

November 6, 1973

Ms. Anita Buyers
Promotion Consultants, Inc.
395 Saw Mill River Rd.
Elmsford, N. Y. 10523

Dear Ms. Buyers,

The negatives for my ad in the Feb issue of Int Jour
Ht Mass were mailed several days ago. From now on,
I will send you the new copy each month so that you
should receive it by the tenth of the month. If you
will then acknowledge receipt, this system should work
out just fine.

I have not yet received the Feb copy I originally sent
you, but I would still like it returned and I am sorry
to trouble you about it.

I have formed a company called "the ventuno press"
to take over the advertising and marketing of The New
Heat Transfer. My Feb ad reflects this change and I
would like the billing and other references to the ad
to do likewise.

Please remind whoever puts the Journal together that
my ad is to appear on the first two pages. My ads in
other magazines will point out that the ad is carried
on the first two pages of the Journal and I hope the
printers will not embarass me in this regard.

Turning to another matter, I would like to reserve the
first page of the Journal for the 12 month period beginning
Feb, 1975--ie directly following my current 12 month
series.

Sincerely yours,

Eugene F. Adiutori

ks