Catalog "F" Catalog "F"

# EAST TEXAS CUT NEWS

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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## ALL CUTS FLUSH MOUNTED TO POINT AND PICA MEASUREMENT

**BEAUTIFUL RELIGIOUS DRAWINGS FOR OUR ART DEPARTMENT**




This Beautiful Religious Stock Cut No. R193 Selected From Page No. 2 of This Catalog.

Churches Need These neir Bulletins.

Everything

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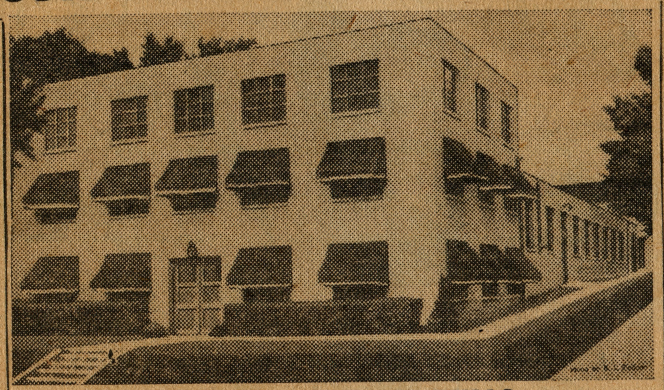

**OUR HOME IN TYLER, TEXAS**

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.

## Remember These Points . . .

**WHEN ORDERING 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 far 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

**USE THE AIR MAIL**

VIA US 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.

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.

**MONEY STOCK CUTS**

## Select Your




This Beautiful Religious Stock Cut No. R193 Selected From Page No. 2 of This Catalog.

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Churches Need These neir Bulletins.

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Everything

ly by Towns

we can effi- volume of practically n America is verything Alpha- y by TOWNS.

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Texas Engraving now serving many of members of the rts and kindred in- es in all 48 states and 9 n countries. We can 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 th- 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!



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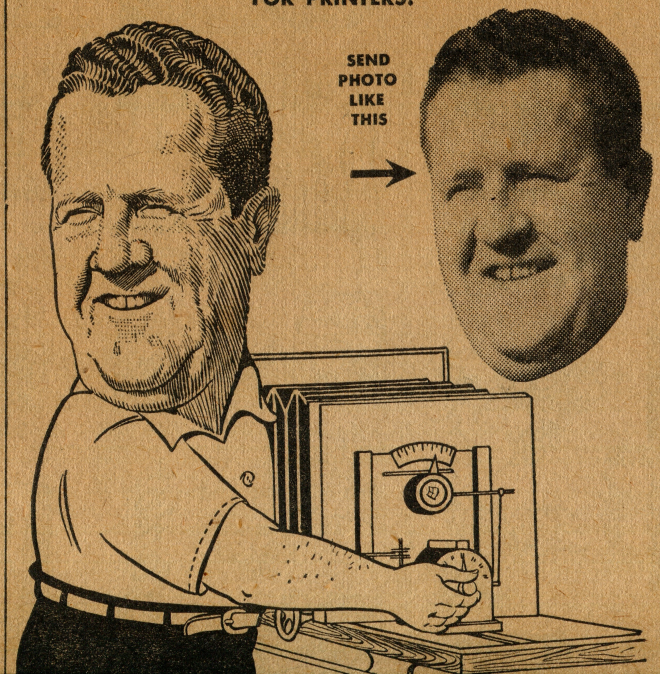
3. We can produce ANY average order and get it in the mail back to you within 48 hours. NO MATTER HOW LARGE THE ORDER, we can handle it in 3 to 5 working days!
4. WE PAY THE POSTAGE—never forget that. Our prices on back cover INCLUDE all parcel post back to you.

Bill Nourse, General Manager

**HOTTEST DEAL IN U.S.A.**
**FOR PRINTERS!**

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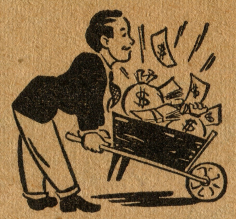
**MONEY STOCK CUTS**



**MAKE YOU MONEY**

**SAVE YOU MONEY**



**LOADS OF PROFIT**

**STOP! LOOK!**



# Select Your Order N- 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 "F" 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 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 cata-

...e town, and ...ning it from ... mentioning ... Then we can't

... Texas Engraving ... now serving many ... of members of the ...rts and kindred in...es in all 48 states and 9 ...n countries. We can ... 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 th. 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 sow's ear. Good copy from you means good cuts from us.

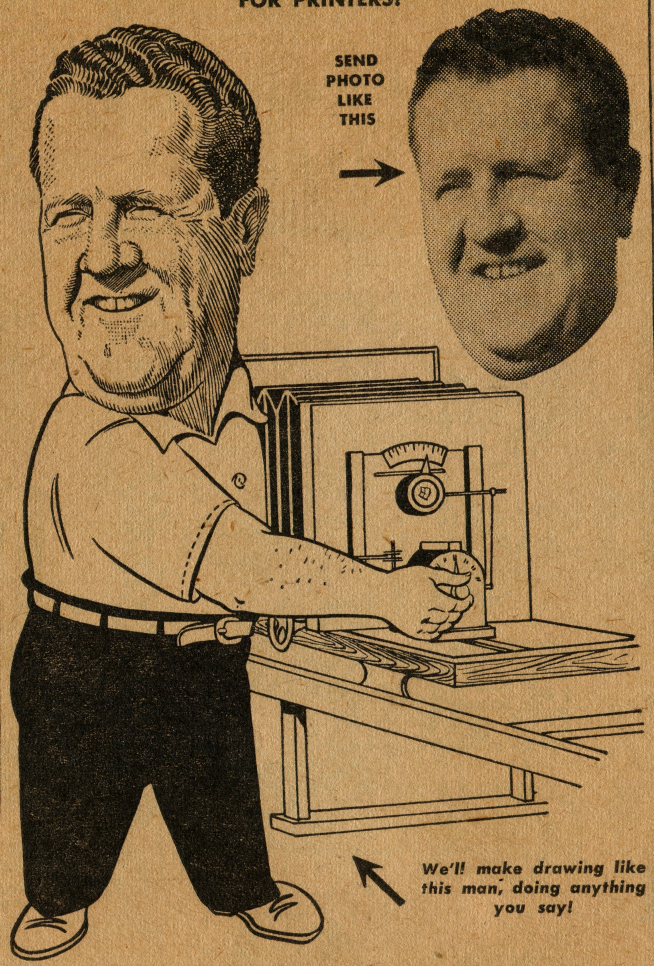


CHIEF MAKE UM-CUT
SAY "HEAP GOOD DEAL"

WE MAKE UM DOIN ANYTHING FOR SAME PRICE.

Bill Nourse, General Manager

## HOTTEST DEAL IN U.S.A. FOR PRINTERS!




*We'll make drawing like this man, doing anything you say!*

A finished cut like this, showing the man doing anything you want, and including the drawing similar to above, is only $7.50 complete—a SPECIAL DEAL, easily worth $15.00! All we need is a photograph of the man's face, like about right, and a rough sketch of what you need, and what you want the man to be doing. We will make the cut from our drawing THIS SIZE OR SMALLER at this $7.50 price, POST PAID to you!



MAKE YOU MONEY
SAVE YOU MONEY



LOADS OF PROFIT

STOP! LOOK!





ON PAGE SEVEN



## SAVE FOR STEADY USE!

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We hope you like this catalog. WE KNOW you will find it profitable to use. 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.

## THE RE... THE S...

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...and we ... colored pen... your customer. ... finished art job ... to produce same. Try ...

We make drawings for:

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|---|---|
| Letterheads | Envelopes |
| Boxes | Prospectuses |
| Labels | Brochures |



**ALL STOCK CUTS IN THIS CATALOG ARE THREE FOURTHS ACTUA...**

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Your Proofs Are One Quarter Smaller Than Actual Stock Cut Size



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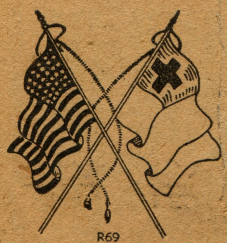
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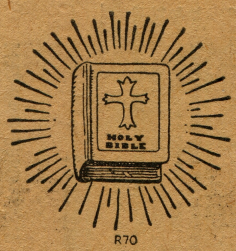

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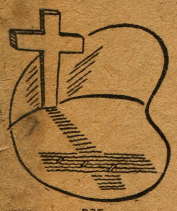
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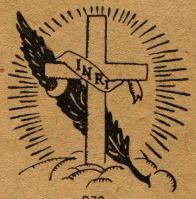

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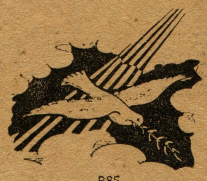
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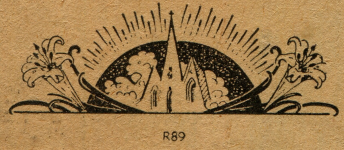
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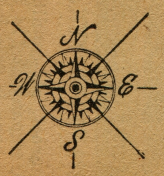

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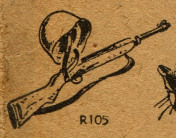
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MATS


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All our prices are reg.
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MATS NO. 4

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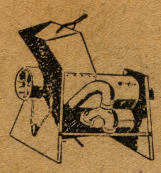
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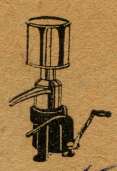
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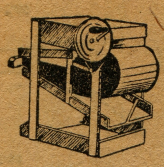
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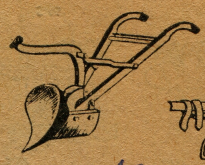
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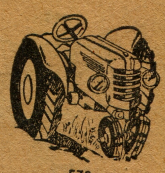
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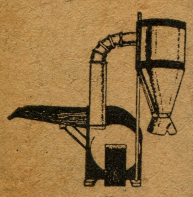
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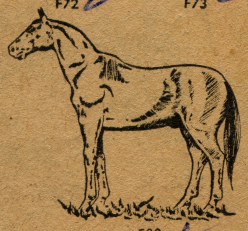
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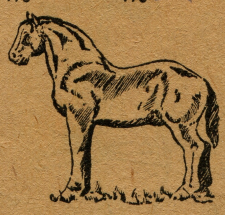
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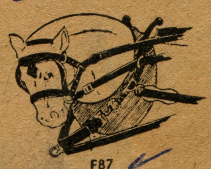
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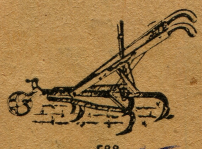
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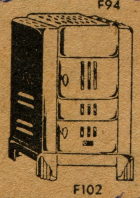
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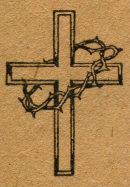
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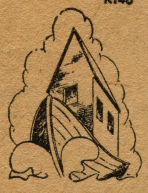
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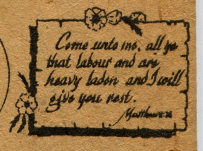

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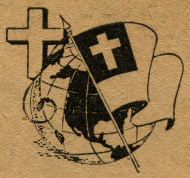
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Just Order It From East Texas Engraving Company, Tyler, Texas

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It's Are One Quarter Smaller Than Actual Stock Cut Size

MATS NO. 30


CIGARS
FREE!
DOG HOUSE
WELCOME
ALL ABOARD!
DUNCE
SOAP
MEN ONLY
LOOK!
FLASH!
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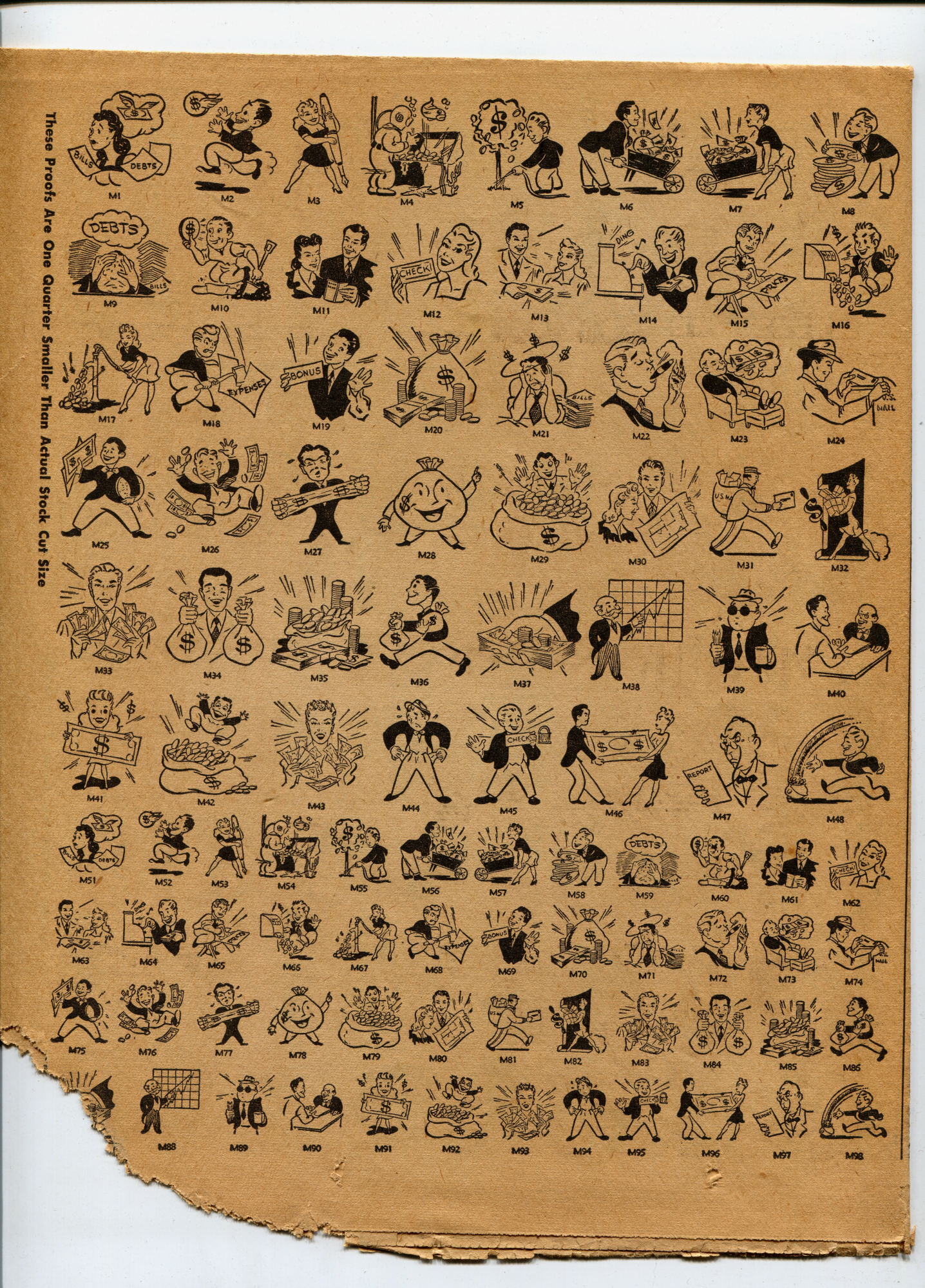
These Proofs Are One Quarter Smaller Than Actual Stock Cut Size






These Proofs Are One Quarter Smaller Than Actual Stock Cut Size

Just Order It From East Texas Engraving Company, Tyler, Texas

MATS. NO. 53




ofs Are One Quarter Smaller Than Actual Stock Cut Size

MATS NO. 52

MATS. NO. 53

iese Proofs Are One Quarter Smaller Than Actual Stock Cut Size

Just Order It From East Texas Engraving Company, Tyler, Texas

# 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!



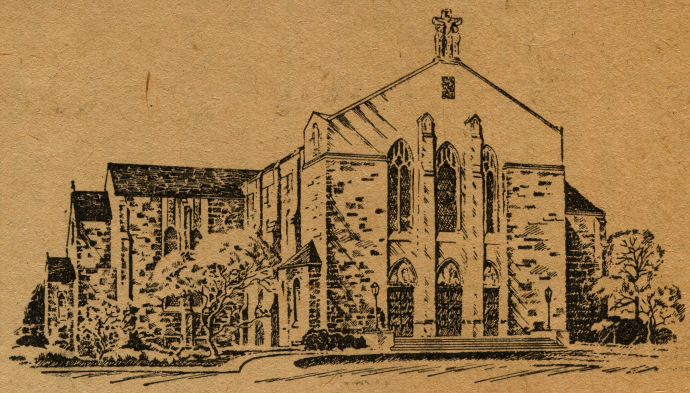
***Our Commercial Art Will Make YOU Money!***

**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 $14.50 CUT THIS SIZE $1.76**

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.

# MARLIN'S SPORT SHOP

**COMBINATION HILITED HALFTONE AND ZINC ETCHING**

**THIS BEAUTIFUL DRAWING FOR ONLY ....$8.50**

**HILITED COMBINATION ZINC HALFTONE THIS SIZE ONLY $6.06, OR A TOTAL OF ONLY $14.56 FOR THE COMPLETE JOB.**

ese Proofs Are One-Quarter Smaller Than Actual Stock Cut Size
MATS NO. 54

# "We Appreciate Your Business" —John and Bill

**YOUR NEXT ORDER WILL BE SINCERELY APPRECIATED**

**No Job Too Large or Too Small . . . We Appreciate Them All**

**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

NATION-WIDE MAIL-A-CUT SERVICE

TYLER TEXAS

## Our Regular Business Is Making Zinc Halftones And Etchings, METALLOY Halftones, Commercial Drawings, And Mats



Chief "Make UM-Cut"

**READ THIS IMPORTANT NOTICE ABOUT THE PLATES IN THIS CATALOG.**

**ALL CUTS SHOWN IN THIS CATALOG ARE ONLY THREE FOURTHS OF THE ORIGINAL STOCK CUT SIZE YOU WILL RECEIVE**

### OUR PRICES ARE NET WHOLESALE TO THE TRADE

All prices Quoted in this catalog are net, and wholesale to the Graphic Arts Trade. When buying any of our products for resale purposes we suggest that you add at least 50% to our POSTPAID SELLING PRICES as your profit. We advertise only to the Trade and Religious Organizations.

### ABOUT CREDIT

We have thousands of customers on the usual 30-day open If you are satisfactorily rated in Dun & Bradstreet account basis, and prefer to ship you on open account. (k 3½ or better) you have an open account with us automatically when you send us an order. If not, we ask that you send cash with order or permission to ship C.O.D., and ask that you send several good credit references so we can get an account opened for you if possible.

### IE WE DON'T HAVE IT WE CAN DRAW IT!

If you do not see what you want in this catalog, send us a rough pencil sketch of what you want and we will quote prices for first class finished drawings and cuts, or either make them for you at a very reasonable price and ship them to you POSTPAID.

We have reduced the pages shown in this catalog one fourth in order to place more cuts in your hands. Please keep this in mind when ordering and also tell your customers that the cuts will be one fourth larger than shown when you receive them.

We are planning to run all the pages we have in this size catalog and by using this method we will soon have all the cuts we have ever issued in your hands. You will notice that this paper is designed so you can cut it apart in the center to make two sections 8½x11 for filing in a re file folder.

### NEED MORE CATALOGS?

If you have men who stock cut logs up quantities a



MAKE Money

or

SAVE Money



John Newbern — Bill Nourse

With Something From THIS Catalog!

EAST TEXAS ENGRAVING COMPANY

BILL NOURSE — JOHN NEWBERN

NATION-WIDE MAIL-A-CUT SERVICE

TYLER TEXAS

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**NEED MORE CATALOGS?**

If you have ... men who ... stock cut ... logs up ... quantities a...

## You Can Figure the Low Prices on Cuts of Any Kind From This Nationally Famous Price List

**Prices Are NOT Subject to Change Without Notice**

### ZINC HALFTONES

60, 85 or 100 Screen–Rectangular

*Mounted or Unmounted*

Postage Paid

RUSH SERVICE

| SQUARE 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 |

### ZINC ETCHINGS

Plain or Ben Day

*Mounted or Unmounted*

Postage Paid

RUSH SERVICE

| SQUARE 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 |

### METALLOY HALFTONES

100, 120 or 133 Screen–Rectangular

*Mounted or Unmounted*

Postage Paid

TWO DAY SERVICE

| SQUARE 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 |

## PRICE LIST FOR CUTS AN... MATS IN THIS CATALOG

YOU HAVE NOTICED THAT THE PRICES D... ON THE PAGES WITH THE CUTS AND ... BEEN HANDLED IN THIS MANNER BECAUS... NUMBER OF REQUESTS FROM OUR CUST...

THE MATS ARE $1.65 PER GROU...

THE STOCK CUTS ARE ALL 55c Each. Postpaid ... you order only one cut.

When ordering mats just give the Mat No.

When ordering Stock Cuts just give the prefix and ... For example Mats No. 53 page six.
Stock Cut No. R-2

Order the Stock Cuts by the number under the cut.

## For Printers Who Sell Cuts To Their Customers:

We have purposely omitted all prices from the illustrated pages in this catalog, so that you can go through the catalog, allowing your customer to select the cuts he needs, and giving you the opportunity of selling our products at a profit.

We can make any cuts in this catalog ANY SIZE YOU WANT THEM, giving you one day service. So let your customers select their illustrations, charge them a decent profit for yourself, and order the cuts from EAST

## ZINC HALFTONES

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

| SQUARE 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 8 c 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.

## ZINC ETCHINGS

Plain or Ben Day
*Mounted or Unmounted*
Postage Paid
RUSH SERVICE

| SQUARE 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 8 c 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.

## METALLOY HALFTONES

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

| SQUARE 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.

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ON THE PAGES WITH THE CUTS AND
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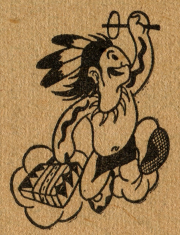

*Chief*
*"Mail UM-Cut"*

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

## ORDER FROM

# EAST TEXAS ENGRAVING CO.

# Box 2038 — Tyler, Texas