

FILE NAME: Eagle-Picher (EP)

DATE: 1964 June 19

DOC#: EP015

DOCUMENT DESCRIPTION: Internal Letter to Joplin Plant RE
Warning Label

INTRA-COMPANY



CORRESPONDENCE

OFFICE Advertising Department - Cincinnati

DATE June 19, 1964

JUN 22 1964

Mr. Alton L. Jones
JOPLIN INSULATION PLANT

Subject: Type Face for.
"Caution" Notice

Dear Alton:

In reply to your query of June 17, we are returning the proof submitted by the Hudson Pulp & Paper Corp. We believe the type marked with the green X's is the type size lettering to use. This is large and clear enough type face to be completely legible, yet does not "shout CAUTION from the roof tops."

Very truly yours,

WFMc/gs

W. F. McCarthy

cc-Mr. H. F. Nunn
Mr. J. P. Harrington
Mr. L. T. Montant

Size = 5 lines = 1 1/2" wide
10 letters / inch in length
letters = 1/8" approx (3/16" high for 'l-t-h' etc)
Cops = 7 letters = 5/16"