

SALSBURY CORPORATION

1515 EAST 75TH STREET
LOS ANGELES, CALIFORNIA

Mr. Robert L. Beebe,
The Beebe Company,
504 S. W. 1st Ave.,
Portland, Oregon.

Dear Bob:

We have found that a large percentage of the youth of America are interested in aviation, and being fortunate enough to have a call on the services of Col. Roscoe Turner, undoubtedly one of the foremost and most popular aviators of the day, we have a plan to submit to you, which without a doubt will increase your sales and give you most interesting publicity.

Our plan is as follows:

You advertise either through newspapers, circulars, radio, or any way you deem best, to the boys and girls of your community, an offer to join the Roscoe Turner Club and how any one who cannot afford to purchase one may secure it free. *motor slide*

When you secure twenty-five members Col. Turner will fly to your city and attend the charter meeting of the club, and personally present each boy with a pair of gold wings which we will furnish to you without cost.

The plan for a boy or girl to get one free is that, should either one furnish you with prospects so that they can secure credit for ten sales, you present them with one free. In other words, it would cost you about nine dollars per unit. We will be glad to furnish many attractive sales helps, such as pictures of Col. Roscoe Turner, etc.

In forming your club, would suggest you make up a series of tours, picnics, etc. to create interest. Why not get busy today, and get the jump on the other fellow, besides making yourself a handsome profit?

Very truly yours,

Sales Promotion Department.

