



LIPPINCOTT & MARGULIES, INC Industrial Designers 430 Park Ave. New York 22, NY Murray Hill 8-8370

July 23, 1957

Mr. U. G. Johannes  
Bavarian Brewing Company  
528 West 12th Street  
Covington, Kentucky

Dear Hughie:

We are sending to you under separate cover three copies each of six different drawings we have executed for the various truck styles of your fleet.

1. Trailer
- 2A. Closed Van A
- 2B. Closed Van A
3. Closed Van B
4. "Worksaver"
5. "A" Frame

We believe the drawings are self-explanatory as to the layout disposition of the individual design elements upon each panel for each style truck. Since they are schematic renderings, it is a little difficult to envision possibly how the panels relate to the rest of the form of the truck, but these elements follow closely the sizes you have already established on your pilot models.

The main issue, of course, that these drawings serve, is the comparison between the application of two different size insignia for each truck versus utilizing one size for all locations.

As I stated on the phone, it is our recommendation that the best design arrangement would be effected by utilizing two sizes of decals for the insignia, the 55" size in height for the sides of the vans and the 38" size for the backs of all trucks involved. You will note we have increased the size of the side decal dimensions over that which I mentioned on the phone because it relates slightly better to the area in which it is positioned.

We realize that upon viewing the 51" size decal positioned on all panels shown on drawing 2B, that this situation might meet the considerations involved for all trucks. Unless it is a case of economic necessity, we do not believe it would be wise to utilize one size for all panels, mostly because of the crowded appearance that would be created on the backs of the different models, notably the closed van A in the vertical dimension. Also another problem that would be encountered because of the inherent critical locating problem would be the legibility interference created by various elements such as taillights, door hinges, etc.



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The insignia in this 51" size on the rear of each truck would also tend to overpower visually the copy "Bavarian's" and "Select Beer." The 51" size for the sides of the various trucks involved does not relate spatially to the background and the copy elements. That was one reason we went to the 55" size for the dynamic effect that the design affords to the sides of the truck. If you have established any arrangement with your suppliers in regards to the original 53" height for the insignia, this would be satisfactory. It is a fine nuance that we are trying to achieve increasing it two inches in the vertical dimension.

The Bavarian logotype and the copy "Select Beer" would remain the same on all trucks with the exception, of course, of the hand painted trailer van. The 70" dimension for the Bavarian logotype for the "Select Beer" is predicated on the smallest area that it is to be applied to, the back and front of the "A" frame truck.

We are also enclosing two copy prints of a camera modification of the standard Bavarian logotype and the copy "Select Beer" in order to increase the height of the characters in each element without increasing the width. In this manner, the size of the decals, when applied, will relate better spatially to the area to which they are affixed for display legibility. Otherwise, if we retain the height-width ratio of the standard logotype, we would encounter a visual smallness for the elements related to the space in which they are seen. Your truck painter has already demonstrated an awareness of this situation on the pilot models.

We should discuss these drawings after you and your associates have had an opportunity to inspect them fully. I will be leaving for a two week vacation Friday, July 26. If you have an opportunity, you might call me before then.

Best regards.

Sincerely,

LIPPINCOTT & MARGULIES, INC.

DKO:b

David K. Osler  
Account Design Director

cc: Mr. Louis L. Schott