

OGILVY & MATHER INC.

2 East 48 Street · New York 10017

Telephone: (212) Murray Hill 8-6100 · Telex: 620554 and 12279 · Cables: Flagbearer New York

ABBOTT C. JONES  
Senior Vice President

February 20, 1976

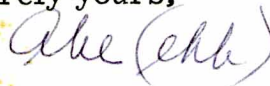
Mr. R. T. Schoonmaker  
Director of Marketing  
Consolidated Rail Corporation  
1818 Market Street  
Philadelphia, Pennsylvania 19103

Dear Tom:

As you requested, we are attaching the layout of the artwork for the ConRail logo.

On the Black and White version the screen should be 70% gray. On the color version, the color we propose is indicated on the swatch - Superior B-16.

Sincerely yours,



Abbott C. Jones

/ehb  
Attachment