



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

June 12, 1957

Mr. Louis L. Schott
Bavarian Brewing Company, Inc.
528 West 12th Street
Covington, Kentucky

Dear Mr. Schott:

Mr. Osler and I enjoyed very much meeting with you and Mr. William Schott, June 7th for the purpose of formulating a program for an ameliorated (architectural phase) Corporate Image.

The views which you and Mr. Schott presented will no doubt allow us to approach this assignment with more definite requirements; the result of which will be an integrated expression of the desired Corporate Image.

For the purpose of your records, enclosed you will find a copy of our proposal and conference report.

We appreciate this opportunity to work with your organization and we are looking forward to a very pleasant association.

Sincerely yours,

LIPPINCOTT & MARGULIES, INC.

A handwritten signature in black ink, appearing to read 'Dante Bencivengo', written in a cursive style.

Dante Bencivengo
Account Design Director

DB:ecm
Encs.