

A. I. MORRISON and COMPANY



13023 PURITAN • DETROIT 27, MICHIGAN • PHONE UNIVERSITY 4-6520

March 17, 1964

Mr. R. J. Houze,
Houze Glass Corporation,
Point Marion, Pa. 15474

Dear Mr. Houze:

At the request of Ford Division, we are working up some items for them to give to their dealers who will be coming in to the Ford exhibit at the New York World's Fair. The quantity would run between 10,000 and 25,000 pieces.

Inasmuch as you are an official licensee of the New York World's Fair, we would like to tie in a sketch of their building exhibit as per enclosed transparency, and the unisphere into a beautiful ash tray, and we are thinking of something like your quality design on page 7 of the 10" or the 9 x 9" on the same page.

Would it be possible to work up a speculative sample which will be very helpful in closing this order? If you have any other tray in mind rather than the ones mentioned above, use your own judgement, but we would like to hear you are working on this and as to when we can expect sample.

I believe the dealers will be going into New York some time around the last week in April.

Looking forward to hearing from you as soon as possible,
we are

Sincerely yours,

A. I. Morrison

A. I. MORRISON and COMPANY

AIM:
Enc -

MAR 23 AM.

P.S. Please return transparency with your reply.

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Lasting Advertising

*64-434
20 aut
sketch
3-20
epc
use 9
sq*



Ford Pavilion

A64-434

9"

Sketch
3-30-64

DATE RECEIVED

DATE POS. FIN.

4-1

FIN. ART APPROVED

ESTIMATED TIME

4

FIN. POS. APPROVED

PIN HOLE TIME

ARTIST NAME

Wilbert G. Coffman

ACT. TIME

4.05

FIRST REVISION

Rev Sk

4-10

DATE RECEIVED

DATE POS. FIN.

4-3

FIN. ART APPROVED

ESTIMATED TIME

DW

FIN. POS. APPROVED

PIN HOLE TIME

ARTIST NAME

Wilbert

ACTUAL TIME

1.70

SECOND REVISION

DATE RECEIVED

DATE POS. FIN.

FIN. ART APPROVED

ESTIMATED TIME

FIN. POS. APPROVED

PIN HOLE TIME

ARTIST NAME

ACTUAL TIME

THIRD REVISION

DATE RECEIVED

DATE POS. FIN.

FIN. ART APPROVED

ESTIMATED TIME

FIN. POS. APPROVED

PIN HOLE TIME

ARTIST NAME

ACTUAL TIME