

Printed from Stereotype Plates

Published by East Texas Engraving Company, Tyler, Texas

Entire Contents Copyrighted 1953

# SPECIAL

Chief Um-Cu "Send-I

Chief "Make-Um-Cut" Say:

"Send-Um Your Order to Tyler, Texas Today!" ABCDEFCH

#### Big 2" Type In Mat Form

---and LOW PRICED!
FONT of 144 point \$3.30
FONT of 108 point \$2.50
FONT of 72 point \$1.65
Either BOLD BLOCK
OR MODERN CASUAL!

HIGH.
The forms at the left are

## SPECIAL



Chief "Make Um-Cut" Say

"Send-Um Your Order to Tyler, Texas Today!"

#### WE SELL

HALFTONES
ETCHINGS
DRAWINGS
MATS
CUTTING DIES
STOCK CUTS

CHEAPER THAN Anyone We Know Of AS GOOD As You Can Buy ANYWHERE.

WHOLESALE To The Graphic Arts Trade (We suggest you add at least

BOLD BLOCK

#### Big 2" Type In Mat Form

Every printer needs some BIG, HUGE "Knock 'em dead" type once in a while, so we've, got these two distinctive once in a while, so we've, got these two distinctive once in CASUAI, and MODERN CASUAI, and have made them both up in MAT FORM, ready for you to cast special head-lines in these new different faces. "MO INCHES HIGH."

11% INCHES HIGH, or 1"HIGH
HIGH
The forms at the left are greatly reduced, but show you the complete fonds of type—for instance if you order a \$3.30 set of 144 point (2-inch) BOLD BLOCK, EVERY LEFT-TER WILL BE AS TALL AS

ABOVES:

The STATE OF THE STATE OF STAT

SPE, see year cat up the mate, and cat you have considered to the considered to the cat you have considered to the cat you have y

LAD DOINITED

(BOTH THESE FONTS SHOWN GREATLY REDUCED)

### DRAWINGS MATS CUTTING DIES STOCK CUTS

CHEAPER THAN Anyone We Know Of AS GOOD As You Can Buy ANYWHERE.

WHOLESALE To The Graphic Arts Trade

(We suggest you add at least 50% to all our NET prices as your proper profit when reselling.)

#### ATTENTION:

Over 700 of the latest, most beautiful and modern stock cuts we have ever offered are shown in the following pages of this catalog. Our Printer richads have asked us for these for years. We believe this is one of the best selections we have ever offered. All brand

YOUR NEXT
ORDER WILL BE
SINCERELY
APPRECIATED

**Bill Nourse** 



BOLD BLOCK

(BOTH THESE FONTS SHOWN GREATLY REDUCED)



NEW TOTAL OF A BOOK 1
Max found of both those types in the second of the

REARBAINE, INTEREST SOURCE ASSOCIATED AND ADMINISTRATION OF THE SOURCE ASSOCIATION OF THE SOURCE

our prices! We hope yets like BOLD BLOCK and MODERN CASUAL—we hope you like them so well and so many of you good printer customers order mate in the three sizes that well be able to get est additional new, different faces in

#### MR. PRINTER:

We Need Your Stock Cut Ideas!

We are constantly making up new pages of stock cuts that will be useful to printers, and offering you the little stock cuts at only 55c each, or mate of the entire group for \$1.65 post paid (inside you'll find TWELVE NEW GROUPS, and every little cut is only 55c each, if you order two or

down Mr. Printer — If we don't have every cut you like — it is YOUR FAULT — because all you have to do is just clip out a good proof of any cut you like, send it to us, and if we can possibly see that to use this particular cut, we will PUT THE ONES YOU SEND US IN OUR NEXT STOCK CUT CATALOG:

So how about watching all

So how about watching all the time, and gather up a few proofs of cuts you like, and mail them to us every so often? Sure will help up to ut, because you'll eventually get them in the form of stock cuts and mats in our catalog, and it'll help OTHER printers in other places, too!

MODERN CASUAL





ABOVE ORDER MATS NO. 114





ABOVE ORDER MATS NO. 116



J-876





ABOVE ORDER MATS NO. 121

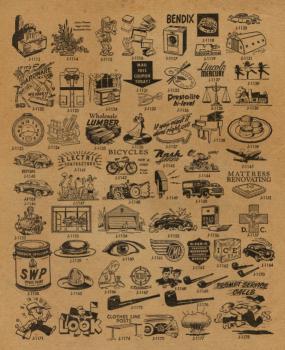








ABOVE ORDER MATS NO. 125



ABOVE ORDER MATS NO. 124

#### "We Appreciate Your Business" -Bill

high class

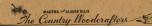
PEN AND INK DRAWING FROM PHOTOGRAPH...

Commercial Art Will Make

YOU



This beautiful drawing made by our Art Department will give you an idea of the type of work we do. These drawings will run from \$14.50 up according to



The letterhead drawing shown above sold for \$12.50 and a cut the size shown



You Can Figure the Low Prices on Cuts of Any

Design \$5.00 Seal 42.50 We are now offering steel rule cutting dies to our printer customers at most reasonable prices. Above you will find typical samples of dies we have to offer. These are for the purpose of showing you actual prices on the dies illustrated, and ap-

QUALITY CUTTING DIES

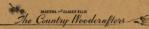
Your Hams Firm

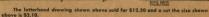
Football

\$1.50

Engle

proximate prices on dies you may need that are similar to these. Do not hesitate to order any type of die you may need from us, because our expert die makers can do a high class job on any type of die you want at prices in line with the ones shown above. PLEASE BEAR IN MIND THAT THE ILLUSTRATIONS This beautiful drawing made by our Art Department will give you an idea of the type of work we do. These drawings will run from \$14.50 up according to the amount of detail necessary. A cut this size will be \$2.10.





We are now offering steel rule cutting dies to our printer customers at most reasonable prices. Above you will find typlcal samples of dies we have to offer. These are for the purpose of showing you actual prices on the dies lituatracid, and aption the state of the state of the state of the state of the these. Do not hexists to order as you can be a first of from us, because our expert die makers can do a high class of ho an any type of die you want at prices in line with the

Flog \$2.50

500 27.50

Heart

ones shown above.

PLEASE BEAR IN MIND THAT THE ILLUSTRATIONS
SHOWN ABOVE ARE ONLY 14 (one furth) ACTUAL SIZE,
AND WHEN YOU ORDER THESE THEY WILL BE FOUR

#### 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



#### PRICE LIST FOR CUTS AND MATS IN THIS CATALOG

YOU HAVE NOTICED THAT THE PRICES DO NOT APPEAR ON THE PAGES WITH THE CUTS AND MATS. THIS HAS BEEN HANDLED IN THIS MANNER BECAUSE OF THE LARGE NUMBER OF REQUESTS FROM OUR CUSTOMERS.

THE MATS ARE \$1.65 PER GROUP

THE STOCK CUTS ARE ALL 55c Each Postpaid or 72c if

When ordering mats just give the Mat No.

When ordering stock Cuts just give the prefix and No.
For example Mats No. 112 page six
Stock Cut No. J.449

Order the Stock Cuts by the number under the cut





\*Add & c per square inch for all over 3 Ouquare he figured at least one-fearth of the other, +OUT

#### **HALFTONES - ETCHINGS**

Any size, any shape, or any description of printing plate can be figured from the above prices. This is as clear and contise 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 ad-

#### Mounted or Unmounted RUSH SERVICE

LINC EICHINGS

Plain or Ben Day

TWO DAY SERVICE

\* Add 10c per square inch for all over 23 square

GOOD MATS

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.



. Add &c per square inch fer all over 30 square are double the sine enthing prices. \*On long

#### OUR LOW MAT PRICES

QUARE NCHES	PRICE EACH-ACCORDING TO QUANTITY OF MATS GROERED FROM EACH CUT					
17	1 4 10	10 = 20		32 m 83	47 m 37	e-c+ pr
LESS	104	94	04	74	64	54
	154	134	115	104	91	81
	204	10+	164	14*	124	124
	304	264	234	214	194	174
	401	354	321	201	264	231

ORDER FROM

#### EAST TEXAS ENGRAVING CO. Box 2038 — Tyler, Texas

WETALLOY HALFIONES 100, 120 or 133 Screen-Rectangular Mounted or Unmounted Postage Paid

YOU HAVE NOTICED THAT THE PRICES DO NOT APPEAD ON THE PAGES WITH THE CUTS AND MATS, THIS HAS BEEN HANDLED IN THIS MANNER BECAUSE OF THE LARGE NUMBER OF REQUESTS FROM OUR CUSTOMERS.

#### THE MATS ARE \$1.65 PER GROUP

THE STOCK CUTS ARE ALL 55c Each Postpaid or 72c if you order only one cut.

When ordering mats just give the Mat No.

When ordering stock Cuts just give the prefix and No. For example Mats No. 112 page six Stock Cut No. J-449

Order the Stock Cuts by the number under the cut



NATIONWIDE MAIL-A-CUT SERVICE

Mats are impressions of cuts. We must have a cut to make a mat.

**TEXAS** 



"Mail UM-Cut"

Sec. 34.66 P. L. & R.

IL S. POSTAGE

PAID

TYLER, TEXAS

PERMIT NO. 544