

THE *Realistic* COMPANY  
EST. 1925

3640 REALISTIC AVENUE, CINCINNATI 7, OHIO

October 4, 1954  
Dictated October 1, 1954

Keller Breland Associates  
1112 Grove Street  
Evanston, Illinois

Attention: Mr. Lloyd Ellingwood

Dear Mr. Ellingwood:

I certainly was sorry that we were unable to use the chickens at the Charlotte show. I am sure the act would have created a lot of interest, especially because of the World Series.

It would be impossible to estimate the value of the publicity we received from the act at the recent National Beauty and Barber Manufacturer's Association Convention in Chicago. There was a crowd around our booth always. Not less than fifty people told me that one of the chickens had laid an egg during her performance. The Assistant Manager of the Conrad Hilton hotel took the egg to the Manager's office, and laying it on the desk, he remarked, "Don't ever tell anyone that there has never been an egg laid in the Conrad Hilton hotel."

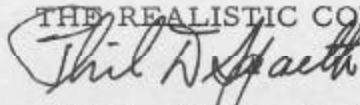
I believe the Realistic Company received publicity from coast to coast by virtue of having the chickens at this convention. I assure you we shall use them again whenever possible.

I was somewhat skeptical about our people being able to handle the act; however, the hens are so well trained that a child could do it.

I can readily understand why Mr. A. E. Carpenter was so fascinated with the act that he saw fit to write it up in his famous "Houghton Line," where I read about it. If it impressed a man of his calibre and was good enough for Sacony Vacuum to use, also Shillito's in Cincinnati, I could not figure how the Realistic Company could go wrong by using the act at the National Beauty and Barber Manufacturer's Association convention.

Cordially,

THE REALISTIC COMPANY



Phil D. Spauth, Chairman  
Board of Directors

PDS:AM

*Manufacturers of Fine Beauty Products*