

Box 1173

April 18,
1947

Mr. George T. Bailey,
Photogravure & Color Co.,
207 West 28th St.,
New York City.

Dear Mr. Bailey:-

Mr. Walter Freese of HASTINGS HOUSE has referred me to you regarding the production of photogravure postcards. HASTINGS HOUSE has published one book of mine and has another under way at the present time.

Several years ago, I commenced a small business in postcards of this southwestern region, and the cards which I now have on the market are collotype by the Meriden Gravure Co.

Some weeks ago, I wrote to Mr. Freese regarding the publishing of cards out here in New Mexico, but he does not wish to go into it at this time. However, I am most anxious to build up this business as the field seems extremely good to me, judging from the requests I am continually getting for more cards.

Will you kindly quote me your prices on cards, the required number of pictures necessary at a printing and, to begin with, the minimum requirement on number.

I shall also need to know the weight in order to figure cost of transportation.

In addition I am anxious to know if you are doing anything practical in the way of producing postcards from color transparencies. I have seen a few published by some concern in California, and for the future I shall be definitely interested in this.

Very truly yours,