

# GUIDE-KALKHOFF-BURR

INCORPORATED

225 VARICK STREET, NEW YORK 14

November 14, 1950

Miss Grace E. Mahon  
Foundation for Economic Education  
Irvington-on-Hudson, N. Y.

Dear Miss Mahon:

We are pleased to submit our proposal for the production of a new booklet  
OUTLOOK FOR FREEDOM, based on the following specifications:

QUANTITY		30,000
PAGES		40 and cover
SIZE		5 $\frac{1}{4}$ x 7-5/8 bleed
ARTWORK & ENGRAVINGS		you furnish artwork ready for camera for cover only; also engravings, if any, to be used on the inside
COMPOSITION		we set type in Times Roman 11 on 14 pt, plus 5 or 6 footnotes in 8 on 9 pt
PAPER	-Inside -Cover	60 lb. White Wove Old Style 65 lb. White Antique Tuscan Cover
PRESSWORK	-Inside -Cover	black ink dark blue, (complete coverage on pages 1 and 4, except the title, etc. which is to be in reverse)
BINDING		two saddlewire stitches trimmed flush, cover to bleed
DELIVERY		in bulk to your office at Irvington-on-Hudson
TERMS		Net cash. Subject to the Printing Trade Customs on the back of this estimate, and also subject to price and a- vailability of outside purchases at time of purchase by us
PRICE		\$2320.00

You specified delivery date as December 11th, but from inquiries made from the principal Warren dealers in New York, the paper is not available in stock nor can it be made in time for that delivery. This would seem to indicate a substitution of paper or an extension of time. If a substitution of paper is made, or if it should be possible to locate sufficient paper of the Old Style, there is a strong likelihood that the grain would be wrong. It is our opinion, however, that

# PRINTING TRADE CUSTOMS

## QUOTATIONS

All quotations are based upon regular straight time hourly rates of wages and conditions prevailing at date of quotation and are subject to amendment or withdrawal at any time prior to the receipt and acknowledgment by the printer of any acceptance thereof.

## PRICES

All prices are based on the written specifications, the work to be begun at once and carried on continuously until completion. Prices on non-estimated work and reprints of both estimated and non-estimated work are subject to change without notice.

## ORDERS

Orders received and accepted by the printer cannot be cancelled except upon terms that will compensate against loss. The customer guarantees the legal propriety of all matter submitted to the printer for printing and/or publication; and will indemnify the printer against all claims and responsibility arising from the printing and/or publication of such matter, including the legal expenses and disbursements incurred by the printer in contesting the same.

## EXPERIMENTAL WORK

Experimental work performed on orders, such as sketches, drawings, composition, plates, presswork, and materials, whether or not similar to those herein specifically enumerated, will be charged for at current rates.

## SKETCHES AND DUMMIES

Sketches and dummies furnished by the printer shall remain the property of the printer and no use of same shall be made, nor any idea obtained therefrom be used, except upon compensation to be determined by the owner.

## DRAWINGS, ENGRAVINGS AND ELECTROTYPES

Drawings made and manipulated by the printer, and plates made from the printer's original design and the necessary electrotypes used in the printing of the order, remain the exclusive property of the printer, unless otherwise agreed upon in writing.

## PROOFS

Proofs not in excess of two sets, will be submitted with original copy. Corrections, if any, must be plainly written in the margin of the proof and returned with the original copy to the printer marked "O. K." or "O. K. as corrected" and signed by the one duly authorized to pass on same. If revised proof is desired, request must be made for the same when first proof is returned. No responsibility for errors is assumed if work is printed as per customer's "O. K."

## ALTERATIONS

Time consumed by reason of author's alterations of copy, changes made in work or materials, detention of presses, and other delays caused by customer will be charged for at current rates. If, through printer's error, work has to be done over, there will be no extra charge, but if, through customer's error or change of instructions it must be done a second or third time, such extra work will be an additional charge. Such changes will be charged for at current rates for composition or any detention of presses.

## STANDING MATTER FOR BOOK AND JOB WORK

All standing type matter held longer than 30 days is subject to a charge thereafter as follows: periodical, two cents per square inch per month for hand type; linotype and monotype matter, one cent per pound per month; law briefs and cases, five cents per page per month; advertising typography, one-tenth cent per day per square inch.

## PRESSPROOFS

An extra charge will be made for pressproofs when requested unless this form of work is called for when estimate is given. Customer should be present when the form is made ready on the press so that no press time will be lost. Presses standing idle awaiting "O. K." from customer will be charged for at regular production hour rates.

## QUANTITY DELIVERED

As it is practically impossible to produce exact quantities, it is agreed that a margin of ten per cent be allowed for over or short count, same to be charged for or deducted at the per thousand production price, which is the total price of the order, less the preparation expense, pro rated per thousand.

## POSTAL CARDS AND STAMPED ENVELOPES

Since the purchase of postal cards and stamped envelopes involves a cash expenditure, customers must furnish these with their order. If they are not so furnished, an extra charge of 10% of their cost will be made to cover additional services in securing them.

## HANDLING PAPER STOCK

A charge of 1/2c per pound will be made for receiving, opening and handling all paper stock supplied by the customer.

## STORAGE CHARGES

A charge of 10c per 100 pounds per month will be made on all stock held by the printer longer than 30 days, and a similar charge of 10c per 100 pounds per month will be made for the storage of all customer's plates.

## CUSTOMER'S PROPERTY

All plates, cuts, paper and other property are held at customer's risk, and printer assumes no responsibility for loss or damage by fire, water, or from any other cause, whether or not similar to those herein specifically enumerated.

## DELIVERY

Unless otherwise specified, price quoted is F. O. B. customer's sidewalk. All estimates are based on continuous and uninterrupted delivery of complete order, unless specifications distinctly state otherwise.

## TERMS

Net cash, unless otherwise provided in writing. Interest charged on past due accounts. All claims must be made within five days of receipt of goods.

## AGREEMENTS

All agreements are made and all orders accepted contingent upon strikes, fires, accidents, war, unusual market conditions, or other conditions beyond printer's control, whether or not similar to those herein specifically enumerated.

## ARBITRATION

All claims, demands, disputes, differences or controversies and misunderstanding arising under, out of, or in connection with, or in relation to any agreement entered into between printer and customer, shall be submitted to and be determined by ARBITRATION, pursuant to the Arbitration Laws of the State of New York, before the Board of Commercial Arbitration of the Federation of Graphic Arts and Allied Industries of New York City, or in the Tribunal of Justice known as the Court of Arbitration, established and conducted by the American Arbitration Association, and in accordance with its Rules.

Miss Grace E. Mahon  
Foundation for Economic Education  
Page 2.

November 14, 1950

this would not matter on this character paper in the 60 lb. basis. We have also figured on the nearest stock size to that required, which is 32 x 44.

We thank you for the inquiry and hope to be favored with the business which would receive our most careful attention.

Very sincerely yours,

*Lawrence Landsman*

Lawrence Landsman  
Vice President

LL:ek