

SALSBURY CORPORATION

1450 HARRISON STREET
OAKLAND, CALIFORNIA

April 29, 1936

Col. Roscoe Turner,
2353 Hollyridge Drive,
Hollywood, California.

Dear Roscoe:

After giving further study to the name of the Motor Glide and discussing it with some of the best advertising men in the West I am of the opinion that the best results can be obtained, in so far as your name is concerned, by tying in from a publicity point of view and not as manufacturer of a machine which you are making for personal profit. In other words, your name will carry more weight and mean much more to the public as an owner and booster for the Motor Glide than if it is obvious that you are using your name to induce the public to buy your own product at a profit to yourself.

I feel confident that if you will consider the matter from this viewpoint and discuss it with fair-minded business men that you will reach the same conclusion that I have. Therefore, let us turn on all the "pressure" we can to exploit the name Motor Glide as a product of the Salsbury Corporation and make this name in the motor vehicle field what Eastman has made the name Kodak in the picture world.

Very truly yours,

Foster

