"E"
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EAST TEXAS CUT NEWS

Catalog "E"

TYLER TEXAS

The Latest from America's Largest Mail-Order Engravers

Printed from Stereotype Plates on Rotary Press

Published by East Texas Engraving Company, Tyler, Texas

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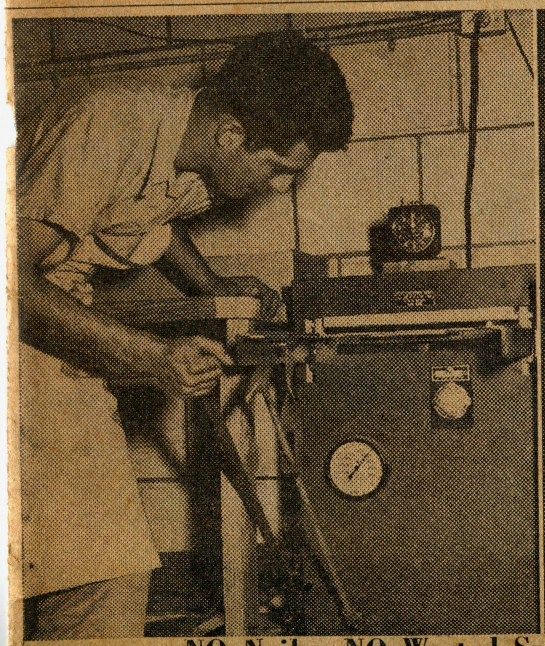
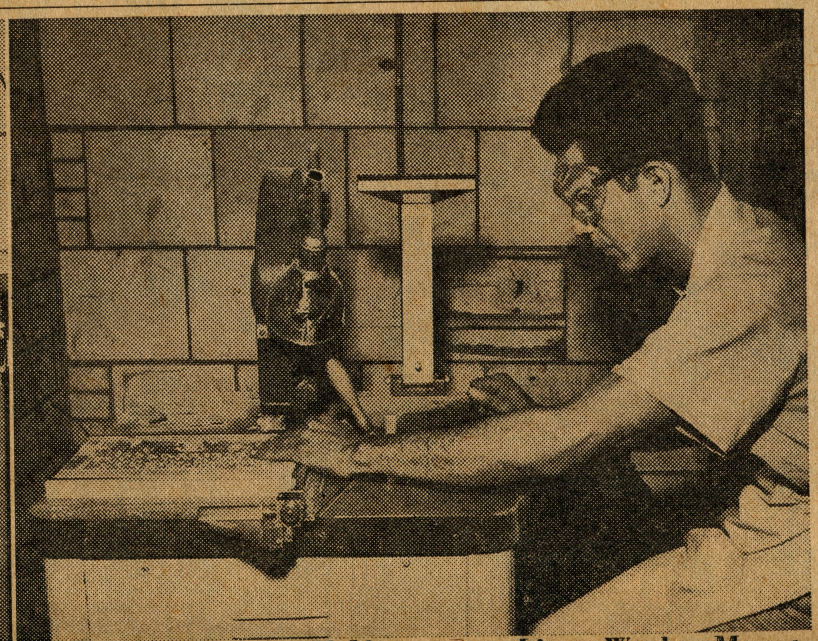
New Flush Mounting Machinery Gives Printers EXACT Point And Pica Measure





NO Nails—NO Wasted Space—EVERY Cut, Halftone or Line Work, Mounted

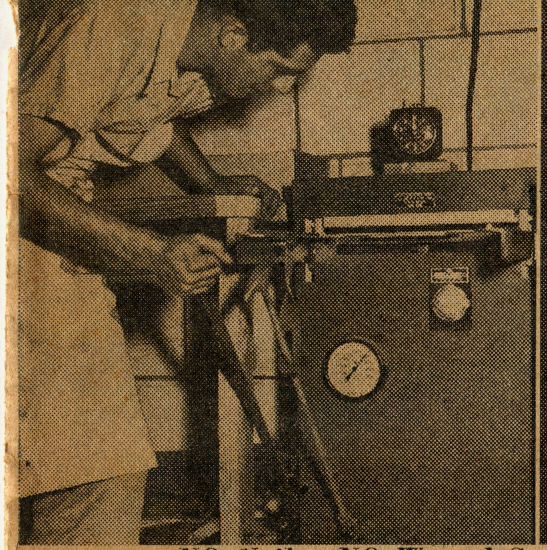
Select Your Order Now-Then FILE!

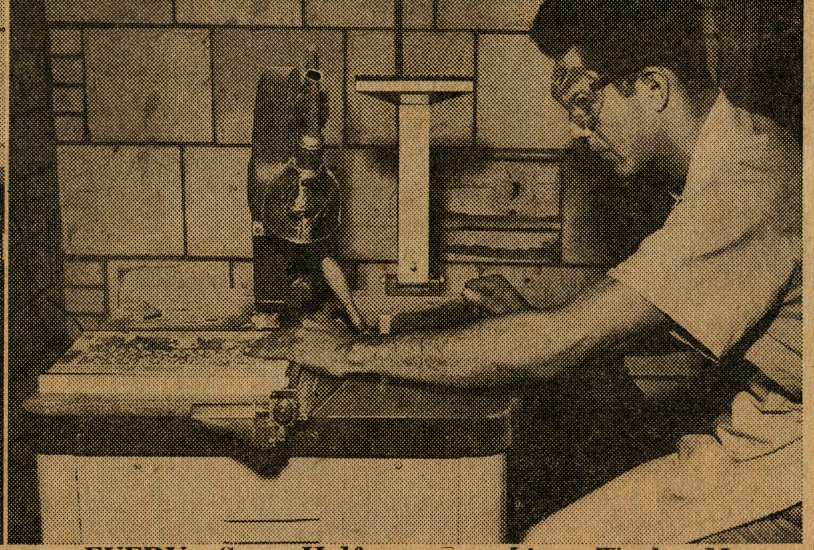
SAVE FOR STEADY USE!

We here at the East Texas Engraving Company have spent months of patient and steady work assembling the thousands of stock cuts illustrated in this catalog. We feel that here is the most complete, up-to-date selection of stock cuts on the market in the U. S.

This catalog "E" is the culmination of all our efforts, because we have been "feeling the pulse" of America's cut users, and have learned what YOU WANT MOST. All the stock cuts you WANT MOST are in this catalog.

You can have mats of any group in here for $1.65 post





NO Nails—NO Wasted Space—EVERY Cut, Halftone or Line Work, Mounted FLUSH, Block Cut to EXACT Printers' Widths!



Chief "Make UM-Cut"

These two machines are the answer to the Printer's "dream" of etching and halftone plates mounted on wood exactly flush, and exactly to Printer's Measure, either pica, or point. At the left is the pressure mounting machine, which puts 2,500 pounds pressure on the plate, 350 degrees temperature, and attaches wood and metal together WITHOUT NAILS, with an adherent stronger than the wood or metal themselves!

Pictured above right is Engraver Joe McRuiz precision-sawing out a printing plate EXACTLY to pica measure. EVERY cut produced at East Texas is now given this treatment—line etchings and halftones, if mounted cuts are ordered, so that our cuts will fit your point and pica measure EXACTLY! Nothing like it, Boys—the best and the most modern equipment in the WORLD to please you Printers! MOUNTING NO EXTRA CHARGE!

Our Home in Tyler, Texas



This is the $100,000 fireproof, air-conditioned home of the East Texas Engraving Company at 116 South Beckham Avenue, Tyler, Texas. Your copy is safe here; your orders are beautifully and quickly produced here to your pleased satisfaction.

ONE COLUMN CUTS $1.10 POSTPAID

NOTICE:
Our Advertising Specialty

USE THE AIR MAIL

VIA AIR MAIL

Regardless of where you are in the U. S., we are only overnight from you by AIR MAIL. Therefore, rush your photos and drawings to us by AIR MAIL and we can go to work on them the next morning. We normally ship orders within 48 hours after they arrive in our plant.

If you are in a BIG hurry, tell us to return your order by AIR PARCEL POST. All our prices are postage paid for REGULAR parcel post—if you want them by AIR parcel post or AIR Express, we charge the extra transportation charges thereby incurred. We follow your instructions.

SPECIAL REQUEST!

PLEASE MR. CUSTOMER . . . .

SEND EACH ORDER COMPLETE IN JUST ONE PARCEL!

So that you will get better, quicker service, PLEASE make each order COMPLETE. By this we mean, put your copy, your instructions, your purchase order, your check, if you pay cash with order, and ANYTHING ELSE even remotely connected with that particular order ALL IN ONE PACKAGE OR ENVELOPE.

Order Now-Then FILE!

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You can have mats of any group in here for $1.65 post paid. You can have any small stock cuts in here for 55c each in quantities of 2 or more, post paid, or a single small cut for 72c post paid. There are some larger cuts herein and the price for the original cut is under each. We sell the mats by the page only at $1.65. Original zinc etchings are above prices, regardless of quantity.

We hope you like this catalog. WE KNOW you will find it profitable to use it. The cost was terrific, so if you want additional copies, you can have all you want for your salesmen, office files, and other purposes, at 10c each, post paid, which is approximately our cost.

We File Everything Alphabetically by Towns

The only way we can efficiently handle our volume of business from practically EVERY TOWN in America is to file everything Alphabetically by TOWNS.

Therefore, when you refer to an order, be sure to tell us the TOWN to which it is to be shipped, as it is filed that way.

Many times we'll receive an order from one town, and something concerning it from another, without mentioning the FIRST town. Then we can't look it up.

The East Texas Engraving Company is now serving many thousands of members of the

"Make UM-Cut" than the wood or metal themselves!

CHARGE!

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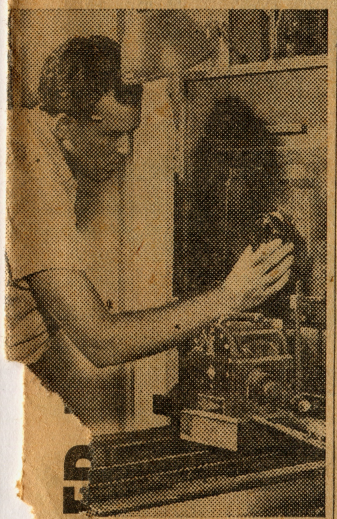

ORDER

make a first class
either 60, 85 or
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to you. Same Day
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ciate them all.

NOTICE:

Our Advertising Specialty Business, called Nationwide Advertising Specialty Company, under the direction of John Newbern, is now located in Arlington, Texas, 207 West Main Street.

Our business was getting too large for one roof to hold it, so we have a beautiful new Advertising Building in Arlington.

All salesmen interested in selling Advertising Calendars and Novelties, write John in Arlington.

THE REASON FOR THE SMALLER PAGES

We are making all of our mat pages 8½ x 11" in the future so they can be filed in a reguler 8½x11 loose leaf binder and will not become soiled or torn as our old newsprint catalogs have done. Please file this away for reference as we are going to send more pages in the near future.

USE THE AIR MAIL

VIA AIR MAIL

Regardless of where you are in the U. S., we are only overnight from you by AIR MAIL. Therefore, rush your photos and drawings to us by AIR MAIL and we can go to work on them the next morning. We normally ship orders within 48 hours after they arrive in our plant.

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So that you will get better, quicker service, PLEASE make each order COMPLETE. By this we mean, put your copy, your instructions, your purchase order, your check, if you pay cash with order, and ANYTHING ELSE even remotely connected with that particular order ALL IN ONE PACKAGE OR ENVELOPE.

When you send pictures in one package and instructions in another envelope, it just runs us crazy, because we get lots of mail, and to handle it efficiently, every package must stand on its own feet. If copy is HEAVY, put first class matter in envelope and GLUE to the outside of the package, so it will all come together.

Remember These Points- - -

When Ordering Printing Plates From This Fine Texas Plant:

1. We sacrifice not one whit of quality. We use the finest materials, have all the "know-how" to be had—we effect our savings by MASS PRODUCTION of your orders, with those of thousands of others.
2. As fas as we know, we have the lowest prices in America for line etchings and halftones, mats, stock cuts, and commercial art work. Our production is as great as FIVE AVERAGE PLANTS! The saving is by efficient methods of producing large quantites of cuts at one time. (See low prices on back cover)
3. We can produce ANY average order and get it in the mail back to you within 48 hours. NO MATTER HOW LARGE THE ORDER, we can handle it in 3 to 5 working days!
4. WE PAY THE POSTAGE—never forget that. Our prices on back cover INCLUDE all parcel post back to you.
5. EVERY engraver in our plant, INCLUDING Bill Nourse, is a World War II veteran with at least FIVE years of engraving experience!
6. We will appreciate your business, and respectfully request at least a TRIAL ORDER to let us show you what "us Texas folks" can do!

Bill Nourse, General Manager

etchings are above prices, regardless of quantity.

We hope you like this catalog. WE KNOW you will find it profitable to use it. The cost was terrific, so if you want additional copies, you can have all you want for your salesmen, office files, and other purposes, at 10c each, post paid, which is approximately our cost.

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Many times we'll receive an order from one town, and something concerning it from another, without mentioning the FIRST town. Then we can't look it up.

The East Texas Engraving Company is now serving many thousands of members of the Graphic Arts and kindred industries in all 48 states and 9 foreign countries. We can serve you well!

We furnish FREE return envelopes in six different sizes for mailing us copy—also instruction stickers for the back of your copy. Just ask for them!

Write instruction on the BACK of your copy — in this way it doesn't get lost or separated from the copy and you get JUST WHAT YOU ORDER.

On LONG, SKINNY CUTS—We charge the SHORT dimension as ONE-FOURTH the long dimension, whether it is or not —so watch your skinny cut prices!

We always refer to dimensions of cut as WIDTH from left to right looking at picture, and DEPTH from top to bottom, looking at picture. If you'll do the same we'll always understand you!

We can't make a silk purse out of a sow's ear. Good copy from you means good cuts from us.

ORDER: AUTOMOTIVE MATS No. 91

(The mats are made with individual bearer around every single cut, so that they can be cast alone, or grouped, as you prefer).

Mats No. 91

$1.65 POSTPAID

47 AUTOMOTIVE MATS ALL FOR $1.65 POSTPAID

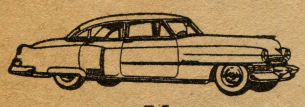
Here's the latest up-to-the-minute 1951 models of all the cars and the emblems for 1951 to go with them. A BIG BARGAIN!

Original Zinc Etchings

This size, mounted on wood, quantities of two or more, **55c** Each Postpaid (12c If you order only one cut) ORDER BY NUMBER UNDER CUT

IF WE DON'T HAVE IT CAN DRAW IT

—and we DO mean ANY don't see what you want just send us a rough sketch we'll draw it at reasonable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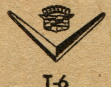
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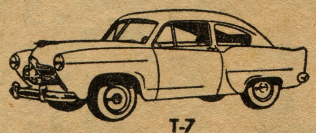
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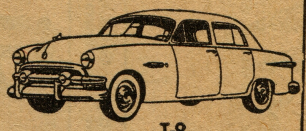
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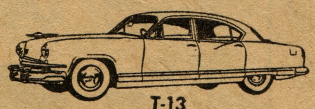
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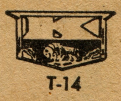
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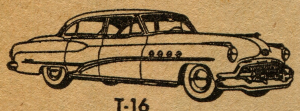
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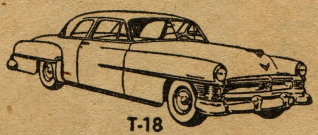
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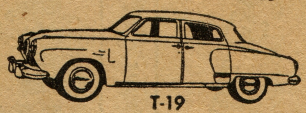
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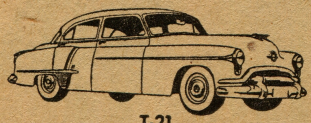
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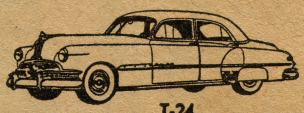
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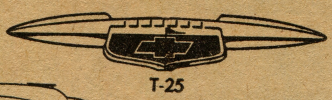
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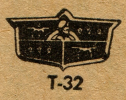
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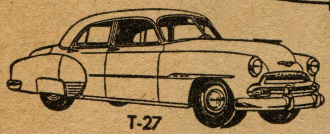
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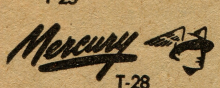

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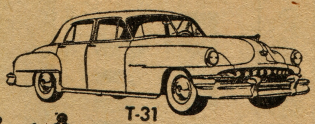
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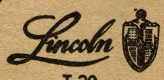

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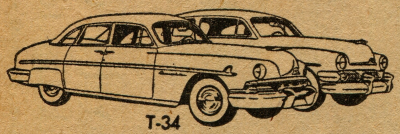
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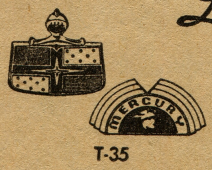

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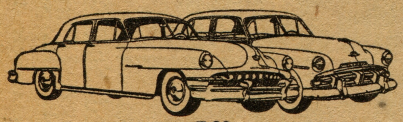
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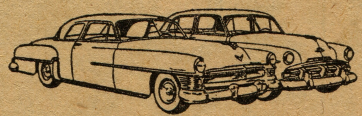
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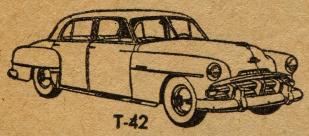
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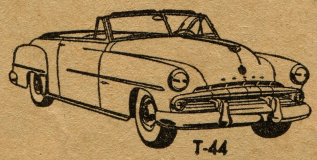
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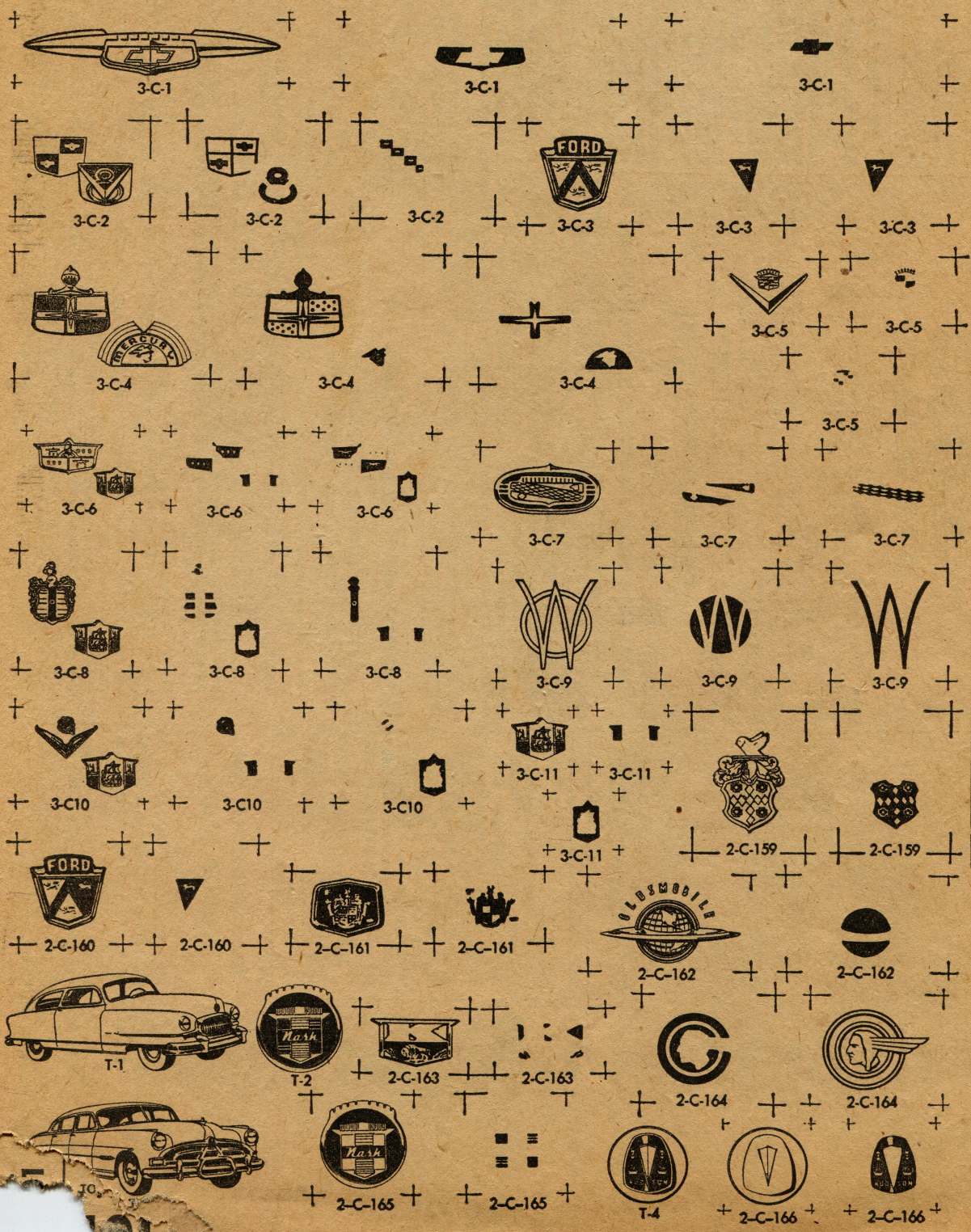
ORDER: COLOR AUTO MATS No. 92

(Our mats are made with a bearer space completely around each single cut, so that they may be cast alone, or grouped.)

Mats No. 92

$1.65 Post Paid



COLOR AUTOMOTIVE MATS ALL FOR $1.65 POSTPAID

These automotive cuts are right up to the minute, and IN COLORS, so that you can do beautiful color jobs with them!

COLOR CUTS

wood-mounted in register

2-Color Sets.....$2.00

3-Color Sets.....$3.00

SEND EACH ORDER IN ONE PARCEL!

When you send photos or drawings for making cuts, SEND FULL INSTRUCTIONS WITH THE COPY—not in separate letter. It helps us expedite your order.

ORDER: FOOD & FLORISTS MATS NO. 93

(Our mats are made with plenty of bearer space completely around each cut, so that they can be cast individually, or grouped.)



Mats No. 93

$1.65 POSTPAID

HERE'S A BUNCH OF HANDY ONES—ALL FOR $1.65

You'll find lots of little cuts here to fit food and drink places, florists, etc. Like all East Texas stock cuts, they'll come in handy.

Original Zinc Etchings

This size, mounted on wood, quantities of two or more. **55c** Each Postpaid (72c if you order only one cut) ORDER BY NUMBER UNDER CUT

IF YOU DON'T SEE IT, SEND US A GOOD PROOF!

No matter what cut you may need, just send us a good proof and we can make it for you. Regular price for any small zinc etching, only $1.10 post paid, to order.

ORDER: TRANSPORTATION MATS NO. 94

(Our mats are made with plenty of bearer space completely around each single cut, so that they can be cast individually, or grouped.)



Mats No.		
94	$1.65	POSTPAID

LOOK AT THE TRANSPORTATION MATS—ALL FOR $1.65

East Texas cuts speak for themselves. You can find numerous uses for this group, for example—many new and different types of transportation.

Original Zinc Etchings

This size, mounted on wood, quantities of two or more. **55c** Each Postpaid (72c if you order only one cut)

ORDER BY NUMBER UNDER CUT

20,000 CUSTOMERS IN 48 STATES—THAT'S OUR RECORD!

The East Texas Engraving Company has 20,000 customers in 48 states. We sell the Graphic Arts Industry exclusively, and only at the low wholesale prices herein.

ORDER: MATS OF PEOPLE No. 95

(Our mats are made with plenty of bearer space completely around each cut, so that they can be cast individually, or grouped.)

Mats No. 95 — $1.65 POSTPAID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T-289


T-290


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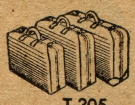
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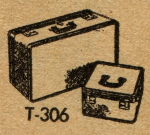
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BABIES, MEN, WOMEN, INDIANS

A LITTLE OF EVERYTHING!

Any good printer realizes that it takes literally THOUSANDS of good cuts around the place to give him a VERSATILE printing basis—that's the service we offer!

Original Zinc Etchings

This size, mounted on wood, quantities of two or more. **55c** Each Postpaid (72c if you order only one cut)

ORDER BY NUMBER UNDER CUT

HIGHEST QUALITY—LOWEST PRICE

HERE'S ONE TIME IT'S TRUE!

It just happens that big production and low cost more in engraving than anything else—that's why our cuts are BEST and our prices are LOWEST!

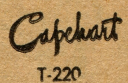
ORDER: TELEVISION MATS No. 96

(Our mats are made with plenty of bearer space completely around each cut, so that they can be cast individually, or grouped.)

Mats No. 96 — $1.65 POSTPAID



T-219



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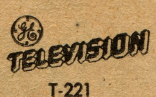

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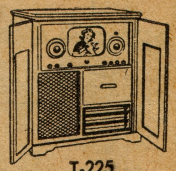
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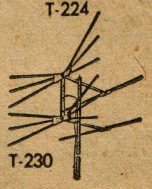
T-229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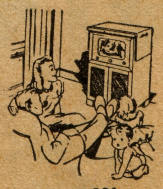
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T-232



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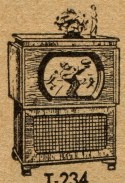
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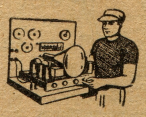
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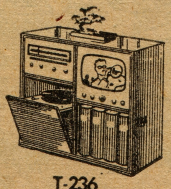
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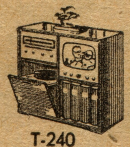
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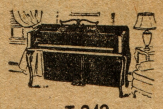
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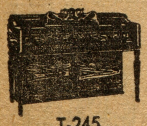
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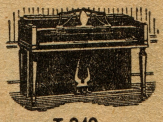
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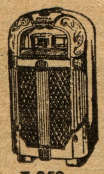
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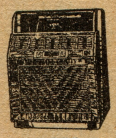
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TELEVISION IS THE BIG COMING INDUSTRY TODAY!

So—we're furnishing you with a really fine selection of television cuts here—enough to please all the television firms you print for!

Original Zinc Etchings

This size, mounted on wood, quantities of two or more, 55c Each Postpaid (72c if you order only one cut)

ORDER BY NUMBER UNDER CUT

NEED LARGER CUTS OF THESE? THEY'RE VERY INEXPENSIVE!

All you have to do is tell us the number of the cut you want, and the size you want. We figure at our regular zinc etching prices on back.

ORDER: MATS of MORE PEOPLE No. 97

(Mats of EVERY CUT in this group, each with a bearer completely around it for casting alone if desired—ALL for $1.65!)


T-440


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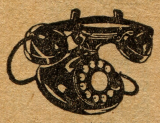
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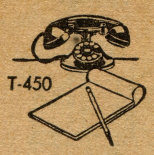
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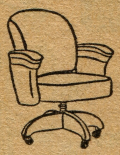
T-452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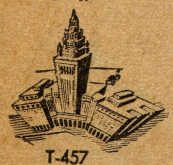
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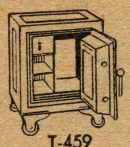
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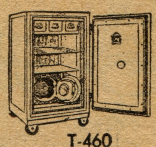
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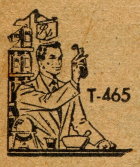
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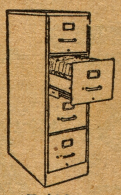
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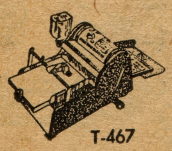
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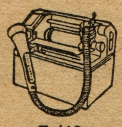
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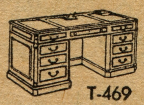
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Mats No. 97 — $1.65 POSTPAID

HERE'S SOME MORE PEOPLE—AND THINGS

Life is of such infinite variety that there is no adequate way to "catalog" our stock cuts, because we cover "everything"—as witness THIS page!

Original Zinc Etchings

This size, mounted on wood, quantities of two or more. 55c Each Postpaid (72c if you order only one cut) ORDER BY NUMBER UNDER CUT

USE PREFIX LETTERS WHEN ORDERING STOCK CUTS

BE SURE TO use complete number of each stock cut, INCLUDING letter, because we've got some previous cuts that have NO prefix letter, and we'll send wrong cut otherwise!

...DER: SPORTS & ANIMAL MATS No. 98

(Our mats are made with plenty of bearer space completely around each single cut, so that they can be cast individually, or grouped.)

Mats No. 98 — **$1.65** POSTPAID

SPORTS and ANIMALS

We offer you all these useful sports and animal cuts in mat form, the entire group all at the low price of $1.65.


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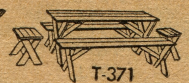
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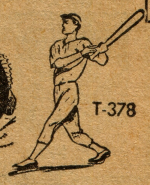
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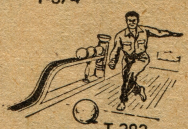
FISH
T-382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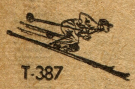
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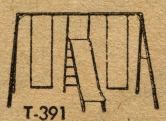
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PUPPIES
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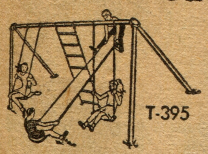
T-393


T-394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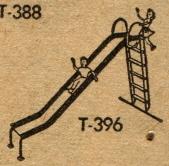
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SCOTTIES
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T-430

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SLEIGH RIDES
T-425

T-427

T-429

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Original Zinc Etchings

This size, mounted on wood, quantities of two or more. (Size if you order only one cut) ORDER BY NUMBER UNDER CUT

55c Each Postpaid

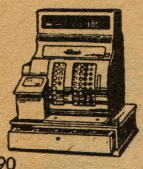
WE CAN REDUCE SIX TIMES, ENLARGE DOUBLE!

Our equipment will reduce engraving copy as much as six times, enlarge as much as double—greater size changes require a photo-print which costs you extra of made-to-order cuts.

ORDER: HOME AND OFFICE MATS No. 99

(All our mats have an individual bearer around every single cut, so that you can cast just one alone, or the whole group at once.)


T-589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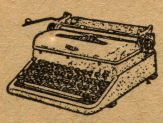
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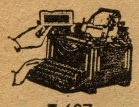
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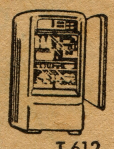
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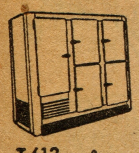
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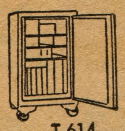
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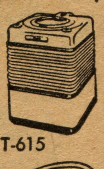
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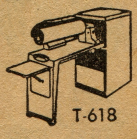
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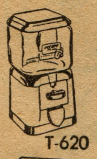
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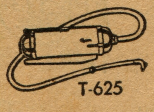
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Mats No.	
99	$1.65 POSTPAID

ALL THESE MATS OF HOME AND OFFICE CUTS, ONLY $1.65

Here is a bunch of cuts that will come in handy. They speak for themselves—just ONE at the right time will pay you for the whole layout!

Original Zinc Etchings

This size, mounted on wood, quantities of two or more. **55c** Each Postpaid (72c if you order only one cut) ORDER BY NUMBER UNDER CUT

WE DO NOT HOLD COPY

When you order cuts made to ord ALWAYS return your cuts WITH COPY. Be sure and examine every age carefully, for your copy is in it

ORDER: CONSTRUCTION MATS No. 100

(All our mats have an individual bearer completely around each cut, so that you can cast just one little cut alone, or the group at once.)



Mats No. 100 — **$1.65 POSTPAID**

ALL THESE CONSTRUCTION MATS FOR ONLY $1.65!

Lumber yards, paint and wall paper concerns—ALL the building trades will find cuts here to fit their business—YOU need 'em!

Original Zinc Etchings

This size, mounted on wood, quantities of two or more. **55c** Each Postpaid (72c if you order only one cut) ORDER BY NUMBER UNDER CUT

WE ARE NO LONGER IN THE RUBBER STAMP BUSINESS

We went out of the Rubber Stamp busines years ago, but some of our good printe customers still send orders. Don't DO this We don't make 'em now!

ORDER: MISCELLANEOUS MATS No. 1

(ALL these mats, each with a bearer completely around, so that it can be cast alone, or all at once, for only $1.65—A REAL bargain!)



$1.65 POSTPAID

HERE'S A HODGE PODGE TO MAKE YOU MONEY!

You just can't have too many East Texas stock cuts on hand, because you constantly need cuts to fit EVERY business. Catch up now!

Original Zinc Etchings

This size, mounted on wood, quantities of two or more. **55c** Each Postpaid

(72c if you order only one cut)

ORDER BY NUMBER UNDER CUT

ABOUT CREDIT

We ship all firms with good Dun & Bradstreet ratings open account. Others, C.O.D. If you send remittance with order, be sure to put it WITH order—NOT separately!

High class ARTWORK

AT AMERICA'S LOWEST PRICES



We can say without fear of contradiction that we have the finest Art Department in America. Not only does our art department produce beautiful work with the finest professional appearance, but it does it at nice, pleasing low prices.

We actually have HUNDREDS of customers who send us ANY and ALL art jobs they run into without even asking a price quotation, knowing full well that we will do the job BETTER than they can get it done anywhere else, and that automatically we will bill them LOWER for art work than anyone else would!

Your commercial art jobs will be quickly produced, in a style that is "hep" to the trends of the times—art work that will SELL MERCHANDISE—that's the main thing!

The only reason a man buys commercial art work is to MAKE MONEY—that is the end result of his expense and efforts, and OUR art work will do JUST THAT for you—GET RESULTS!



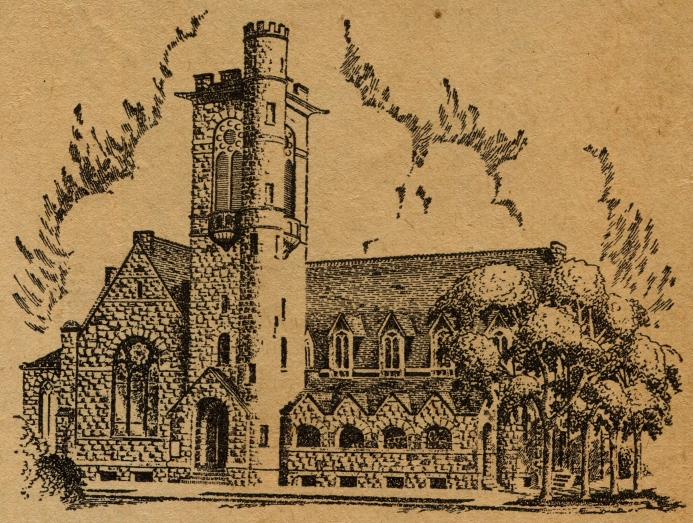
Our Commercial Art Will Make YOU Money!

Sketches Without Charge or Obligation!

If you need a color sketch, or a pencil sketch for some particular art job, just send us the rough idea and we'll work you up something presentable in colored pencils, or plain lead pencil sketch, to present your customer. We will also quote you a price on the finished art job and on the printing plates necessary to produce same. Try us!

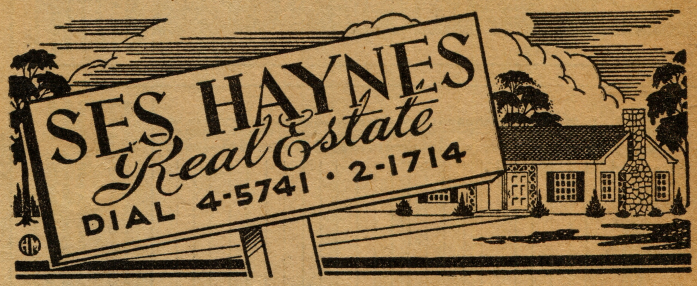
We make drawings for:

Letterheads	Envelopes	Bulletins
Boxes	Prospectuses	Covers
Labels	Brochures	ANY PRODUCT!



This drawing $18.50 — Cut this sizes $2.02

We maintain one of the finest art departments in America, and can quickly produce commercial and advertising art that is "hep" to the trends of the times—Art work that has that professional look, that SELLS MERCHANDISE! Prices are most reasonable and we're glad to quote by return air mail on any job.



This newspaper sig cut for a realtor would cost $7.50 for the finished art job, and $1.27 for the zinc etching, a total of only $8.77 for the complete job, POST PAID! This is the quality of the art work we do—call on us!

Boone State Bank & Trust Company

This beautiful fine lined drawing originally would be a foot or more wide, and would make beautiful cuts in all sizes. The drawing would cost you $12.50 complete with your own wording, plus only $1.10 for a cut this size. We solicit your art business!

ABOUT NEWBERN & NOURSE

Newbern & Nourse is a partnership of John Newbern and Bill Nourse, and is highly rated in Dun & Bradstreet. We have two businesses:

EAST TEXAS ENGRAVING COMPANY is the largest mail order engraving firm in America, is located at 116 S. Beckham Avenue, Tyler, Texas, and is operated by Bill Nourse.

NATIONWIDE ADVERTISING SPECIALTY CO. is the largest calendar and advertising novelty firm in the South, is located at 207 West Main Street, Arlington, Texas, and is operated by John Newbern.

We Have Only This To Say About This New Collection of Stock Cuts:



John Newbern

EVERY Printer
EVERYwhere
Can Either
MAKE Money
or
SAVE Money



Bill Nourse

With Something From THIS Catalog!

EAST TEXAS ENGRAVING COMPANY

BILL NOURSE — JOHN NEWBERN

NATIONWIDE MAIL-A-CUT SERVICE

TYLER TEXAS



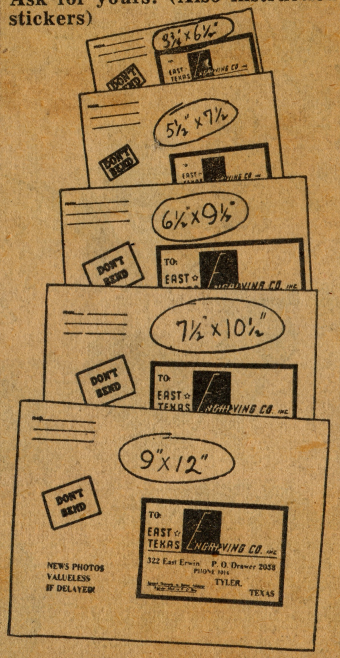
Chief "Make-Um-Cut" Say:

"Send-Um Your Order to East Texas Today!"

ENVELOPES FOR MAILING YOUR COPY SENT YOU

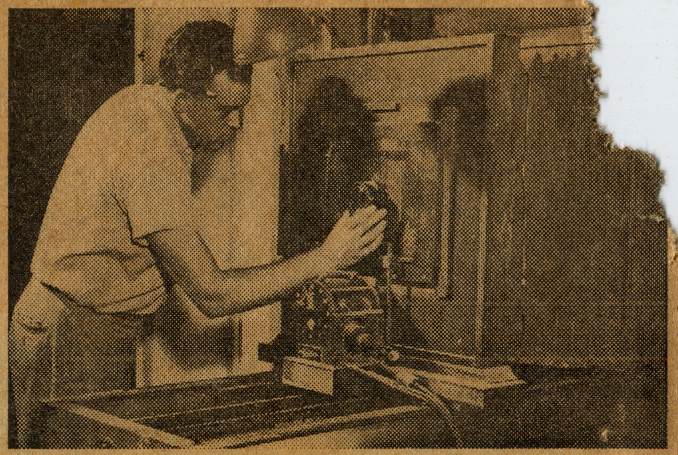


We supply all customers with a budget of mailing envelopes in several sizes to fit all sizes of engraving copy you mail us. Ask for yours! (Also instruction stickers)

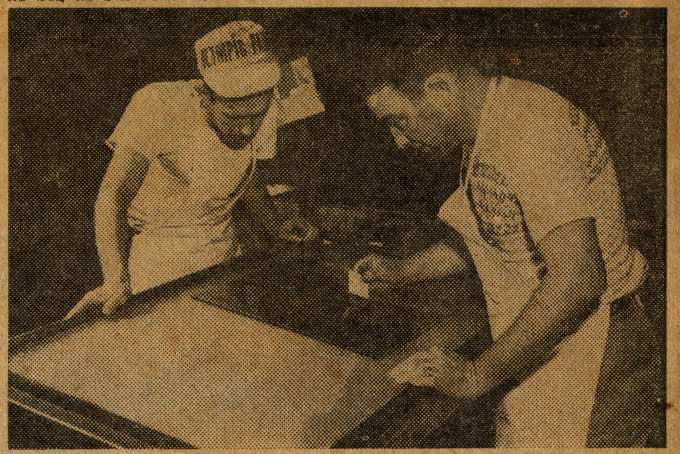


BEST ENGRAVING PRICES IN U.S.A.

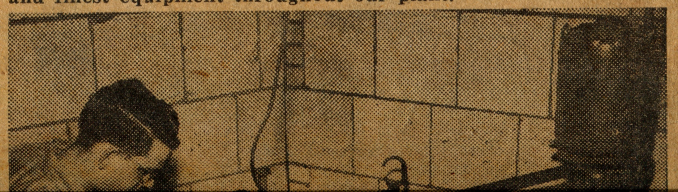
Some of Our Men at Wo



Shop Foreman Clarence Richardson sets one of our big cameras that make negatives as big as 2 feet square from copy as big as six feet square.



Engravers Bill Alston and Joe Scott are busy preparing your negatives to be made into metal plates. We have only the latest and finest equipment throughout our plant.





MAKE Money

or

SAVE Money



John Newbern — Bill Nourse

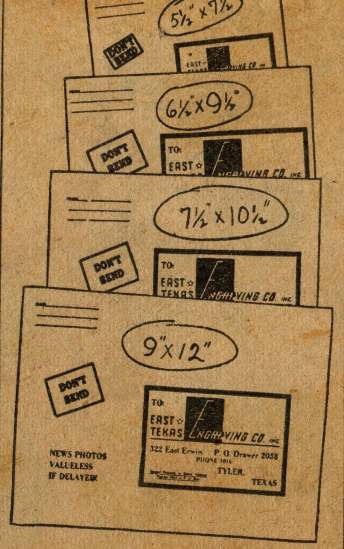
With Something From THIS Catalog!

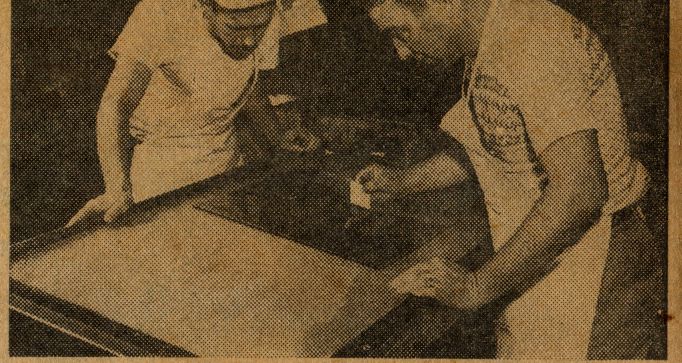
EAST TEXAS ENGRAVING COMPANY

BILL NOURSE — JOHN NEWBERN

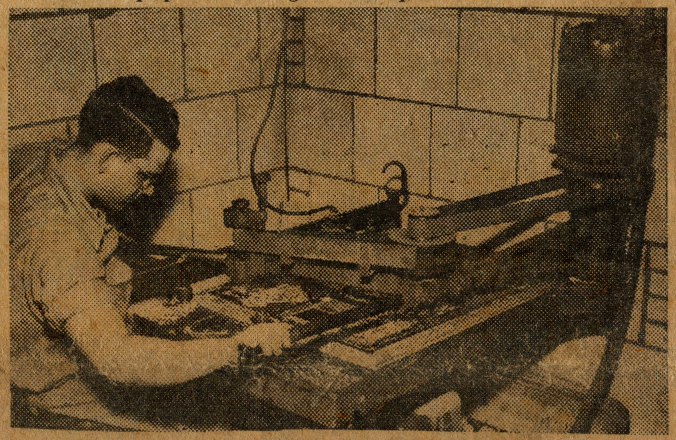
NATIONWIDE MAIL-A-CUT SERVICE

TYLER TEXAS

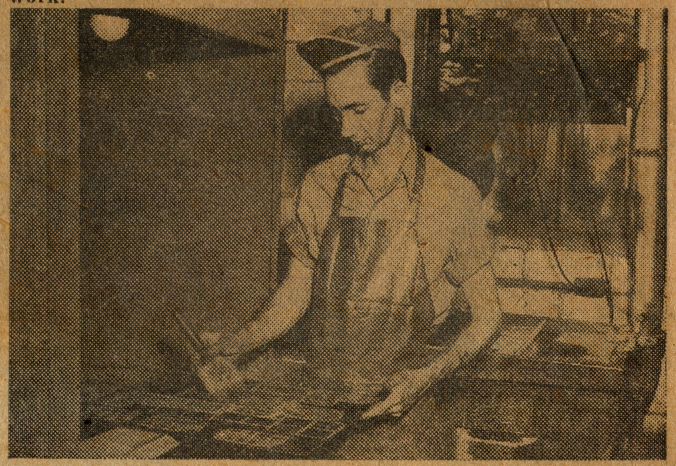




Engravers Bill Alston and Joe Scott are busy preparing your negatives to be made into metal plates. We have only the latest and finest equipment throughout our plant.



Buster Chastain is routing a big "flat" of line etchings on the latest type radial-arm routing machine, built for precision work.



Etcher Troy McMichael powders a big layout of etchings, preparatory to dipping them into the acid bath which deeply etches them.

BEST ENGRAVING PRICES IN U.S.A.
LARGE OR SMALL SIZES—WE BEAT THEM ALL!

ZINC HALFTONES
60, 85 or 100 Screen—Rectangular
Mounted or Unmounted
Postage Paid
RUSH SERVICE

SQUARE INCHES IN CUT	$1.10
6 OR LESS	$1.10
7	1.21
8	1.32
9	1.43
10	1.54
11	1.65
12	1.76
13	1.87
14	1.98
15	2.09
16	2.18
17	2.27
18	2.35
19	2.44
20	2.53
21	2.62
22	2.71
23	2.79
24	2.87
25	2.95
26	3.03
27	3.11
28	3.19
29	3.27
30	3.35

• Add 8c per square inch for all over 30 square inches. • Combination line and halftone zincs are double the zinc etching prices. • In determining square inches in cut, one dimension must be figured at least one-fourth of the other. • OUT-

ZINC ETCHINGS
Plain or Ben Day
Mounted or Unmounted
Postage Paid
RUSH SERVICE

SQUARE INCHES IN CUT	$1.10
6 OR LESS	$1.10
7	1.27
8	1.43
9	1.60
10	1.76
11	1.89
12	2.02
13	2.16
14	2.29
15	2.42
16	2.55
17	2.68
18	2.82
19	2.95
20	3.08
21	3.18
22	3.28
23	3.38
24	3.46
25	3.54
26	3.62
27	3.70
28	3.78
29	3.86
30	3.94

• Add 8c per square inch for all over 30 square inches. • Combination line and halftone zincs are double the zinc etching prices. • On long "skinny" cuts, short dimension must be figured at least one-fourth of long dimension. • Small

METALLOY HALFTONES
100, 120 or 133 Screen—Rectangular
Mounted or Unmounted
Postage Paid
TWO DAY SERVICE

SQUARE INCHES IN CUT	$1.65
6 OR LESS	$1.65
7	1.82
8	1.98
9	2.15
10	2.31
11	2.44
12	2.57
13	2.71
14	2.84
15	2.97
16	3.10
17	3.23
18	3.37
19	3.50
20	3.63
21	3.74
22	3.85
23	3.96
24	4.06
25	4.16
26	4.26
27	4.36
28	4.46
29	4.56
30	4.66

• Add 10c per square inch for all over 23 square inches. • Combination line and halftone METALLOY cuts are double the above prices. • In determining square inches in cut, one dimension must be figured at least one-fourth of the other.

INCHES IN CUT	6 OR LESS — $1.10
7	1.21
8	1.32
9	1.43
10	1.54
11	1.65
12	1.76
13	1.87
14	1.98
15	2.09
16	2.18
17	2.27
18	2.35
19	2.44
20	2.53
21	2.62
22	2.71
23	2.79
24	2.87
25	2.95
26	3.03
27	3.11
28	3.19
29	3.27
30	3.35

•Add 8c per square inch for all over 30 square inches. •Combination line and halftone zincs are double the zinc etching prices. •In determining square inches in cut, one dimension must be figured at least one-fourth of the other. •OUTLINED HALFTONES 50 per cent additional to the above prices; HILITES 100 per cent more.

INCHES IN CUT	6 OR LESS — $1.10
7	1.27
8	1.43
9	1.60
10	1.76
11	1.89
12	2.02
13	2.16
14	2.29
15	2.42
16	2.55
17	2.68
18	2.82
19	2.95
20	3.08
21	3.18
22	3.28
23	3.38
24	3.46
25	3.54
26	3.62
27	3.70
28	3.78
29	3.86
30	3.94

• Add 8c per square inch for all over 30 square inches. •Combination line and halftone zincs are double the zinc etching prices. •On long "skinny" cuts, short dimension must be figured at least one-fourth of long dimension. •Small additional charge for laying Ben Day. •Inside mortises, 50c; outside mortises, 35c.

INCHES IN CUT	6 OR LESS — $1.65
7	1.82
8	1.98
9	2.15
10	2.31
11	2.44
12	2.57
13	2.71
14	2.84
15	2.97
16	3.10
17	3.23
18	3.37
19	3.50
20	3.63
21	3.74
22	3.85
23	3.96
24	4.06
25	4.16
26	4.26
27	4.36
28	4.46
29	4.56
30	4.66

• Add 10c per square inch for all over 23 square inches. • Combination line and halftone METALLOY cuts are double the above prices. • In determining square inches in cut, one dimension must be figured at least one-fourth of the other. • OUTLINED HALFTONES 50 per cent additional. HILITES 100 per cent more.

HALFTONES - ETCHINGS

Any size, any shape, or any description of printing plate can be figured from the above prices. This is as clear and concise as is possible to make an engraving price list.

All our prices are reasonable. We adhere to them strictly. We will NOT overcharge you. You may send us any order, knowing that the order will be billed exactly as advertised.

OUR LOW MAT PRICES

SQUARE INCHES IN CUT	PRICE EACH - ACCORDING TO QUANTITY OF MATS ORDERED FROM EACH CUT					
	1 to 10	10 to 20	20 to 30	30 to 40	40 to 50	OVER 50
20 OR LESS	10¢	9¢	8¢	7¢	6¢	5¢
20 to 40	15¢	13¢	11¢	10¢	9¢	8¢
40 to 70	20¢	18¢	16¢	14¢	13¢	12¢
70 to 100	30¢	26¢	23¢	21¢	19¢	17¢
100 to 150	40¢	35¢	32¢	29¢	26¢	23¢

GOOD MATS

Mats are impressions of cuts. We must have a cut to make a mat. When figuring mat sizes, add one inch to each dimension to cover bearer space. Etchings and 60-screen halftones make the best mats. We will make mats from finer screens if you order them, but we cannot guarantee mats from finer screens than 60. Order your cuts and mats at the same time.

Buster Chastain is routing a big "flat" of line etchings on the latest type radial-arm routing machine, built for precision work.



Etcher Troy McMichael powders a big layout of etchings, preparatory to dipping them into the acid bath which deeply etches them.



Chief
"Mail-Um-Cut"

Sec. 34.66 P. L. & R.
U. S. POSTAGE
PAID
TYLER, TEXAS
PERMIT NO. 544

EAST TEXAS ENGRAVING CO.

Biggest Mail-Order Engravers in America

TYLER, TEXAS