

November 8, 1968

Mr. Victor R. Del Guercio Modella Manufacturing Company, Inc. Port Chester, New York

Dear Vic:

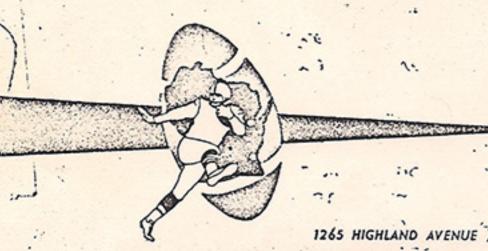
Thanks for the fine shirt which arrived some days ago. We've been so busy getting the arm back into shape that our correspondence has suffered considerably. I'm sure you know, however, how much we appreciated your sending it along.

By the way, do you make mock-turtle or turtle-necked shirts as a number of us here would be most interested in getting some of these to wear up here in the very cold weather?

Our best wishes to your family and please know that we'll make good use of the shirt.

Sincerely,

Bart Starr



Green Bay Packers

1265 HIGHLAND AVENUE /- GREEN BAY, WISCONSIN 54305 / AREA CODE 414 494-2351

January 28, 1966

Mr. Victor R. Del Guercio Modella Manufacturing Company, Inc. Port Chester, New York

Dear Vic:

I received the V-neck T-shirts and the sport shirts yesterday. Thank you.

The T-shirts are tremendous, particularly so when the temperature is 19 below zero as it is now. However, I understand they are equally as good in warm weather. I will not have an opportunity to wear the sport shirts until Florida. I expect to put them to real good use then.

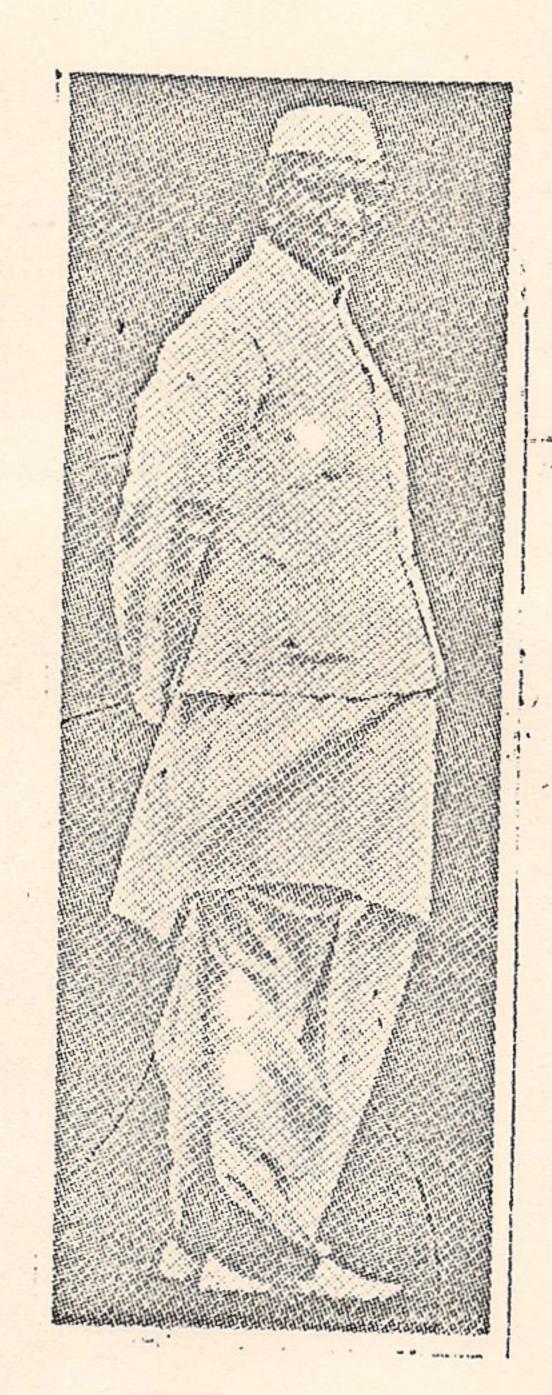
Under separate cover I am sending you a small memento of the Packers.

Sincerely,

Vince Lombardi Head Coach & General Manager

VL:lsk

(P.S. I will be staying at the Biltmore at Palm Beach.	
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VINCE LOMBARDI, wearing his Mitey-Drye trap-shot ensemble, smiles for the camera.

Mike

Jaw this picture in

the N.Y. Times one day and Kidded

Unice about et.

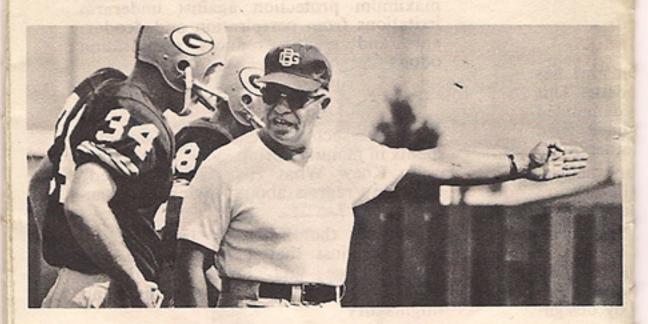


VINCE LOMBARDI

Head Coach of the Green Bay Packers, says:

"I have worn the Mitey-Drye fabric as a T-shirt in 19 below zero weather in Wisconsin as well as in 80 degrees in Florida and found it absolutely amazing. Common sense tells me the Mitey-Drye fabric must be even better for babies and children as a shirt for keeping them dry and insulated against chills and drafts."

5 Million Babies & Vince Lombardi Can't Be Wrong!



Vince Lombardi, Wearing his Mitey-Drye T-Shirt, Directs one of his Green Bay Packers, also wearing a Mitey-Drye T-Shirt under his football jersey. Here's what Lombardi says about the fabulous Mitey-Dry fabric:

"I have worn the Mitey-Drye fabric as a T-shirt and as a Sport shirt in 19 below zero weather in Wisconsin as well as in 80 degrees in Florida and found it absolutely amazing. Common sense tells me the Mitey-Drye fabric must be even better for babies and children as a shirt for keeping them dry and insulated against chills and drafts."

JERRY ATKINSON

P.O. BOX 1046 GREEN BAY, WISCONSIN

November 7, 1967

Mr. Victor R. Del Guercio Modella Manufacturing Company Port Chester, New York

Dear Vic:

The T-Shirts and Sportshirts arrived.

I immediately put on one of the T-Shirts and it is the best thing invented since "Spearmint". I had a cold in my system at the time they arrived and normally perspire a lot at such time and the T-Shirts get soaked.

These stayed dry, however, and I also have been wearing one at night instead of pajama tops.

Congratulations on such a fine product.

The Sportshirts will get a good workout next summer and I am thrilled to death with all of them.

Will you please pass along an order to your shipping department for another half dozen Style 365, Crew Neck, Medium, White T-Shirts. Mail and bill to me at Box 1046, Green Bay, Wisconsin.

It was nice seeing you in New York and I hope our paths will cross again soon.

Best wishes.

Sincerely,

Jerry Atkinson

P. S. We lost a tough one Sunday.

I have passed along samples of your shirts to our General Merchandise Manager, Harvey Sanford, whom you met in Vince's suite in New York.



HICKORY & TWEED

MAIN STREET
ARMONK, NEW YORK
AR 3-3397

February 16, 1967

Modella Manufacturing Company 181 West Avenue Port Chester, N.Y.

Gentlemen:

I recently had the opportunity to try one of your Mighty Dri Sport Shirts on a ski trip and I couldn't believe it.

The problem in skiing is that you often stand around in life lines, then ride the cold chairs and after that you go down the hill with all your effort which leaves your heart pumping at 100 miles an hour. If you're a person like myself who sweats a lot this usually leaves you hot and damp as hell. With that damn shirt I was dry and warm.

We're leaving to make a ski movie in France and I hope I can order a few more as they will be great when its warm to keep one dry.

Again congratulations on a great skil development.

Jim Ross



CHICAGO WHITE SOX

DAN RYAN AT 35TH ST. . CHICAGO, ILL. 60616 . A/C 312 . 924-1000

DIVISION OF ARTNELL CO

Oct 5 Dear Vic, Sorry I took so long in telling you sow I like my Miter Dupe -T-skirt a las White Sof. I worked great. You really wion me to mitey-Drye. Hanks for energthing Vie + I hope to see you in 1.4.C. next serson. Hope to get some more shirts for 770.

