September 9, 1929.

J. J. Raskot, Vice-Pres.,
E. I. Du Pont De Nemours, & Co.,
1007 Market St.,
Wilmington, Delaware.

Dear Mr. Raskot:

We have taken the liberty of sending you the September issue of the Boardwalk Illustrated News, a pictorial magazine devoted to current activities along the Atlantic City Boardwalk.

As an executive of one of the representative American manufacturing concerns, and an advertiser whose field is of national scope, you will find the message on pages 33-35 of especial interest to you.

After you have given this magazine and the message it carries a few moments of your time, we would sincerely appreciate your reactionary comments on it.

Cordially yours,

[Handwritten signature]

Frank P. Gravatt
Each year the Steel Pier attracts over one million visitors who love to hear and see the many high-class attractions secured from all over the world.
Above a
View of
General
MOTORS EXHIBIT
Motors Entrance
to their Exhibit

To the right a
View of the
Marine Ball-
room, Showing
Thousands of
Terpsichore's
Adherents

In the 30
years it has catered to the
public, over 25,000,000
satisfied patrons have passed through the entrance to the
Steel Pier
NATIONAL EXHIBITORS

ARE LOUD IN THEIR PRAISE OF ATLANTIC CITY AND ITS FAMOUS BOARDWALK AS A MEDIUM FOR NATIONAL EXHIBITS AND DISPLAYS.

Right---
One of the Balcony Exhibit Booths Showing Display of Jacob Reed’s Sons Philadelphia and Atlantic City

Floor Plan of Second Floor Steel Pier Minstrels, Steamer Deck and Balcony of Main Arcade Are Located on This Floor.

Floor Plan of Atlantic City Steel Pier Showing Strategic Locations of Spaces Devoted to Displays of National Exhibitors.

A TYPICAL EXHIBIT BOOTH SHOWING HOW ATTRACTIVELY SMALL SPACES CAN BE DECORATED TO EFFECTIVELY DISPLAY MERCHANDISE.