

WKS
Larry
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Gordon Lippincott
Margulies
Robert Margulies
Norman Schoe
Eugene W. Wagoner
Thomas G. Wagoner

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

October 2, 1957

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

Dear Mr. Schott:

As you may know, each year Industrial Design Magazine presents an "Annual Review" of the best designs created during the past year in America.

We thought you might be interested to know that we have submitted our design of the re-design of the Bavarian beer label and Brewer's brandmark as an example of what we feel to be our best work during the last season. Pictures of the design were submitted with the attached copy.

In previous years Lippincott and Margulies designs have always been well featured in these reviews and we hope it will be the same this year.

Cordially,

Madelon Bedell

Madelon Bedell
Director, Public Relations

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