

Western Display Company

INCORPORATED

T. R. WILLWERSCHIED, PRES. AND TREAS.
M. J. PIRAS, VICE-PRESIDENT

Electric, Advertising and Commercial
SIGNS

PLEASE ADDRESS ALL CORRESPONDENCE TO THE COMPANY

97 EAST FIFTH ST.
ST. PAUL, MINN.

7/7/14/

Hon. Julius A. Schmahl, Sec. of State,
St. Paul, Minn.

Dear Sir:-

In answer to your advertisement, I am submitting sample Automobile Markers on which I am pleased to quote you prices as follows:

The numerals and letters are embossed in raised and outlined type.

The samples show different finishes and color combinations.

Sample #1. SHEET ALUMINUM.

Natural finish, numerals outlined, in any	
color - per pair - - - - -	\$.235
SAME - with numerals raised, in any	
color - per pair - - - - -	.21

Sample #2. SHEET ALUMINUM.

Velvet finish, numerals raised, in any	
color - per pair - - - - -	.24

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(2) Hon. Julius A. Schmahl, Sec. of State,

Sample #3. SHEET ALUMINUM.

Velvet finish, numerals outlined, in any
color - per pair - - - - - \$.28

SHEET ALUMINUM, with background in yellow, white, or any light
color. Numerals raised and finished in black, red,
green, blue, etc., - per pair - - - - - .24

SAME - with numerals outlined - per pair -.28

Sample #4. COLD ROLLED STEEL.

"Mat" finish, in yellow, white, or any light
color with numerals raised, in black, red, green, blue
etc., - per pair - - - - - .145

Sample #5. COLD ROLLED STEEL.

Gloss finish, background yellow, white or
any light color, numerals raised, finished in black
red, green, blue, etc., - per pair - - - - - .155

SAME - with numerals outlined - per pair .18

Samples #6, 7 and 8.

These are covered under numbers four (4)
and five (5).

Samples #9 to 14. COLD ROLLED STEEL.

Background in colors with numerals raised,
in white or yellow - per pair - - - - - .165

SAME - in "Mat" finish - per pair - - - - .155

(3) Hon. Julius A. Schmah1, Sec. of State,

Sample #15. COLD ROLLED STEEL.

Background in color with numerals raised
and finished in aluminum or gold - per pair - - - - \$.225

Sample #16. COLD ROLLED STEEL.

Background in aluminum, raised numerals,
in any color - per pair - - - - - .24
SAME - with numerals outlined - per
pair - - - - - .265

Sample #17. COLD ROLLED STEEL. (Unfinished).

We also quote you on plates class "B" and
"C", additional plates and duplicates - per plate -
at the above quotations less - - - - - 50 per cent.

PROCESS OF MANUFACTURE:

Sample #1.

After being cut to size is punched and
embossed - colored by special process and baked at
150° F.

Samples #2, and 3.

Cut to size - punched and treated to acid
and water baths. Printed - embossed and baked at
150° F.

Sample # 4.

Cut to size - punched - one coat of enamel
on back and one on face - embossed - recoated -
colored .

(4) Hon. Julius A. Schmahl, Sec. of State,

After each application of enamel the plate is baked at 150° F.

Sample #5.

Cut to size - punched - one coat of enamel on back and two on face - printed - transparent enamel "dipp".

After each application of enamel the plate is baked at 150° F.

Samples #6 to 14.

Manipulated same as numbers four and five, depending on the finish and the style of embossing.

Samples #15 and 16.

Instead of enameling, size and bronze is used.

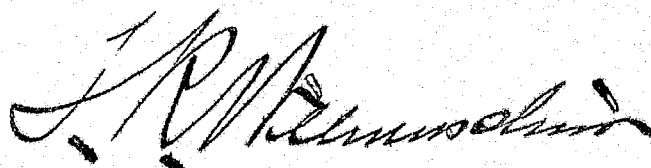
The enamels for the body of the plates are specially ground for the purpose with a view to long time wear. The coloring for the numerals is lithographing ink of exceptional body and first-class material.

Aluminum covered under my proposal is 24 gauge. Cold rolled steel is from 26 to 29 gauge. Prices provide for packing, envelopes and delivery as per your directions.

Enclosed please find certified check for \$15000.00.

Yours very respectfully,

TRW-MH
encl.
Cashiers check #45404
Capital National Bank,
St. Paul, Minn.



(2) Hon. Julius A. Schmahl, Sec. of State

equally as well as the raw plate. The background color may be injured by severe polishing, scratching or gouging, but if so injured, no rust will form and further damage will not develop. A plate of this type, unless subjected to physical injury, will wear for the required term.

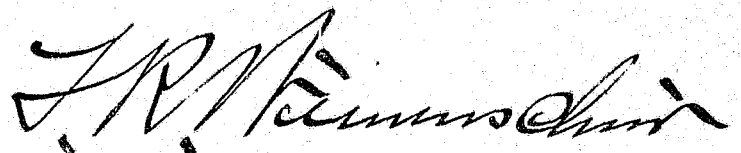
Black sheet steel properly finished and baked, will wear for three years providing the plate is not subjected to careless handling or hard usage.

It will be found, however, and I believe all will agree, that the automobile owner or driver will punch holes in the plates for fasteners, cut the corners to fit the shape of the dashboard or fender, and in other ways handle the plate so that at some point the bare metal is exposed. When this happens, the spot so damaged will immediately begin to rust and the final result depends entirely on the time the plate is still to be in use. The bending of the plate, frequent polishing, and many other causes contribute to the formation of rust, and in every case the damage will increase with time.

Under the conditions it is reasonable to presume that if plates of black sheet steel are used, a considerable per cent of them will be in an unsatisfactory condition before the end of the term, while others will show but a small degree of deterioration.

Yours very respectfully,

TRW-MH



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Hon. Julius A. Schmahl, Sec. of State,
St. Paul, Minn.

Dear Sir:-

I herewith hand you quotations, details, etc., covering Automobile Markers for your 1915-18 supply. I am submitting samples made of Aluminum and of sheet Steel.

Based on the experience of the past two and one half years, I would strongly recommend the use of sheet aluminum, preferably with numerals outlined.

I believe experience has shown that under the most severe handling, the punching of holes, cutting of corners, bending and buckling, the sheet aluminum plate issued in the early months of 1912 will be found in exceptionally good condition. This excellent wear is due to the fact that aluminum will not rust or deteriorate to any appreciable extent under exposure to the elements.

Sheet aluminum with the background finished in some light color, such as white, yellow, etc., and the numerals in black, blue, green or red, will wear

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