

# THE MERIDEN GRAVURE COMPANY

FULL-TONE PRINTING :: MERIDEN, CONNECTICUT

ESTABLISHED IN 1888 :: TELEPHONES 600 - 601



May 6, 1946

Miss Laura Gilpin  
614 Alameda Road  
Santa Fe, New Mexico

My dear Miss Gilpin:

Thank you very much for your letter of April 25th. Glad to hear that you expect to be back in the post card business again now that your temporary war work has been finished.

Our prices have increased somewhat since the last work we did for you in 1939, and a quotation is attached herewith. In order to print cards in the warm black ink used for your work before, it will be necessary that we run even forms of 25 subjects or a total of 25,000 cards in even thousands.

We are doing no sheet-fed gravure work. Collotype is still the main part of our business, though we have in one small offset press and are doing some offset reproduction work.

It is almost impossible to give anything definite on delivery dates these days. We are over-loaded with work and are scheduling jobs months in advance. If you get together a form of cards and will send it in, we will work it into our schedule just as soon as possible, and after we have received okayed blueprint and type proofs back from you, we will give you a more definite delivery.

Sincerely yours,

THE MERIDEN GRAVURE COMPANY

*Harold Hugo*

E. H. Hugo, Manager

EHH:BB

# Quotation from The Meriden Gravure Company, Meriden, Connecticut

May 6, 1946

Miss Laura Gilpin  
614 Alameda Road  
Santa Fe, New Mexico

## POST CARDS

No. of subjects -- 25 - 50 - 75 - etc.

Edition 1000

Size --  $3\frac{1}{2}$  x  $5\frac{1}{2}$

Illustration size -- Bleed

Paper -- 120 lb. or 140 lb. Ivory Queen plate  
subject to availability

Ink -- Warm Black

Type -- Regular post card forms & 1 - 2 lines of type on  
address side -- no type on illustration side

Price per 1000 - \$8.25 - either reprint or new

Price subject to adjustment to cover any increase in cost of  
paper over cost allowed in base price.

Prices subject to change without notice.

*QHH*

EHH:BB

Full-Tone Printing



Established 1888

Contract Terms on Reverse Side

## Contract Terms

PRICES: Net 30 days. All prices F. O. B. Meriden, unless otherwise agreed. These prices are subject to change without notice and are for immediate acceptance unless otherwise stated.

OVER-RUN: In accordance with trade custom, it is agreed that an over-run or shortage, not to exceed 10%, to be billed pro rata, shall constitute a true delivery.

SPECIFICATIONS: It is understood that specifications herewith are satisfactory to you, unless designated to the contrary upon acceptance of this proposal.

ART WORK AND LAYOUT TIME: When requested, to be furnished extra at customer's expense on an hourly basis at a rate of \$3.00 per hour.

CHANGES: Should alterations or changes be made at your request or because of conditions unknown at this time, the price shall be changed to correspond to the change in cost to us.

CANCELLATIONS: Orders entered upon our books cannot be countermanded, except with our consent and on terms that will indemnify us against all loss.

ERRORS: Stenographic or clerical errors are subject to correction.

DELIVERY: It is agreed that we are not liable for delays occasioned by strikes, fires or other causes beyond our reasonable control, nor for any direct or indirect damages arising from such delays.

MERCHANDISE, TYPE OR ORIGINALS: We are not to be held liable for the loss or mutilation of original, originals, type, plates or merchandise beyond the sum of \$25.00 total, unless statement in writing is received, giving coverage required.