

Full-Tone Printing



Established 1888

The Meriden Gravure Company
Meriden, Connecticut

February 13, 1940

Miss Laura Gilpin
317 Cheyenne Road
Colorado Springs, Colo.

Dear Miss Gilpin:

We received a letter from Turner Williams as copy attached herewith. If you can combine this with your regular cards you should be able to get the cards at \$7.50 and charge him \$15.00 for the 1000. Are there any additional cards from your territory which can be combined on this run? Is the Yucatan series ready to work along with the present cards?

Would you mind getting in touch with Mr. Williams, advising him that you are handling post cards in this vicinity and you would be glad to give him any further information desired.

We have not answered Mr. Williams' letter.

Yours very truly,

THE MERIDEN GRAVURE CO.

P. B. Allen, President

PBA:MC
Enclosure

February 9, 1940

The Meriden Gravure Co.
Meriden,
Conn.

Gentlemen:

Please send me information on standard size of post cards: prices for reproduction per 100, 1,000, etc.; cost of original plate from which you would print.

The size of the original to be reproduced is $7\frac{1}{2}$ " x 9" to be reduced to 3" x $3\frac{5}{8}$ ", allowing small margins at top and sides and large margin at the bottom.

The original is a black and white etching, dry point.

Also, please send, if possible, samples of black and white cards you have printed, (not photographs) drawings, etchings, or some such medium.

Let me know if you would like to see the original in order to send the above information.

Sincerely,

(signed) Turner Williams

General Delivery
Santa Fe
New Mexico