

SALSBURY CORPORATION

1515 EAST 75TH STREET
LOS ANGELES, CALIFORNIA

OAKLAND OFFICE
1450 HARRISON STREET
OAKLAND, CALIFORNIA

March 4, 1937

Col. Roscoe Turner,
40 East Oak Street,
Chicago, Illinois.

Dear Roscoe:

Since my last letter to you I have received a communication from Mr. A. E. Wilson of the Bendix Company who visited our office recently, and a copy of this letter is enclosed herewith.

Apparently, from Mr. Wilson's letter, the Bendix Company is not interested in proceeding with the Motor Glide at the present time, although I note that Mr. Wilson has not spoken to Mr. Bendix about this.

Personally, I would be just as happy to go along with our present program which I expect will be considerably enlarged within the next sixty days, but of course we could not hope to do as large a job in connection with this machine as the Bendix organization. If you have an opportunity to speak to Mr. Bendix before he comes to Los Angeles I would appreciate advice from you as to his reaction.

Things are coming along slow but sure here in Los Angeles. I hope to have the first one hundred Motor Glides completed by the end of this week and we are putting through a run of 250 which should be completed by the end of the month. From present indications we can sell somewhere between 5,000 and 10,000 machines this year providing we can produce them fast enough. This new model with the fully enclosed four cycle motor, low price and simplicity of controls, etc., is making a tremendous hit. Just in the last few days machines have been sold to P. K. Wrigley, W. K. Vanderbilt, Robert Taylor, and Amos an' Andy.

Miss Lyons suggested that I forward literature and pictures of this new machine, and I am very much surprised that you had not been furnished with a supply of literature on this new model. Please accept my apology as this was an oversight on my part. I am forwarding to you under separate cover a few of the "broadsides" which are being used for dealer window displays, as well as a few photographs of the new model. You will note that we have set a list price of \$119.50 on this machine and we are allowing the dealers a discount of 30% on five or more Motor Glides, and 25% on less than five units.



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This is a very liberal discount compared to the discount offered by competitive manufacturers, and many dealers have approached us stating that they have examined other machines and feel confident that there is no comparison as to design, appearance and performance of other machines on the market as compared with the Motor Glide. Bruce Burns, Howard Lewis and Austin Elmore certainly did a wonderful job in designing this machine.

Our representative, Mr. E. G. Anderson, is located at 616 South Michigan Avenue in Chicago, Suite 610 of the Petroleum Building. He has a demonstrator, and if you have an opportunity I would be glad to have you take a ride on this new machine.

Everyone expects you to be here for the Aircraft and Boat Show and if possible I hope you will come out and spend a few days with us.

Kindest regards and best wishes.

Sincerely yours,



E. F. SALSBURY,
President.

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