

11/22-18.

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 $\frac{3}{4}$ x10 $\frac{1}{4}$

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 making 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 several 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.

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