

INDUSTRIAL LITHOGRAPHIC COMPANY

INCORPORATED

WINDOW DISPLAYS
CUT OUTS
FOLDERS
HANGERS-COUNTER CARDS

FACTORY & MAIN OFFICE
1401-1449-37TH ST.
BROOKLYN, N.Y.

PHONES
GEDNEY 6-0700-1-2-3

LITHOGRAPHERS
TO NATIONAL ADVERTISERS.



FOLDING BOXES
LABELS
POSTERS
ADVERTISING CALENDARS

SALES OFFICE
285 MADISON AVE
NEW YORK CITY

PHONES
MURRAY HILL 3-7990-1-2-3

New York 17, N. Y.

April 27, 1955

Mr. Lloyd Ellingwood
Vice President
Keller Breland Associates
1112 Grove Street
Evanston, Illinois

Dear Mr. Ellingwood:

Attached is copy of letter I have written to R.T. Harris Advertising Agency in reply to their request for information on "Casey."

I want to take this opportunity to tell you that "Casey" was "Really Terrific." As a conservative estimate I would say that 98% of the people at the show stopped at our booth and many of them returning a second and third time.

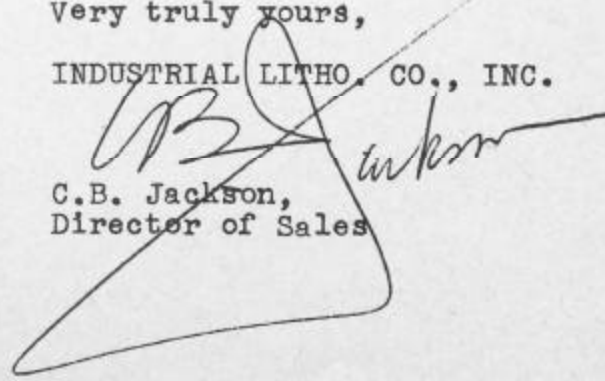
It was very easy to take care of and we were the envy of all the other exhibitors.

CASEY EVEN DREW MORE ATTENTION THAN THE PRETTY GIRLS AT THE OTHER BOOTHS, WHICH IS A DAMM HARD THING TO DO!!!

Thanks again for your very close cooperation and be sure to advise me of anything new you are developing for these expositions.

Very truly yours,

INDUSTRIAL LITHO. CO., INC.


C.B. Jackson,
Director of Sales

CBJ;sb