

Batten, Barton, Durstine & Osborn

INCORPORATED

383 Madison Avenue, New York

Advertising

April 25, 1934

Dear Miss Gilpin:

You were a peach to send the picture.

The advertising of the International Harvester Co. of America seems to be done by the company itself, without benefit of agency. The advertising manager's name is F. W. Heiskell (606 South Michigan Avenue, Chicago).

I look forward ever so much to meeting you some time, but it seems to be hard for me to get out to Colorado. Meanwhile, it is always a pleasure to see your pictures.

Very sincerely,

William M. Strong
William M. Strong

Miss Laura Gilpin
317 Cheyenne Road
Colorado Springs, Colorado