning. Mrs. Clinton met Mrs. Brown during an Ellen Levine/Redbook luncheon in 1992 and a great deal of mutual admiration prevailed.

A program timeline for the "Roast & Toast" is in design now (by me), so I will deeply appreciate knowing whether we can look forward to and schedule a surprise First Lady salute to another Great Lady. I know that it would mean more to Helen than words can express. (Not so incidentally, over 900 top executives from the media/agency/client fields is expected at the luncheon and the sponsoring group -- Advertising Women of New York - is large and powerful.)

May I hear from you the soonest possible? My office # is 212/649-2382 and home is 212/753-5483.

Many thanks,



cc: Mary Rieger

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FACSIMILE COVER SHEET

DATE: 3/7/95
TO: KAREN FINNEY
FAX #: 202/456-7805
FROM: Charlotte Kelly Veal
FAX #: 212/489-8139

NUMBER OF SHEETS INCLUDING COVER SHEET: 2

ANY QUESTIONS, PLEASE CALL 212/649-2382

MESSAGE:

Dear Karen Finney: A couple of developments could enhance your interest in the Helen Gurley Brown "Roast & Toast" luncheon in NYC on March 21 -- meaning a brief taped salute by Mrs. Clinton for screening at the event:

Entertainer Joan Rivers is a Roaster and I was quite amazed by her blurb for the printed program, since it relates to Helen's childhood and high school days in Arkansas, to wit:

"First-place in a Sunday School writing contest at age eight. Valedictorian, Scholarship Society president and the girl with the highest average in her high school's history. A winner from the beginning; yet, Helen is the personification of shyness and modesty. Remarkable -- the feat and the woman!"

The second development is best communicated through the Arkansas Democrat & Gazette piece of 11/20/94 on HGB returning home to be named "Woman of the Year" by the YWCA.

This all seems like fodder for a Hillary Clinton salute... what do you think?

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A true Cosmo girl

Helen Gurley Brown returns to her home state to receive 'Woman of the Year' honors.

Arkansas native Helen Gurley Brown of New York, best-selling author and editor-in-chief of *Cosmopolitan*, left her desk long enough to travel to Little Rock to be honored Nov. 10 as "Woman of the Year" by the Bess Chisum Stephens YWCA.

About 550 guests packed The Main Event for a fashion show and luncheon, co-sponsored by Barbara Jean Ltd. After dining on chicken and rice pie, marinated vegetable medley, spiced apples and spice cookies at tables scattered with take-home treats of Seasons potpourri and Chanel perfume samples, the sell-out crowd was wowed with a preview of spring resort fashions from designers who included Donna Karan, Adrienne Vittadini and Randy Kemper.

After remarks by mistress of ceremonies Anne Jansen and event chair Roxanne Catlett, Brown took the stage to entertain questions and talk about the career path that led her to *Cosmo*, where she was named editor in 1965. She recalled she was told at the time that, when she failed to resuscitate the ailing magazine, she could go to work for *Good Housekeeping*.

"Well," she smiled, "we plain ol' didn't fail."

And remembering her early childhood in Arkansas, she said, "It's hard not to be sentimental about Little Rock."

Supporters who feted Brown and helped raise \$24,000 for the YWCA included Bess Stephens, Elizabeth Campbell, Harriet Stephens, Becky Blass, Barbara Baber, Linda Faulkner, Jo Ford, Sandy Turner, Mary Kumpuris, Caroline Bond, Elizabeth Bilheimer, Willie Oates, Linda Schollmier, LaVerne Feaster, Odessa Talley, Stuart Cobb, Frances Buchanan, Ben Hussman, Libby Sheard, Betty Terry, Breda Turner, Mimi Hurst, Jane Greene, Kate Askew, Gayle Corley, Johnnie Holcomb, Virginia Frost and Nancy Blair.

— Felley Lawson

*Week of
March 21st*

Good Housekeeping

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ELLEN LEVINE
EDITOR-IN-CHIEF

January 25, 1995

Fax to: LISA CAPUTO
Fax # - 202-456-7805

Dear Lisa:

It was a real treat to have "quality time" with you on Friday at Jurate's. I passed your message onto Peter Levine, who was thrilled you remembered him, and will be back to you ASAP with his resume and a cover letter.

In the special request department: on March 21st Helen Gurley Brown (COSMO Editor and Little Rock famous lady) will be feted at a major New York event, a luncheon in her honor given by the Advertising Women of New York. What would really make the day, a roast or toast from Hillary via video. Of course, it would be terrific to keep it all a big surprise and I will be forever grateful it we can make this happen.

Mrs. Clinton first met Helen at our "primary" lunch in March of 1992. I know a salute from The First Lady will thrill Mrs. Brown right down to those Little Rock toes. What think?

Sincerely,

Ellen Levine

