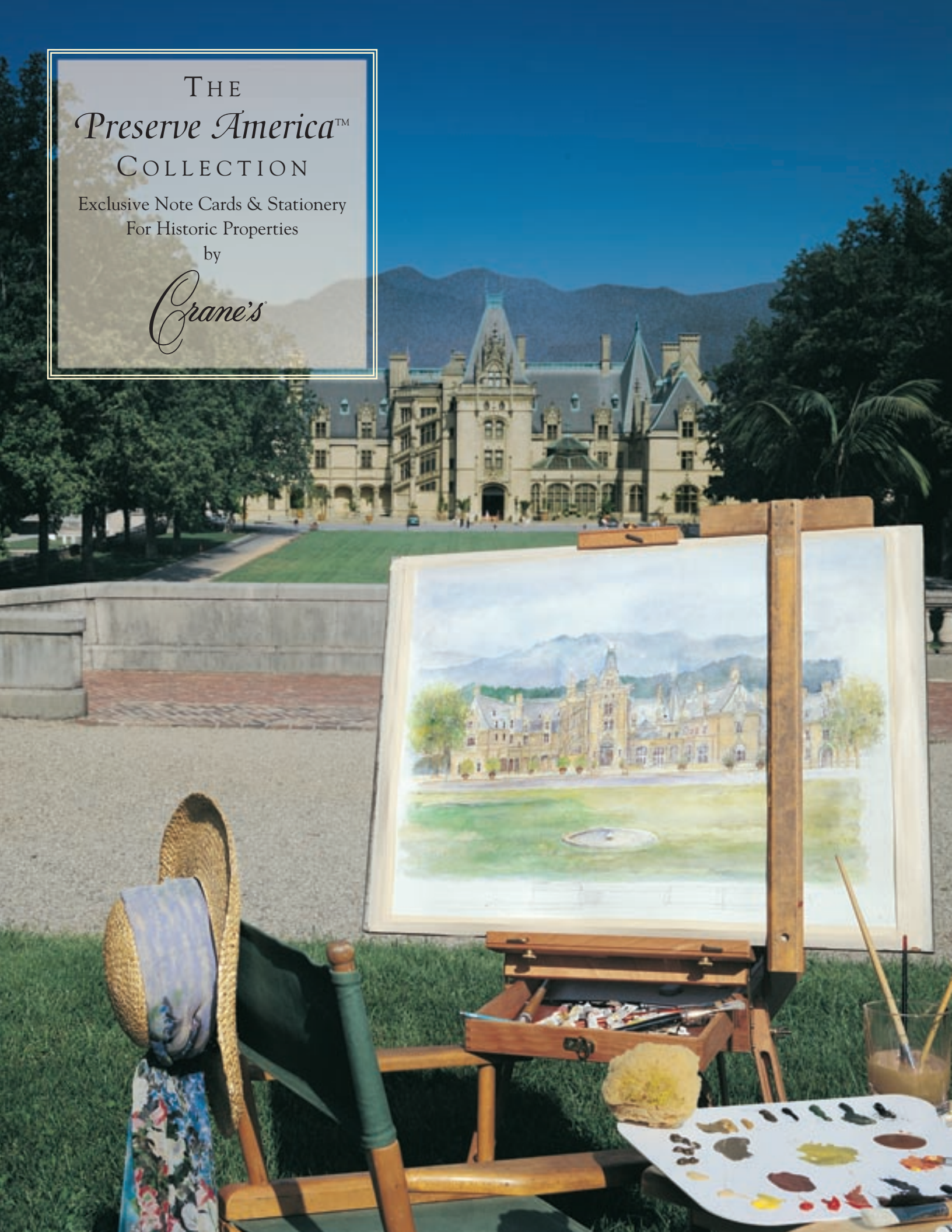


THE  
*Preserve America*<sup>™</sup>  
COLLECTION

Exclusive Note Cards & Stationery  
For Historic Properties

by

*Crane's*



## FINE ART, FINE PAPER, FINE PRINTING

### Featuring Your Historic Property

Capture the beauty and nostalgia of your historic property on your own exclusive Crane's® note card. Crane & Co., Inc., makers of fine cotton papers, Excelsior Printing Company, a division of Crane, and nationally respected artist Carol Wallace present The *Preserve America*™

Collection, an exclusive line of note cards and stationery that honors Americana.

With gentle watercolors, lively pen and ink sketches and a brief narrative,

the character of your historic site is masterfully brought to life by Carol Wallace, whose passion for preservation is reflected in a period charm and romantic style.

The full beauty of the original artwork is faithfully reproduced onto Crane's 100% cotton paper through Excelsior's state-of-the-art printing services — a collaboration resulting in exceptional quality. Crane and Excelsior have a long history of crafting distinctive stationery products for some of the most discerning clients, including Tiffany & Co. and Cartier.

The *Preserve America* Collection is part of a greater artistic preservation effort that documents our nation's special places. Each commission is submitted to the collections of major museums and educational and preservation groups across the United States.

THE EXCLUSIVE CRANE'S NOTE CARD IN THE *Preserve America* COLLECTION FEATURES THE COMMISSIONED ARTWORK OF CAROL WALLACE, REFLECTING THE CHARACTER AND BEAUTY OF YOUR HISTORIC SITE.

### GENERATE REVENUE, GOODWILL AND MORE

The *Preserve America* Collection note cards are as versatile as they are unique. Sold to visitors and guests, the note cards can generate valuable revenue. They also can be retained for your personal or business use, such as everyday correspondence, as gifts to special guests, or as thank-you, holiday or birthday cards for your patrons. In addition, Excelsior can transform the original artwork from the note card into attractive stationery, invitations, announcements, calendars and posters.

Tanglewood Gift Shop  
Lenox, Massachusetts

The Music Room at Blantyre  
Lenox, Massachusetts

### HOW IT WORKS FROM START TO FINISH

After an initial consultation, we will propose a creative design and format. Carol will personally work with you to determine the subject matter, historical context, style, tone, and other artistic considerations. She will then work from photographs that you supply, or you may arrange for her to travel to your location and work on-site.

Next, we will help you put together the descriptive copy that appears on the back of each card. You will have

the opportunity to review the copy, layout, and Carol's artwork before the note cards are printed. The entire process generally takes between eight and twelve weeks.

Arrangements can be made for you to acquire the full-size original watercolors and sketches from Carol. Each original includes a signed certificate of documentation.

Excelsior will archive the layout to facilitate reprints or other printed products, such as posters and house stationery, in the future.



Portland Head Light  
Portland, Maine

### ABOUT THE ARTIST

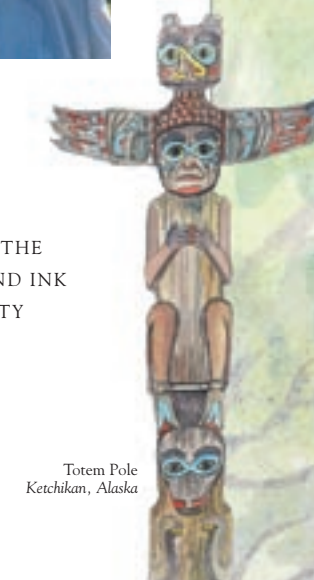
Carol Wallace is an accomplished gallery and commission artist. She is recognized for her ability to recreate not only the character and beauty of historic places, but also their hidden dimension, whether it's the mystery of an old barn or the romance of a Victorian home. Carol's work is represented in private and corporate collections and major museums across the U.S. and abroad. Galleries representing Carol

include The Lenox Gallery of Fine Art in Lenox, Massachusetts, and Pope's Gallery in Charlotte, North Carolina. She is an artist member of the Society of Illustrators.

Carol strongly believes that art keeps history alive and preserves the places and things that make up our national heritage. She created The *Preserve America* Collection as a unique way to record the nation's historic heartbeat.



CAROL'S ARTISTIC VOCABULARY SPANS THE PRECISION OF PEN AND INK AND THE SPONTANEITY AND SOFTNESS OF WATERCOLOR.



Totem Pole  
Ketchikan, Alaska



Log Hotel at The Adirondack Museum  
Blue Mountain Lake, New York



Carmel Mission  
Carmel, California

### CRANE & Co., SINCE 1801

Crane & Co., Inc., established in 1801 by Zenas Crane in Dalton, Massachusetts, still continues a family tradition of fine cotton papermaking. His father, Stephen Crane, owned one of the first paper mills in Massachusetts and, in 1775, made paper for Paul Revere for the printing of Colonial Currency to help finance the American Revolution. And, since 1879, Crane has supplied the paper for U.S. currency.

For almost two hundred years, Crane's distinctive stationery has been intimately involved with many significant events in American history, such as presidential inaugurations, the opening of Radio City Music Hall and the dedication of the Statue of Liberty. That's why Crane's paper is the perfect match for The *Preserve America* Collection. The durable cotton note cards are guaranteed to last for many generations to come, preserving the images and history of your property well into the future.



INVITATIONS TO PRESIDENTIAL INAUGURATIONS, THE OPENING OF THE GOLDEN GATE BRIDGE AND THE DEDICATION OF THE STATUE OF LIBERTY ARE JUST A FEW EXAMPLES OF HISTORIC MOMENTS RECORDED ON CRANE'S PAPER.

### EXCELSIOR PRINTING COMPANY

As a division of Crane & Co., Excelsior has a strong, inherent commitment to quality and customer service. Excelsior's full range of print-related services are supported by some of the most advanced technologies and printing equipment.

But perhaps most importantly, Excelsior

brings you the reliability and security of working with one of New England's oldest yet most advanced printers. We are dedicated to meeting your expectations for the most responsive and highest quality customer service to help any of your printing projects run smoothly, from note cards and posters to brochures and books.



# THE PRESERVE AMERICA COLLECTION PRICING INFORMATION

There are two components to the cost of a *Preserve America* Card for your historic property:

## ARTIST'S FEE

The artist's fee will depend upon the complexity of the subject matter. The artwork is normally rendered at approximately 15 inches x 11 inches. The price includes the original art, a certificate of documentation and limited reprint rights. Carol Wallace will be happy to discuss your particular needs and ideas and provide you with a firm price.

|            |                  |
|------------|------------------|
| Watercolor | \$750 to \$1,000 |
| Pen & Ink  | \$600 to \$800   |

## PRINTING

Printing prices include the layout of the artwork and any text you supply. Editorial assistance is available upon request. Minimum order is 3,500.

|  |             |
|--|-------------|
| Full-color, 3-panel card with envelope | \$1.50 each |
| Full-color, 2-panel card with envelope | \$1.35 each |

## ALSO AVAILABLE, PLEASE CALL FOR DETAILS

- Black and white only
- Other quantities
- Boxed sets
- Other printed products such as posters, stationery, brochures and calendars

**1-800-952-4063**



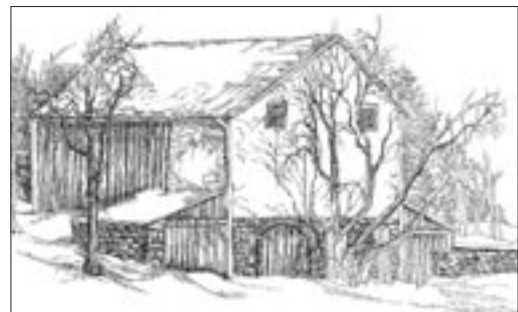
Hubbell Trading Post  
Ganado, Arizona



Angel Delgadillo Barber Shop, Route 66  
Seligman, Arizona



Key West, Florida



Bucks County, Pennsylvania

## Some historic sites included in *The Preserve America Collection*

- Country Stores of Vermont
- Bucks County, Pennsylvania
- Farms Across America
- The Gatekeepers of History
- The Berkshires of Massachusetts
- Historic Valle Crucis, North Carolina
- Cape May, New Jersey
- Route 66, Arizona
- Hotel Jerome in Aspen, Colorado
- Andalusia on the Delaware (Biddle Ancestral Estate)
- The Adirondack Museum
- Biltmore Estate, Asheville, North Carolina
- Blantyre, a Country House Hotel, Lenox, Massachusetts

## Other notable works and commissions by Carol Wallace

- The Connecticut Tourism Association
- England's Lake District
- The Red Lion Inn, Stockbridge, Massachusetts
- Canyon Ranch in the Berkshires
- Maine Wilderness Watershed Trust
- The Pearl S. Buck Foundation

EXCELSIOR PRINTING COMPANY  
A DIVISION OF CRANE & CO., INC.  
60 ROBERTS DRIVE  
NORTH ADAMS, MASSACHUSETTS 01247  
413-663-3771  
CUSTOMER SERVICE 800-952-4063  
FAX 413-663-3465

CAROL WALLACE 860-379-4286

## ON THE COVER:

Work in progress at the Biltmore Estate  
Asheville, North Carolina