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 **Hollycake**™

modest letterpress stationery  
on splendidly thick paper  
so you can **write more.**™



## Happy October!

Did you notice that Costco has Christmas merchandise already? I think they forgot about Rosh Hashanah, Halloween, and Thanksgiving. While we all groan at the idea of seeing winter holiday merchandise when summer is just winding down, we know this is how the retail cycle works now (same reason swimsuits are on racks in February).



And Costco's smart because they know if they entice you to buy their offerings early on, you effectively remove yourself from the market, thereby making other retailer's promotions in November irrelevant. You've finished your shopping!

In any case, as you head into the holiday season with all this economic turmoil in the world, keep in mind that **less is more.**

Respectfully,  
*Holly Gardner*

p.s. Stay tuned for several new designs from us, coming at the end of this month. As always they are letterpress printed on heavy paper for a tactile quality and nostalgic feel not possible with regular printing. All are on white or vanilla paper and paired with rich-colored envelopes.



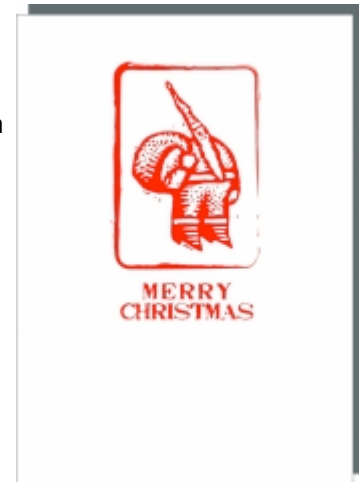
### **HOLIDAY 2008 DESIGNS**

Here's a sneak peak at our two new holiday greeting cards. Both are petite fold-over cards (3 1/2" x 4 7/8") with embossed greetings on the front and blank inside for you to add your family photo (with double-sided tape) or a brief personal note and signature.

The grand reindeer says Happy Holidays in moss green with a moss green envelope.

Santa says Merry Christmas in muted red with a metallic silver envelope. Both are on heavy paper -- creamy vanilla with a gentle texture.

Beginning October 31st, they will be available in boxes of 10 cards and envelopes for \$25 or 25 for \$50. As always, holiday cards are printed in a limited edition, so [pre-order](#) if you'd like to reserve some.



### CUSTOM HOLIDAY CARD

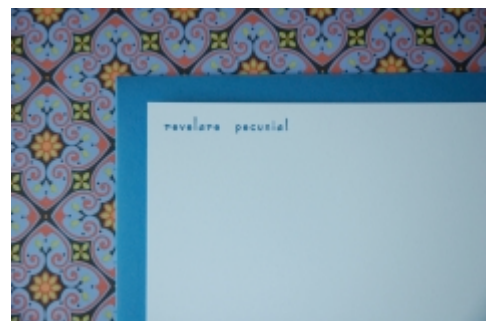
If you are a repeat or new customer who wishes to order a customized design for your holiday card, we urge you to get started early. We can produce a limited number of custom cards during the holiday season and we don't want to disappoint anyone. If you know what you want, just [email us](#). If you need ideas, give us a ring and we can discuss options.

Prices start at \$125 for 50 flat cards and matching blank envelopes. This includes cards imprinted with your unique design, greeting and name and space to attach your holiday photo. Options for fold-over cards are available as well. Add your return address in letterpress printing on the back flap of the envelope for \$45 more.

Compare these prices to other custom holiday card companies and we think you'll find that ours are reasonably priced. Not to mention, ours are handcrafted on antique printing presses in Tucson, Arizona using paper, envelopes, and boxes made in the U.S.A.

### OVERSTOCK ITEMS

To make room for new designs, we're moving out some other designs. If you'd like to stock up on any of these, send an [email](#) or phone us, and get a steal on some great quality notecards. Click to view images of these items on the [website](#) (but the overstock prices aren't available on the website--order direct by email or phone.)



[BOYS DEPT](#) - box of 8 - was \$20 - NOW \$10

[GIRLS DEPT](#) - box of 8 - was \$20 - NOW \$10  
[INTERNATIONAL SMALL TALK](#) - box of 10 - was \$20 - NOW \$10  
[SO LATIN](#) - box of 10 - was \$20 - NOW \$10  
[STRUGGLING JUVENILE ARTISTS](#) - box of 12 - was \$22 - NOW \$10  
[write more T-SHIRT](#) (limited sizes) - each - was \$16 - NOW \$8

### WORDS FOR THOUGHT

*"Bad times have a scientific value.  
These are occasions a good learner would not miss."  
- Ralph Waldo Emerson*

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