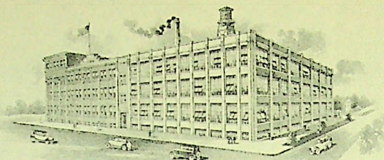


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The Meyercord Co.

ESTABLISHED 1894

AMERICAN MANUFACTURERS

DECALCOMANIA TRANSFERS

EXECUTIVE OFFICES
120 SOUTH LA SALLE ST.
CHICAGO

CHICAGO

July 22, 1929

Mr. Herral Ayres,
Managing Director,
Old Spanish Trail,
San Antonio, Texas.

Dear Sir:

The revised sketch for your OLD SPANISH TRAIL emblems is being mailed to you today by parcel post, special delivery.

Along with the sketch we are including a sample of the new Justin Boot Du-Cal signs. This particular sample has been mounted on celluloid to represent the window glass and is almost the same sized design you are contemplating.

We have had the Cost Department go over your proposed signs very carefully and we find that by using a new and more effective antiquing process, we can reduce the cost of these signs materially.

The new prices based on the factory estimates are as follows:

1,000	at	75¢	each
2,500	at	35¢	each
5,000	at	20¢	each

The former prices you will recall were:

1,000	at	93¢	each
2,500	at	49¢	each
5,000	at	35¢	each

The new prices are half cash with the order and balance on delivery, or if you wish to establish a credit with us, we will be glad to receive any trade references you send in.

