



Date: November 5, 1984

Memorandum: Scott and Stuart Gentling
4801 Harley St.
Fort Worth, Texas 76107

Subject: Suggestions for assuring high quality color transparencies
or color prints which are to be used for four-color offset
printing.

1. Please retain a professional photographer who has had experience
in shooting color negatives or transparencies (proper film, light-
ing, filters if needed, exposures, developing, et cetera) for
four-color offset printing.
2. Have your photographer make as large a negative-transparency as
possible in relationship to the final size of the illustration
which you wish produced.
3. On each color negative/transparency, include a gray scale and a
color bar! This will assist the engraver in making better four-
color separations.

I hope this information will prove of some assistance.

Sincerely,

A handwritten signature in cursive script that reads 'David Holman'.

David Holman

/db