

*WMS*  
*Joy*



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August 23, 1957

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

Dear Lou:

It was nice to talk to you on the phone Wednesday. I am glad you agreed that more can be achieved, as I mentioned on the phone, if I delay my trip to Covington until Dante Bencivengo is ready with his material.

We are returning to you under separate cover the 6 - 32 oz. fibre carry-out case. In our evaluation of the design, we believe that it is best to maintain the arrangement of the elements as Container Corporation has handled them on their comp. Our reasons for this deal mostly with the alignment of the large yellow panels in which the Three Flag device and the copy "Select Beer" are located. Since we have an opportunity on this style carton to do so, a better design is achieved by having the top edge of both yellow panels in alignment. We were not able to accomplish this on the fibre returnable cases because of the construction.

Also, there is the problem of the inclusion of the name "The Big Six" in the white area immediately adjacent to the logotype. If we decreased the height of the yellow panel, it would give us difficulty on the end panels where the elongated hand hold appears. If we increase the height of the yellow panel, the area for the logotype and Big Six copy would suffer.

We are sending along several variations of the copy for your perusal. We recommend using the copy arrangement that is affixed to the comprehensive because it gives a better mass contrast in comparison to the mass of the logotype, and, therefore, would be more effective in display. In other words, we believe the weight and style of the characters that we have used for the new copy complement nicely the Bavarian logotype and vice versa. Using the quote marks with the words "The Big Six" when "Six" is spelled out, adds to the personalized quality we are trying to achieve for the name of this package. In our exploration, using the numeral "6" you will note that it could be construed as The Big 6 inches, so we do not recommend following that possibility.

Mr. Louis L. Schott

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In reference to the possible adoption of the color red for the Bavarian logotype positioned on the front panel of the truck vans, we recognize that this will give a little more added impact and dramatic quality to that view of the truck. It will lessen slightly the appearance of quality by substituting it for the gold. We believe you should maintain a consistent application of color for the logotype wherever it appears on the truck design. Therefore, it follows that red should be used universally.

This presents the old dilemma of impact vs. quality impression. You can't have one without sacrificing the other. As an aid to solving the problem, we suggest that you repaint the logotype where it appears in all instances on one of your closed van trucks with the same red color that appears in the Three Flag device. This, I believe, is the best way to make a comparison and determine the assets and liabilities of adopting the red logotype. It certainly is effective on the returnable cases and may be satisfactory in usage on the truck.

I will be looking forward to seeing you in the early part of September. The date for the meeting will be set up by Dante with Bill directly.

Best personal regards.

Sincerely,

LIPPINCOTT & MARGULIES, INC.

*David K. Osler*  
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David K. Osler  
Account Design Director

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