

NSGA file

June 5, 1959

Mr. Ed Dawson
Seamless Rubber Company
New Haven 3, Conn.

Dear Ed:

Thanks very much for your letter regarding the suggested cooperation between The Sporting News and the NSGA on our Father's Day Section as well as our Christmas Section.

I am going to send you a special letter on the June 10 issue which includes the Father's Day promotion and if you would make the same recommendation in your acknowledgement to that letter that you made in your letter of June 2 -- that your listing of the names of retailers in the Harper's Bazaar promotion was very helpful -- then I will be glad to send a copy of your letter and a photostat of your advertisement to Marvin Shutt as a part of our continuing campaign to help in the promotion of sporting goods.

I would also like to send a copy of your letter and a copy of the letter I write to Marvin to Sam Monetta and other directors of the NSGA.

It might be well to steer clear of mentioning the NSGA in your letter -- you might just say a list of leading retailers.

I don't know if Shutt turned over his list to Sports Illustrated but if you could latch on to the list for me I would certainly appreciate it.

With best wishes and kindest regards, I remain,

Sincerely,

C. C. Johnson Spink
Vice-President

CCJS:jeo

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P.S. We had a good time at the Annual Meeting of the Fishing Tackle Manufacturers, but it doesn't begin to compare with the meeting that include our "Private Eye" -- Ed Dawson.

CABLE ADDRESS "SERUCO"
ALL STANDARD CODES



THE SEAMLESS RUBBER COMPANY

NEW HAVEN 3, CONNECTICUT, U.S.A.

GENERAL OFFICE AND FACTORY
253 HALLOCK AVENUE

SALES OFFICE
464 CONGRESS AVENUE
STATE 7-2211

June 2, 1959

Mr. C. C. Johnson Spink
The Sporting News
2018 Washington Avenue
St. Louis 3, Missouri

Dear Johnson:

I have carefully read your letter to me of May 26th, to which you were kind enough to attach copies of the correspondence between yourself, Sam Monetta, and Marvin Shutt. I do not know, of course, that anyone can read what is going on in Marvin's or Sam's mind; but, I do think that Sam does not want to get too deeply involved in anything such as this.

Marvin, of course, is very jealous of the list of members and the number that he has in the N.S.G.A. I certainly don't believe it is anything like the discrepancy in the figures that Hofa gives as members of the Teamster's Union and those which Senator Kennedy publicizes. That would be too much of a difference.

I think it would have been a wonderful thing for the retailers if you had published the names of the N.S.G.A. members. I do not know if you saw our promotion in Harper's Bazaar on our Bathing Caps, but I do know that the fact that we printed the names of some 120 of the leading department stores in the May issue of Harper's Bazaar had a great deal to do with the cooperation that we received from the retailers and increased their sales considerably. The retailers in the sporting goods field are no different from anybody else -- they like to see their name in print.

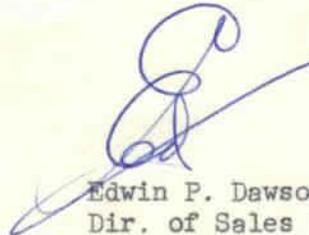
The attached Bathing Cap promotion doesn't show the listings of the dealers because this was an advance brochure, but they were printed in the May issue of the Bazaar.

I have a date on the 11th or 12th with Haskell of Sports Illustrated and at that time I will get as much information

from him as possible, although I do not think that he is the one that would know the final answer -- although he certainly could find out for me. Jim Kridell could get it for me and I'll go after him and also, when Ray Anrig of the Agency comes up on Friday I will again put the question to him. Then, that man - Dawson - has a private wire into the circulation manager's office at Sports Illustrated that is, at the present time, slightly fractured -- but, I'll try and work on that end and see if it isn't the same list that N.S.G.A. gave to Sports Illustrated. The figures are too closely bound together not to be the same in my opinion. They made a mailing to those 1200 dealers in our behalf, but there were so many of them that were sports clothing dealers that, very honestly, I don't think they did us a bit of good.

You'll be hearing from me. I hope you had a good time at the tackle show.

Sincerely yours,

A handwritten signature in blue ink, appearing to be 'E. Dawson', with a long horizontal flourish extending to the right.

Edwin P. Dawson
Dir. of Sales Promotion

EPD/dm

May 26, 1959

Mr. Edwin P. Dawson,
The Seamless Rubber Company
New Haven 3, Conn.

Dear Ed:

I was very interested in the letter that you wrote to Dad about the merchandising service that you got from Sports Illustrated.

You said that Sports Illustrated had agreed to make a mailing for you to 1200 sporting goods retailers. It just so happens that Sports Illustrated made a mailing of a survey through the NSGA to "1200 retailers" and while the two 1200 figures might be coincidental they might also be a result of the same list.

In other words, Sports Illustrated might have gotten hold of the NSGA list.

If you can get any information on this I will certainly appreciate this. You see, we offered to run the NSGA's list of members in the Father's Day Section of The Sporting News and in the Christmas Shopping Section of The Sporting News as ideal headquarters for Father's Day gifts and Christmas gifts.

We wanted to run the names of their members by state, town and firm and it would have been a wonderful thing for the retailers, for the advertisers and for the NSGA. Even though this merchandising service would have represented \$5,000 worth of advertising space the NSGA (through Marvin Shutt and Sam Monetta) turned the offer down cold. I think it is the most ridiculous thing I have ever heard of but there is not a great deal that can be done about it. However, if Shutt gave Sports Illustrated its list of members and then refused the same list to us for the purpose as outlined above it would put the shoe on the other foot.

Sincerely,

CCJS:eo

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This letter was dictated before Mr. Spink left for Chicago to attend the Associated Fishing Tackle Manufacturers' Meeting and he requested that I sign.eo