

The FORUM

441 LEXINGTON AVENUE, NEW YORK



July 10th, 1929

Mr. Harral Ayres
Old Spanish Trail
Southern Borderland Trunkline
San Antonio, Texas

Dear Mr. Ayres:

We were interested in your inquiry about the type used in the Seville advertising. The advertising was placed by the Caples Company, advertising agents, 2002 Grand Central Terminal, New York. I quote from a letter from Mr. Albert Woodley, Vice President of the company:

"I am very pleased to receive your letter of yesterday's date quoting from a letter received from Mr. Harral Ayres, Managing Director of the Old Spanish Trail Southern Borderland Trunkline. Such comments as these prove that our Seville advertising is making a favorable impression besides being read. The type face is known as Eve Heavy and is the production of a European foundry. I am not sure whether an initial appeared in the advertisement Mr. Ayres referred to, but we are using Greco Adornado initials which go very attractively with the Eve type face."

Trusting the information will be of service to you and appreciating your interest, I am

Very truly yours,

Waldo W. Sellw
Advertising Manager

WVS:HS

P. S. I am returning the copy of the advertisement as you requested.