

APK
John Finnegan
John Finnegan

November 16, 1962

Mr. Jose R. Puente
Vice President
Leaming Industries, Inc.
741 S. Main Street
Canandaigua, New York

not for you
Package

Dear Jose:

Arrangements have been made by our John Finnegan to have our Advertising people at Bridgeport mail you a positive print or negative of the logotype for the "Remington" script and "Du Pont Oval". We understand that this might best be used by your engraver to reduce down to the 2 1/4 size. We related your problem and feel certain they understand what is wanted. We trust that this is being put in the mail today; however, if you still have not received it by Monday afternoon, please give us a call.

It is believed that Mr. Finnegan also confirmed the desire that the Remington script and Du Pont oval be black in color on the gold background. We do not see any objections to the shape of the border as you described over the telephone, and also think it wise to leave to your best judgment as to the proper location within the right lower corner of the case cover. I would expect that there is a standard practice in your industry for the proportions desirable for the most pleasing effect.

Sincerely yours,

S. M. Alvis, Manager
Illion Research Division

SMA:T

cc: W. T. Smith - Purchasing