

THE MERIDEN GRAVURE COMPANY
FULL-TONE PRINTING :: MERIDEN, CONNECTICUT
ESTABLISHED IN 1888 :: TELEPHONES 600-601



July 29, 1947

AIR MAIL

Miss Laura Gilpin
Box 1173
Santa Fe, New Mexico

Dear Miss Gilpin:

Sorry to have delayed so long in answering your letter of June 30th but it was received in Meriden during a vacation shut-down and since returning we have been so completely snowed under that it has taken time to catch up.

Your instructions are clear on the present order for 25000 cards, of which 23 are reprints and 2 are new subjects. Blueprints of the two new subjects are enclosed herewith.

There has been a slight increase in the price since the figure of \$8.25 per thousand. It is now \$8.75 per thousand which covers increased paper costs only.

The type on the address side has been set for Colorado Springs, but if you decide to change it to Santa Fe, please let us know when returning the two enclosed blueprints and we will see that the change is made on all of the cards.

We realize that you are concerned about delivery and are sorry that we can't schedule the press work until these proofs are returned. As soon as they get back we will try to get the form on a press schedule and let you know what delivery you can expect.

Glad to hear that you expect to have another form soon. There is a change taking place in the standard size of post card paper. The mills are changing to a size they regard as more flexible and when our present stock is used up the number of subjects per form will change. The new paper requires 30 cards if the subjects bleeds and 36 cards if they have the regulation $\frac{1}{4}$ inch margin all around. It is quite likely that the change-over will have taken place by the time your next order comes in.

We have not been very successful in finding out anything about shipments from Meriden to Merida, Yucatan, Mexico. We have checked with the local express office and they advise that printed matter cannot be shipped into Mexico under a ruling they have. We are attempting to get a copy of that ruling and check into it further.

Sincerely yours,

THE MERIDEN GRAVURE COMPANY

Harold Hugo
E. H. Hugo, Manager

EHH:EAB

Estimate

~~CONFIDENTIAL~~ from The Meriden Gravure Company, Meriden, Connecticut

April 29, 1947

Miss Laura Gilpin
624 Alameda Road
Santa Fe, New Mexico

Post Cards

Size of card: $3\frac{1}{2}$ x $5\frac{1}{2}$

Illustration size: Bleed or 3 x 5 or less

Paper: 120-lb. or 140-lb. White or Ivory Queen Plate
depending on availability

Ink: A - Black
B - Warm black

Copy: 1 square finish glossy photo per card

Type: On address side only - regular post card form and
1 - 2 line legend

Quantity and price:

1000 each of 25 subjects at:

A - black ink - \$8.75 per M per subject

B - warm black ink - \$9.65 per M per subject

Reprints at same price as original run.

The above proposal is based on current costs. Under prevailing conditions these prices are quoted with the understanding that should there be an increase in the costs of labor or materials prior to or during the process of manufacture, there will be additional charges to reflect such increases.

EHH:BB

gum

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.