

Standard Education Society, Inc.

Educational Publishers

NEW STANDARD ENCYCLOPEDIA • STANDARD QUARTERLY REVIEW • CHILD HORIZONS

130 North Wells Street • CHICAGO 6, ILLINOIS • Financial 6-7440

W. H. WARD
President

October 17, 1966

Mr. & Mrs. Edgar A. Hahn
271 McKinley Road
Grosse Pointe Farms 36
Michigan

Dear Ed and Margaret:

I must now tell you that our son, Phillip, passed away suddenly several days ago. I wanted to call you at the time, but Helen has such strong objections to giving out bad news that I delayed doing so. There wasn't a funeral in the regular sense as the body had already been cremated in accordance with the wishes of his family and a preference that had been previously expressed by Phil himself.

There was a simple memorial service which the family meant to keep private, but in spite of a minimum of notice in the papers it must have brought out at least a thousand people.

Unfortunately, Diane, their sixteen year old daughter, was undergoing some very delicate brain surgery at the time of the service, so you can imagine the strain on everyone, but she seems to be recovering nicely.

Of course, one of the important reasons, too, why we did not call you was that Margaret was in the hospital herself. We were glad to get her letter saying that she is recovering so nicely, but of course this is major surgery and I know that it takes time.

I have just about recovered from the virus, but it has taken me nearly six months to do it. In fact, except for my eyes, I seem to be in very good shape. Helen is also holding up nicely, considering what she has gone through.

Come to see us sometime. Sorry that we did not get to connect with you up North this Summer, but we would be happy to see you in Evanston. I am enclosing some notices that went out from our offices that you might be interested in reading. Our best to both of you.

Ward

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L. S. EWING
President

October 13, 1966

The Officers and Directors

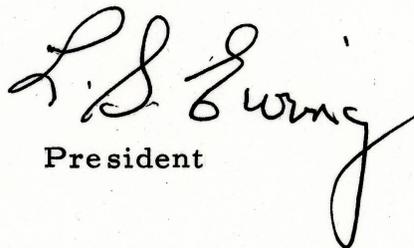
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STANDARD EDUCATION SOCIETY, INC.

Regretfully announce that Phillip L. Ward, son of Warren H. Ward, Sr., Chairman of the Board, passed away suddenly Friday October 7, 1966.

Phillip L. Ward was a Director of our Company as well as President and Chief Executive Officer of The Child's World, Inc.

STANDARD EDUCATION SOCIETY, INC.


President

This went out to the 2,000 Child's World salespeople.

The Child's World, inc.



300 West Washington Street • CHICAGO, ILLINOIS 60606 • Phone 332-7866

AREA CODE 312

J. R. COFFIELD
Vice President

October 14, 1966

Dear Friend:

I trust that you will excuse my writing this type of a message, but I know you will understand that it is impossible for me to write you personally at this time. All of you who met Phil Ward know what a wonderful person he was. During the many years that I have known and worked with him, my respect for him continued to grow. I have been associated with many fine people, but I have never worked with anyone whom I found more stimulating, hard-working and co-operative.

Last Thursday night, October 6, he left The CHILD'S WORLD office with his usual cheery "Good night! See you in the morning." Some time during that night, he passed on. The doctors are not certain exactly what was the cause. It could have been either a heart attack or a stroke. He had not been well recently, although he had been coming into the office every day.

Phil enjoyed a well-rounded life. He worked hard in the office and, invariably, took work home with him. At the same time he was devoted to his wife, Betty, and their five children. This past August, the seven of them went on a "safari" in the Teton Mountains in Wyoming. For ten days they lived off nature, completely isolated from the world. I know they all have many memories of his warmth and understanding that will help carry them over this trying period.

Phil was very proud of the growth that The CHILD'S WORLD accomplished this year under his presidency. We are having the best year we have ever had in TCW's history. He, personally, was largely responsible for the new Prospectus and the major revision of "Stories of Childhood."

His passing has been a shock to all of us who respected and loved him. However, I cannot think of him without remembering his wonderful and positive optimistic attitude toward his work, associates and friends. I feel certain that each of you, as we here in the office, will strive to work harder and even more conscientiously for the continued success and growth of The CHILD'S WORLD Program of which Phil Ward was so proud.

Cordially yours,

A handwritten signature in black ink that reads "Bob Coffield". The signature is written in a cursive, slightly slanted style.

J. R. Coffield

JRC:ps