

March 31, 1972

Mr. Jerold C. Hoffberger  
Baltimore Orioles  
Memorial Stadium  
Baltimore, Maryland 21218

Dear Jerry:

Here is a copy of this week's issue because I wanted to call your particular attention to your picture on page 47 with F. Robby. How is it you get younger looking while the rest of us seem to be ageing ungracefully?

At the risk of being crassly commercial, we've got a great market of nearly 1,000,000 known beer-drinkers plus more than 250,000 Servicemen for Colt .45 and we would love to help you sell it.

We are doing a good job for Budweiser, Michelob, Miller and Schlitz and believe we can be equally productive on your great sales team.

Kindest regards,

C. C. Johnson Spink

CCJS:lm  
cfs-ff