

Mr. F. C. Chelf,
Harrodsburg, Ky.

Dear Mr. Chelf:-
We have your catalog in hand and are pleased to
outline proposition as follows:

1M catalogs
6 $\frac{3}{4}$ x 10 $\frac{1}{4}$
40 pages and cover (number of pages only
estimated - copy may make more or less -
and we will prorate same)

We are to work on your catalog, Mr. Chelf, and
are very enthusiastic over the prospects of mak-
ing for you one of the finest seed books than
can be produced - and one filled with fine cuts
that would cost you now 3 times the total cost
of your catalog. But, of course, we offer you
these cuts for your free use.

The only thing is this: You ought to order sev-
eral thousand books to get the cost down. Then,
it would be costly to print the book throughout
in 2 colors. But color on the 4 pages of the
cover and the first 4 and the last 4 pages of
the book ought to set it off about right. You
can change the pages around when you get the
proof to get those in color you want.

W. P. S.
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