



**Smithsonian Institution**

*Smithsonian National Air and Space Museum Archives*

## **Bendix Air Races Collection - Bendix Trophy Race, 1956 (3 of 3)**

Extracted on Apr-23-2024 04:30:40

**The Smithsonian Institution thanks all digital volunteers that transcribed and reviewed this material. Your work enriches Smithsonian collections, making them available to anyone with an interest in using them.**

The Smithsonian Institution (the "Smithsonian") provides the content on this website ([transcription.si.edu](https://transcription.si.edu)), other Smithsonian websites, and third-party sites on which it maintains a presence ("SI Websites") in support of its mission for the "increase and diffusion of knowledge." The Smithsonian invites visitors to use its online content for personal, educational and other non-commercial purposes. By using this website, you accept and agree to abide by the [following terms](#).

- If sharing the material in personal and educational contexts, please cite the Smithsonian National Air and Space Museum Archives as source of the content and the project title as provided at the top of the document. Include the accession number or collection name; when possible, link to the Smithsonian National Air and Space Museum Archives website.
- If you wish to use this material in a for-profit publication, exhibition, or online project, please contact Smithsonian National Air and Space Museum Archives or [transcribe@si.edu](mailto:transcribe@si.edu)

For more information on this project and related material, contact the Smithsonian National Air and Space Museum Archives. [See this project](#) and other collections in the Smithsonian Transcription Center.

MEDALLIC ART COMPANY  
CLYDE C. TREES PRESIDENT  
325 EAST 45TH STREET • NEW YORK  
May 8, 1957

Mr. W.A. Mara, Director  
Advertising & Public Relations  
Bendix Aviation Corporation  
Fisher Building  
Detroit 2, Michigan

Dear Mr. Mara: Re: Bendix Air Race Trophy

It was good to hear from you again. I am taking the liberty of answering your letter as Miss Kimberle is out of the office for a few weeks.

I have checked with our production people and we would like to have you allow at least six weeks for this work.

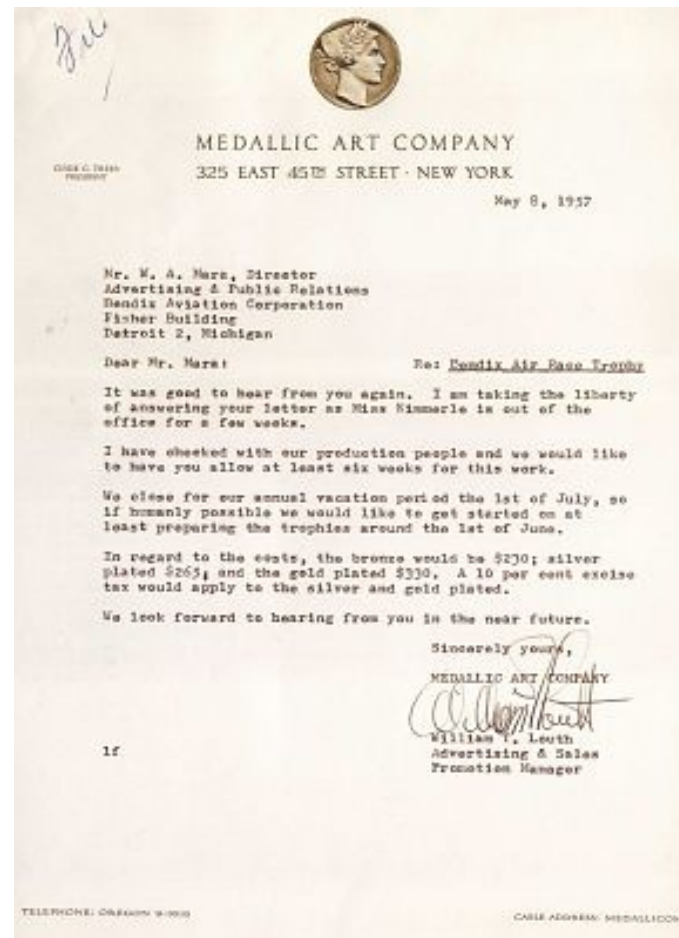
We close for our annual vacation period the 1st of July, so if humanly possible we would like to get started on at least preparing the trophies around the 1st of June.

In regard to the costs, the bronze would be \$230; silver plated \$265, and the gold plated \$330. A 10 per cent exercise tax would apply to the silver and gold plated.

We look forward to hearing from you in the near future.

Sincerely yours,  
MEDALLIC ART COMPANY  
William T. Louth  
If Advertising & Sales  
Promotion Manager

TELEPHONE: OREGON 9-1616 CABLE ADDRESS: MEDALLICOM



Bendix Air Races Collection - Bendix Trophy Race, 1956 (3 of 3)  
Transcribed and Reviewed by Digital Volunteers  
Extracted Apr-23-2024 04:30:40



## Smithsonian Institution

*Smithsonian National Air and Space Museum Archives*

The mission of the Smithsonian is the increase and diffusion of knowledge - shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world. Founded in 1846, the Smithsonian is the world's largest museum and research complex, consisting of 19 museums and galleries, the National Zoological Park, and nine research facilities. Become an active part of our mission through the Transcription Center. Together, we are discovering secrets hidden deep inside our collections that illuminate our history and our world.

Join us!

The Transcription Center: <https://transcription.si.edu>

On Facebook: <https://www.facebook.com/SmithsonianTranscriptionCenter>

On Twitter: [@TranscribeSI](https://twitter.com/TranscribeSI)

Connect with the Smithsonian

Smithsonian Institution: [www.si.edu](http://www.si.edu)

On Facebook: <https://www.facebook.com/Smithsonian>

On Twitter: [@smithsonian](https://twitter.com/smithsonian)