

Louis Benito / advertising

Tampa Theatre Building ... P. O. Box 3402 ... Tampa, Florida ... Telephone 2-2747

April 20, 1956

Mr. Jimmy Kynes
Farris Bryant Headquarters
P. O. Box 563
Ocala, Florida

Dear Jimmy:

The telephone company estimate for the 3-way hook-up telecast on May 7 is \$63.36. This is very reasonable and we have authorized the telephone company to proceed with the arrangements.

We have not received the 1-minute tapes for radio spots but are lining up some good times on local stations pending the arrival of the tapes. Incidentally, have you considered using WTOG out of Gaines City. They have good coverage on the West Coast and central Florida.

When the tapes arrive, we can schedule some spots on this station with their Tampa representative. Let me know if this suits your plans.

Sincerely,

LOUIS BENITO ADVERTISING

Bie

William Gray

WG/dl