

Dec 12 - 1954

S. D. Myers  
El Poso Texas

Dear Sir,

Received your saddle Catalog  
about 2 weeks ago. You did  
not send price list with it  
or how do we find the price  
on your saddle, I have bought  
saddle from you in South America  
& Puerto Rico, so would please  
send me a price list, as we are  
starting an American Riding Club  
here in Spain, please use the  
HPO address.

Thank you kindly  
[REDACTED]





NEWS !  
STORIES !  
PICTURES !

# *The* **HORSE LOVER'S**

**Magazine**

*Since 1936*

About Horses and Horse Owners

P. O. Box 1432

Richmond, California

BEacon 4-9211

September 30, 1954

Mr. S. D. Myres, Jr.  
S. D. Myres Saddle Company  
5030 Alameda  
El Paso, Texas

Dear Mr. Myres:

Thank you for your letter of September 28th, ordering the placement of a one and one-half inch advertisement in our publication, to be continued on a "till forbid" basis.

We appreciate this business, and will do a good job for you.

Very cordially yours,

HORSE LOVER'S MAGAZINE

By

[Redacted Signature]  
Elsie Luptak

EL:ep

SUBSCRIPTION RATES: All United States and Possessions    5 Years \$10.00    2 Years \$5.00    1 Year \$3.00  
Canada, Mexico and All Other United Nations    2 Years \$6.00    1 Year \$3.50    Single Copy 40c



January 19, 1955

Quarter Horse Journal  
Box 2290

Amarillo, Texas

Gentlemen:

Will you please cancel immediately our small ad in your  
magazine.

It is possible that we will want to reinsert the ad in  
different form within a short time.

Very truly yours

S. D. MYRES SADDLE CO.

S. D. Myres, Jr.  
Vice President



September 28, 1954

Quarter Horse Journal  
Box 2290

Amarillo, Texas

Gentlemen:

Today we are sending a 1" cut (saddle) to be used in the following  
ad in your magazine, to begin with the first available issue.

1 Col

Cut

FREE CATALOG  
SADDLES  
The best Since 1897

1 1/2"

S. D. Myres Saddle Co. 5030D Alameda  
El Paso, Texas

Please use bold type on the words capitalized, also on the signature.

Our advertising is handled by the Lee Myres Agency, 2506 Michigan Drive,  
Dallas, Texas; however, we personally guarantee payment and will discount all bills.

Please leave the ad in until notified to discontinue. Also kindly give  
us as good a space -- outside, right-hand page preferred -- as you can give us.

Yours very truly  
S. D. MYRES SADDLE CO.

S. D. MYRES, JR.

P. S. Kindly acknowledge receipt of this letter.



January 19, 1955

The Cattleman

410 E. Weatherford St.

Fort Worth, Texas

Gentlemen:

Will you please cancel immediately our small ad in your magazine.

It is possible that we will want to reinsert the ad in different form within a short time.

Very truly yours

S. D. MYRES SADDLE CO.

S. D. Myres, Jr.  
Vice-President





October 9, 1954

The Cattleman

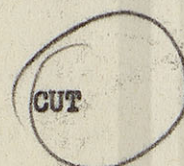
410 E. Weatherford St.

Ft. Worth, Texas

Gentlemen:

Today we are sending you a 1-inch cut (saddle) to be used in the following ad in your magazine, to begin with your next issue:

1 Column



**K E R E E**  
**FREE CATALOG**

**Latest**  
**S A D D L E S**

The Best Since 1897

5030-E El Paso, Texas

**S.D.MYRES SADDLE CO.**



Please use bold type on the words capitalized.

Our advertising is handled by the Lee Myres Agency, 2506 Michigan Drive, Dallas, Texas; however, we personally guarantee payment and will discount all bills.

Leave the ad in until notified. Also please give us as good a position as you can — our preference, outside column, right-hand page, top or bottom. Your acknowledgement of this letter would be appreciated.

Sincerely

MYRES SADDLE CO.



January 19, 1955

Horse Lover's Magazine  
Box 1432  
Richmond, California

Gentlemen:

Will you please cancel immediately our small ad in your  
magazine.

It is possible that we will want to reinsert the ad in  
different form within a short time.

Very truly yours

S. D. MYRES SADDLE CO.

S. D. MYRES, JR.  
Vice-President

®



September 28, 1954

Horse Lover's Magazine

Box 1432

Richmond, California

Gentlemen:

Today we are sending you a 1" cut (saddle) to be used in the following ad in your magazine, to begin with your next issue:

1 Column

FREE CATALOG

cut

S A D D L E S

1 1/2"

The Best Since 1897

S.D.MYRES SADDLE CO. 5030C Alameda  
El Paso, Texas

Please use bold type on the words capitalized.

Our advertising is handled by the Lee Myres Agency, 2506 Michigan Drive, Dallas, Texas; however, we personally guarantee payment and will discount all bills.

Leave the ad in until notified of discontinuance. Also kindly give as good position as possible -- outside, right-hand page preferred. Your acknowledgment of this letter would be appreciated.

Very truly yours

S. D. MYRES SADDLE CO.

S. D. Myres, Jr.



January 19, 1955

Hoof's and Horns  
203 E. 2nd St  
Tucson, Arizona

Gentlemen:

Will you please cancel immediately our small ad in your  
magazine.

It is possible that we will want to reinsert the ad in  
different form within a short time.

Very truly yours

S. D. MYRES SADDLE CO.

S. D. MYRES, JR.  
Vice-President



September 28, 1954

Hoofs and Horns  
203 E. 2nd St.  
Tucson, Arizona

Gentlemen:

Today we are sending a  $1\frac{1}{2}$ " cut (saddle) to be used in the following  
ad in your magazine, to begin with the first available issue.

→ 2 Cols ←

CUT

FREE CATALOG  
SADDLES  
The best Since 1897  
S. D. Myres Saddle Co. 5030B Alameda  
El Paso, Texas

Please print the words "Free Catalog," "SADDLES,"  
and "S. D. Myres Saddle Co." in bold type, as large as proper.

Our advertising is handled by the Lee Myres Agency, 2506 Michigan  
Drive, Dallas, Texas; however, we personally guarantee payment and will discount all  
bills.

Please continue the ad as long as you receive no cancellation. Also  
kindly give us as good placement as possible. Your acknowledgment of this letter would  
be appreciated.

Sincerely yours

S. D. Myres, Jr.



203 East 2nd St.,  
Tucson, Arizona,  
January 20, 1955.

Mr. S. D. Myres, Jr.,  
S.D. Myres Saddle Company,  
El Paso, Texas.

Dear Mr. Myres:

Your letter of January 19 addressed  
to HOOFS AND HORNS at this address arrived today.

This magazine has been published in  
Fort Smith, Arkansas, since last June. Mr. Thos. W.  
Howe is the editor. I am forwarding your letter on  
to him. The address is:

Mr. Thos. W. Howe, Editor,  
HOOFS AND HORNS,  
19 North 5th St.,  
Fort Smith, Arkansas.

It would be to your advantage to send  
future communications to this address.

Sincerely,

[REDACTED]

Ethel A. Hopkins,  
Former Editor Hoofs and Horns.

EAH:ni

®



*The Cattleman*

ESTABLISHED 1914

HENRY BIEDERMAN, Editor

CARL RUDOLPH, Associate Editor

GEORGE KLEIER, Livestock Field Representative

410 East Weatherford Street  
FORT WORTH 2, TEXAS

JANUARY 22, 1955

MR. S. D. MYRES, JR.,  
VICE PRESIDENT,  
S. D. MYRES SADDLE COMPANY,  
P.O. Box 5247,  
EL PASO, TEXAS.

DEAR MR. MYRES:

IN ACCORDANCE WITH INSTRUCTIONS CONTAINED IN YOUR LETTER OF JANUARY 19, WE HAVE CANCELED THE 1½-INCH ADVERTISEMENT YOU HAVE BEEN CARRYING IN OUR PUBLICATION.

WE THANK YOU FOR THIS BUSINESS AND WE HOPE THAT THE CANCELATION IS ONLY TEMPORARY.

SINCERELY YOURS,

EDITOR

HENRY BIEDERMAN  
M



THE QUARTER HORSE JOURNAL

P. O. BOX 2290 - DRake 3-2385 - AMARILLO, TEXAS

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January 27, 1955

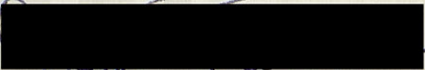
Mr. S. D. Myres, Jr.  
S. D. Myres Saddle Co.  
El Paso, Texas

Dear Mr. Myres:

Your letter concerning the cancelation of your ad in the Quarter Horse Journal came too late for this issue. We were already printing the form where your ad appears. However, I will see that it is removed next month.

I certainly want to thank you for the advertising in the past and hope that we can serve you again in the future.

Cordially yours,

  
Don Tarver  
Advertising manager





Cut  
1 1/2"

FREE Catalog  
WESTERN SADDLES  
See the Newest! See the Best!  
S.D. MYRES SADDLERY 5030 B Alameda El Paso

2 cols

Hoggs & Hoorns <sup>mailed</sup> 9/28  
203 E 2nd St  
Tucson, Arizona  
Box 2472

Cut  
1"

FREE Catalog  
SADDLES

See the Newest & Best  
S.D. MYRES 5030 B Alameda El Paso

1 1/2"

1 col

900  
mo

Quarter Horse Journal  
Box 2790  
Amarillo Tex

Western Horseman  
PO Box 1106  
Colorado Springs  
Colo.

Photo  
Reduce to  
1" long  
top to  
bottom

FREE Catalog  
SADDLES

The Best  
SINCE 1897

S.D. MYRES SADDLERY 5030 A Alameda Blvd El Paso

1 1/2" x 1 col

3000  
mo

Hold

Small  
Cut  
1"

FREE Catalog  
SADDLES

The Best Since  
1897

S.D. MYRES SADDLERY 5030 B Alameda El Paso, Tex

1500 mo

Horse Lover's  
mag  
PO Box 1432  
Richmond  
Calif.

Small  
Cut  
1"

Same

1 1/2" x 1 col

1200

The Cattleman  
410 E. Weatherford St  
Ft Worth 2

5030 D Alameda