

MIRRO-KROME PRODUCTS



H. S. CROCKER CO., INC. LITHOGRAPHY * PRINTING * LABELS

1000 SAN MATEO AVENUE • SAN BRUNO, CALIFORNIA

PIC • TOUR MAPS
COLOR POST CARDS
VIEW BOOKS
ACCORDION FOLDERS
CALENDARS
COLORFORMS

July 9, 1952

Miss Laura Gilpin, Photographer
Box 1173
Santa Fe, New Mexico

Dear Miss Gilpin:

Thank you for your letter of June 25, 1952.

I have enclosed samples of our Mirro-Krome postcards and our advertising price list for your information and guidance.

Our minimum quantity of one subject is 12,500 postcards. Normally our shipping weight is approximately 10 pounds for that quantity. We require a color transparency in the size 4 x 5 or 5 x 7 as copy for Mirro-Krome postcards and we can manufacture and start delivery within 60 days after receipt of your copy in the factory at San Bruno.

If I can be of any further assistance, please do not hesitate to call upon me.

Sincerely yours,

H.S. CROCKER CO., INC.

C.D. Helbig
C.D. Helbig, Manager
Mirro-Krome Products

CDH:elm
Encls.



H. S. CROCKER CO., INC. PRINTERS * STATIONERS * LITHOGRAPHERS

720 MISSION STREET
SAN FRANCISCO 1, CALIFORNIA

PRICE SCHEDULE - ADVERTISING POST CARDS

Post Cards - size $3\frac{1}{2}$ x $5\frac{1}{2}$ (one picture):

<u>Quantity</u>	<u>First Run</u>	<u>Re run</u>
12,500	\$17.00 per thousand	\$10.00 per thousand
25,000	\$11.00 per thousand	\$ 8.00 per thousand
50,000	\$ 9.50 per thousand	\$ 7.50 per thousand
100,000	\$ 8.50 per thousand	\$ 7.00 per thousand
250,000	\$ 7.50 per thousand	\$ 6.60 per thousand
500,000	\$ 6.80 per thousand	\$ 6.40 per thousand

Post Cards - size $3\frac{1}{2}$ x $5\frac{1}{2}$ (two picture):

<u>Quantity</u>	<u>First Run</u>	<u>Re run</u>
12,500	\$24.00 per thousand	\$10.00 per thousand
25,000	\$16.00 per thousand	\$ 8.00 per thousand
50,000	\$13.50 per thousand	\$ 7.50 per thousand
100,000	\$10.50 per thousand	\$ 7.00 per thousand

Jumbo Cards - size 7 x $5\frac{1}{2}$ (one picture):

<u>Quantity</u>	<u>First Run</u>	<u>Re run</u>
12,500	\$28.00 per thousand	\$20.00 per thousand
25,000	\$24.00 per thousand	\$18.00 per thousand
50,000	\$21.00 per thousand	\$16.50 per thousand
100,000	\$16.00 per thousand	\$14.00 per thousand

Jumbo Cards - size 7 x $5\frac{1}{2}$ (one picture plus return acknowledgement order form with perforation):

<u>Quantity</u>	<u>First Run</u>	<u>Re run</u>
12,500	\$26.00 per thousand	\$21.50 per thousand
25,000	\$21.50 per thousand	\$19.00 per thousand
50,000	\$19.00 per thousand	\$17.50 per thousand
100,000	\$15.50 per thousand	\$14.75 per thousand
250,000	\$14.90 per thousand	\$14.25 per thousand

PRICE SCHEDULE - ADVERTISING POST CARDS (cont.)

DeLuxe Jumbo Cards - size 9 x 7 (one picture):

<u>Quantity</u>	<u>First Run</u>	<u>Re run</u>
12,500	\$40.00 per thousand	\$34.00 per thousand
25,000	\$35.00 per thousand	\$31.00 per thousand
50,000	\$32.00 per thousand	\$28.50 per thousand
100,000	\$29.50 per thousand	\$27.00 per thousand

The above prices include all regular 4 color plate work using 4 x 5 or 5 x 7 color transparencies supplied by the customer.

The cost of reproducing from transparencies in other sizes or any other special work is subject to price confirmation upon receipt of copy.

No charge will be made for advertising message on reverse side of card if customer supplies type reproduction proofs.

Final Post Card shipments are subject to a normal 10% overrun or underrun and will be billed accordingly.

All prices are F.O.B. SAN FRANCISCO.

For further information please contact Post Card Department, H. S. Crocker Company, Inc., 720 Mission Street, San Francisco, California.