

THE MERIDEN GRAVURE COMPANY

FULL-TONE PRINTING :: MERIDEN, CONNECTICUT

ESTABLISHED IN 1888 :: TELEPHONES 600 - 601



March 25, 1948

Miss Laura Gilpin
Box 1173
Santa Fe, New Mexico

Dear Miss Gilpin:

This will acknowledge your letter of March 16th and the nine photographs and seven old cards for reprints which you sent to us.

The number which comes closest to that which you submitted and which will also fit our press forms is 15 cards, 1000 copies of each, which would mean that you could either cancel one card or have us hold it for a combination with some form you might be running in the future as mentioned in your last paragraph. Running 1000 copies each of 15 cards, our price for these is \$12.75 per thousand cards.

Your directions for spelling and other directions are clear so that when we have heard from you as to which card you want held out, we will be able to go ahead with the job.

Thank you for the order.

Very truly yours,

THE MERIDEN GRAVURE COMPANY

John F. Peckham

J. F. Peckham
Asst. Manager

JFP:EAB

P.S. In February it became necessary to increase post card prices due to increases in paper and material costs to us. Our current prices do not reflect the full amount of increased costs to us since we are trying to absorb some of this. For your information, we are enclosing our price schedule.

JFP

J. F. P.

Estimate from The Meriden Gravure Company, Meriden, Connecticut

FEBRUARY 6, 1948

SPECIFICATIONS AND DETAILED INFORMATION ON
FULL-TONE COLLOTYPE SCIENTIFIC
POST CARDS

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

Illustration size -- Bleed or 3" x 5" or less

Paper -- 140-lb. Ivory or White Bristol (subject to availability)

Ink -- Black

Copy -- Photographs - one illustration per card

Type -- On address side only...regular post card form and one
or two lines of legend

Quantities and prices

30,000 bleed cards in even forms	\$10.00 M in even thousands
36,000 margin " " " "	10.00 M " " "
15,000 bleed " " " "	12.75 M " " "
18,000 margin " " " "	12.75 M " " "

500 of 30 bleed cards at	\$6.50 per 500
500 of 36 margin " "	6.50 " "
500 of 15 bleed at	8.25 per 500
500 of 18 margin at	8.25 " "

If it is decided to have a one-line title on the front of the card, there will be additional charges as follows:

30,000 - 36,000	\$1.50 per subject
15,000 - 18,000	2.00 per subject

The use of standard color inks other than black is not economical except on full forms, 1000 edition only. Add 10% for colored ink.

Prices subject to change without notice.

Prices subject to change for change in paper prices.

EHH:EAB

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 \$4.00 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 in this estimate 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. Where additional coverage is required, (an insurance) charge will be made depending upon the amount requested.