

THOROUGHBRED RACING ASSOCIATIONS

of the UNITED STATES, Inc.
(RADIO DIVISION)

400 MADISON AVENUE
NEW YORK 17, N. Y.

EL DORADO 5-3724

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March 3, 1945

Gentlemen:

We are prepared to service one radio station in each trading area with exclusive rights to a series of colorful and dramatic broadcasting scripts dealing with the sport of horse racing.

The air time for these broadcasts will be five minutes each and they will be released so that they can be regularly scheduled each week.

A sample script is enclosed and it will be seen that the current series will cover a re-creation of the outstanding races of American Turf history. The script tells its own story and we have no sales talk to add. If it appeals to you as being worthwhile, we will be glad to hear from you.

The scripts will be prepared By Edgar G. Horn, Editor of the Turf and Sport Digest of Baltimore, will be authentic in every detail and will contain no extraneous matter of any sort.

Our purpose in servicing these scripts is to develop a better knowledge of the Thoroughbred horse as such and to satisfy a demand upon the part of the racing fans for a better understanding of the sport.

This being a new project, and having to feel our way as we proceed, we are offering this service nationwide and will grant territorial rights on the basis of the order in which acceptances are received. In other words, it will have to be a matter of first come, first served.

It is urgently requested, however, that you do not make application for this series unless you are prepared to carry out the terms of the enclosed agreement.

Thanking you for your interest and assuring you of our best efforts, we remain.

Cordially yours,

Alex M. Robb

Executive Secretary