

LONG BEACH BLUE PRINT COMPANY

249 AMERICAN AVE. PHONES 64952-64017



LONG BEACH
CALIFORNIA

No 462

Apr. 7, 1931.

DATE

R.

SALESMAN

DEPARTMENT

To Mr. M. J. Renton

Santa Catalina Co.,
Avalon, Calif.

QUANTITY	DESCRIPTION	AMOUNT
1000	Copies revised plan of booklet- consisting of 4 printed inside pages and cover printed on two outside pages, size approximate- 4-1/8 x 6-5/8	42.25
5000	Photos on all pages & Cover Same as above	80.00
	Retouching photographs if desired in either quantity	25.00
<p>QUOTATION</p>		
<p>TERMS: 2% 10 DAYS. NET 30 DAYS</p>		

We are pleased to submit quotation for work on above specifications. The prices given are for immediate acceptance.

LONG BEACH BLUE PRINT CO.

By..... R.....

LONG BEACH BLUE PRINT COMPANY

249 AMERICAN AVE. PHONES 64952-64017



LONG BEACH
CALIFORNIA

No 553

Mar 5, 1931

DATE

Rosier

SALESMAN

Rotoprint

DEPARTMENT

To.....Catalina Clay Products Co.....
Catalina Island

QUANTITY	DESCRIPTION	AMOUNT
28 25	500 copies of catalogue pages	
	No pages -- one side ---- second side	
13 25 6 26 3 25	1\$18.00.....\$14.00	14 18 32.00
	25\$15.00\$13.00	
	50.....\$13.50\$12.00	
1,000	copies of catalogue pages	
	NO. pages ---one side ----second side	
	1\$20.00\$13.00	
	25.....\$17.50\$15.00	
	50.....\$15.00\$14.00	
QUOTATION		
TERMS: 2% 10 DAYS. NET 30 DAYS		

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LONG BEACH BLUE PRINT CO.

By.....

LONG BEACH BLUE PRINT COMPANY

249 AMERICAN AVE. - PHONES 64952-64017



LONG BEACH
CALIFORNIA

No 555

Mar. 5, 1931

DATE

Rosier

SALESMAN

To Catalina Clay Products Co

To

Catalina Island

Reprint
DEPARTMENT

QUANTITY	DESCRIPTION	AMOUNT
1,000	folders for patio tile.... size 8 $\frac{1}{2}$ x 13.	
	Printed first side.....	\$22.00
	printed second side.....	\$16.00
	Total	<u>\$38.00</u>
2,000	folders, both sides.....	\$56.00
5,000	folders, " "	\$88.00
<h1>QUOTATION</h1>		
<p>TERMS: 2% 10 DAYS. NET 30 DAYS</p>		

We are pleased to submit quotation for work on above specifications. The prices given are for immediate acceptance.

LONG BEACH BLUE PRINT CO.

By.....

INTRODUCTION

Catalina Island is unique in many respects. Not only is it a noted pleasure resort; but it also is a center for the manufacture of Spanish Potteryware, decorative tiles, and wrought-iron products.

The extensive clay deposits found on the Island yield a very fine quality of kaolin; the basic substance in clay which gives it plasticity when moistened. After molding into pottery and tile products, the ware is placed in kilns, or huge ovens, and burned to 1950 degrees Fahrenheit. Then it is dipped in various colored glazes and again fired to an intense heat. This completes the process and the ware is ready ~~xxxx~~ for use.

Catalina Pottery is distinctive in design and is widely used both for Spanish Gardens and ~~xxxx~~ Patios as well as for beautifying interiors of homes. It is noted especially for the metallic luster given by the glazes, and for its freedom from crazing or minute-cracking found on most ware.

This booklet shows only a few of the many products manufactured. The Clay Factory is located at Pebbly Beach, one half mile south of Avalon. At this plant, potteryware and building products, such as roof tile, hollow tile, brick and glazed tile are made and shipped to the Mainland. Two retail stores are situated in Avalon, where visitors to the Island may purchase souvenirs of their visit, that are truly representative of Catalina.

Information will gladly be given on request. Kindly address Casino Way Pottery Shop, Avalon, Calif.



F1 A 6-in. Spanish flower pot with attractive wrought iron
33 fern holder. Mottled or solid colors.

F1 A three-stand fern holder of wrought iron with plain edged
34 Spanish flower pots in various colors.

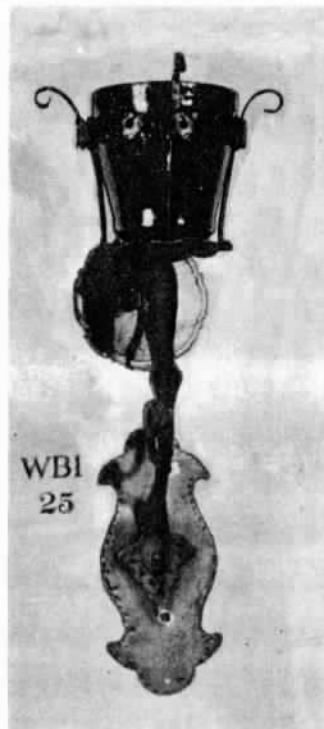


C1 New and different—little wrought iron cactus holders,
32 Spanish in design—for patio or garden. In gay colors.
Complete with native Catalina Cactus. In two sizes.
C1
81



I
18

A large Spanish vase
or jug on a wrought
iron stand. In vivid
blues, greens, red, or
yellow.



WBI
25

WBI
25
Spanish design wrought
iron wall bracket fern
holder in the bright colors
of blue, green, red, or
yellow.

April 8, 1931.

Long Beach Blue Print Company,
249 American Ave.,
Long Beach, Calif.

Attention: Dorothy Rosier

Dear Madam:

I am in receipt of your quotation of April 7,
Number 462, on 5000 copies of a Pottery Booklet for or
shops; to the amount of \$80.00 plus \$25.00 for retouching.

The above is agreeable to us, providing you
submit a proof of the work for us to pass on before
having the full 5000 printed.

Kindly advise how long it will be before
we can expect the order to be completed.

Very truly yours,

CATALINA CLAY PRODUCTS

By

LONG BEACH BLUE PRINT COMPANY

249 AMERICAN AVE. PHONES: 64952-64017



LONG BEACH
CALIFORNIA

No 557

Mar. 5th 1931

DATE

Rosier

SALESMAN

Rotoprint

DEPARTMENT

To Catalina Clay Products Co
Catalina Island

QUANTITY	DESCRIPTION	AMOUNT
1,000	bookletsrunning two sides... Type (about).....	\$24.50 \$ 7.00
	Art work, if line drawings are used (about).....	\$20.00
	running with photographs instead of line drawings.....	\$40.00
QUOTATION		
TERMS: 2% 10 DAYS. NET 30 DAYS		

We are pleased to submit quotation for work on above specifications. The prices given are for immediate acceptance.

LONG BEACH BLUE PRINT CO.

By.....

S.B. Blue Print art

1000 — 42.25 25⁰⁰ 67.25
.042 .067

5000 — 80⁰⁰ 25⁰⁰ 105⁰⁰

@. 016 @.021

*Title & Battery Descriptions
Catalog*

April 2, 1931.

Long Beach Blue Print Co.,
249 American Ave.,
Long Beach, Calif.

Attention: Dorothy Rosier

Dear Madam:

Enclosed, please find photographs and a dummy book made up in the manner which we wish our Clay Products booklet to be printed. As you will note, the size is just right for mailing in an envelop.

Before going ahead with our work, would you kindly give a quotation on 5000 copies, made up as per sample. My father thinks that \$40.00 for 1000 booklets is rather high; this being .04 cents per book.

I have numbered the photographs on the back as well as made a crude sketch in the dummy of the order in which they are to appear.

Kindly let me hear from you at your earliest convenience.

Very truly yours,

Malcolm J. Renton