

A FINAL TRIBUTE TO THE KING OF ROCK AND ROLL

THE ONLY DIGNIFIED, MEANINGFUL AND LASTING MEMENTO OF ELVIS PRESLEY

LIMITED EDITION, MEMORIAL COLLECTORS' PLATE WILL ONLY BE AVAILABLE FOR THE NEXT FEW MONTHS

An open letter to all loyal Elvis Presley fans from Donna McCartney of the Elvis Presley Fan Club of Canton, Ohio.

Dear loyal Elvis fan,

I'm sure that you are as disgusted as I am over the cheap and undignified mementos of our hero that have appeared since his passing. So, we the members of the Elvis Presley Fan Club here in Canton, Ohio, decided to do something about it. We have organized a program to produce a memorial to Elvis that would be dignified, last forever, be remembered in historic archives, and be valuable so it would be kept and protected. The item we settled on fills the bill beyond our wildest dreams. In cooperation with the United States Commemorative Gallery, we are producing a limited number of these memorials which are dedicated only to loyal fans of Elvis Presley.

The historic object dedicated to you is an exclusive, limited edition, memorial plate. But, this plate is different from any other limited edition plate ever made. The plate is being done by the foremost expert on this type of commemorative plate, the United States Commemorative Gallery. It is done first class. We even went to Germany to get the top plate craftsmen in the world. First, your plate will be in a unique display case with this inscription engraved forever on a bronze memorial plaque: "Elvis With You Forever", memorial plate; Serial No. (Your plate's serial number here), dedicated to (your name here).

Now here is the second big reason your plate is so different from any other commemorative plate. Your name will be immortalized with Elvis. This plate will have a historical registry book in The Library of Congress which contains the names and addresses of the select people, such as yourself, to whom this special memento was dedicated.

The valuable feature that insures that this plate will be kept and protected will also be a reward to the fans who make this memorial possible. The reward is this: this plate has an excellent chance of becoming a solid asset a very large solid asset.

An expert on limited edition plates, George Gittelsohn of the United States Commemorative Gallery, gave his expert opinion that this plate will become one of the highest priced collectors' items in the history of commemorative plates. Here's why: 1) It is a limited edition; 2) the special plate artwork and color reproduction technique is by the world leader in the field, RICHARD FRITSCH KG. of West Germany. The German mastercraftsmen Herr Moertl and Keilner, with their handmade process are used by the top collectible china companies of the world including Rosenthal and Hutschenreuther; 3) the pose is the most provocative of Elvis in his career; 4) the art is in full color fired forever on a plate that will stand the test of time; 5) the plate material is the best there is, fine china and gold; 6) the historic class of limited edition plates goes up in value at the highest rate; 7) it commemorates a once in the history of the world event: the life of Elvis Presley. Elvis will definitely be considered as part of American history and heritage; 8) the unique historical registry book, unique in the collectible plate field, serves to make this plate a famous commodity; and 9) plates of this quality almost always go up in value at a high rate (past history shows good limited edition plates increasing in value 500% in just two years and after that the sky is the limit).

The price of this memento has been kept as reasonable as possible. Most commemorative plates of this caliber sell for \$55.00 to \$200.00 for just the plate alone. The total price of the Elvis Presley Commemorative Plate, wooden frame, engraved bronze name plate and historical registry book is only \$37.00.

According to Mr. Gittelsohn, this plate in effect costs you nothing. It is an investment. It's like putting your money in a savings account with a predicted super rate of interest. The value of your plate is guaranteed for a full year to remain at least to the amount you paid. But, much better than savings accounts, stocks or bonds, the sky is the limit on how much your investment will increase in value.

To claim your memorial plate, simply refer to the short purchasing instructions below.

I will be waiting for your reply since I will personally monitor the proceedings on your plate.

Sincerely,

Donna McCartney
Donna McCartney

P.S. You will flip over the artwork on the plate. The artwork for the plate was chosen through a grueling process of testing over 45 Elvis poses while measuring the response from a large test group of Elvis fans. The picture shows Elvis at a perfect middle part of his career. Every woman says that the picture sends chills down her spine. "The eyes," says one woman, "it's in the eyes. They are saying something very intimate to you." You immediately get the feeling that Elvis will be with you always. And that's how we got the title for the plate "Elvis With You Forever". I get a warm feeling with my plate hanging on my wall like Elvis is still with me. It helps fill the void created by his loss.

Why Was A Plate Chosen As The Best Memorial To Elvis?

When the many artifacts discovered in the Egyptian pyramids were unearthed the objects made of wood and cloth were decayed and damaged. However, the ceramic treasures made thousands of years ago were in perfect condition. These ceramic treasures stood the test of time as a permanent and lasting memento to the Egyptian culture.

With the portrait of Elvis fired into the plate by the special techniques of German craftsmen, the portrait actually bonds and becomes part of the plate. This guarantees that this memorial to Elvis will last forever as did ceramics found in the 5,000-year-old Egyptian pyramids.

Plate Facts and Specifications

by George Gittelsohn
United States Commemorative Gallery

ARTWORK

The artwork reproduction and ceramic firing technique used to create the ceramic color matrix transfer for the Elvis Presley plate was done by the world leader in the field, RICHARD FRITSCH KG. of West Germany. This company has been producing fine ceramic color matrix transfers since 1936. Among the many craftsmen working for Fritsch are Herr Moertl and Keilner, two of the most skilled mastercraftsmen in the world. They have produced ceramic color matrix transfers for the finest collectible art producers in the world, such as Bjorn Winblad of Denmark and Edna Hibel of Germany. Their artwork has been reproduced on fine china such as Rosenthal and Hutschenreuther which sells for \$195.00 for each plate.

Most people think that commemorative art plates are made by simply taking a picture of the artwork and sticking it on the plate. That's hardly the way it works. If you did that, it would soon peel, and the color would change and fade in a matter of hours. You could not fire it on for a permanent and lasting lifetime if you did that. Each ceramic color matrix transfer is painstakingly hand made. The process goes like this:

Herr Moertl starts the art reproduction process by putting cloth hairs on the original artwork. Next, a clear piece of acetate is laid on the original artwork and an exact, matching set of cloth hairs is marked on the acetate. The first color is very carefully penciled in, with black ink, to exactly match where the color is in the original painting. When one color is completed, the next color is reproduced on another clear piece of acetate in the same manner.

Each color takes about twenty hours of work to get all of the necessary detail of the original painting. It usually takes from eleven to twenty colors to reproduce in ceramics the same quality of the original artwork.

Each acetate or "color separation" is then photographed and exposed to make a ceramic reproduction. At this time the art reproduction work is complete and it is turned over to the ceramic transfer matrix production area headed by Herr Keilner.

Herr Keilner will use ceramic particles which are made in an entirely different manner than the normal everyday printing inks. In normal printing there are usually only four colors printed. However, in ceramic transfer matrices of very fine artwork reproductions it takes three to four different flesh colors alone just to get normal skin tones. These ceramic inks start with ceramics (glass colors) of the same color that is to be reproduced. These are melted down to a molten liquid, then poured and cooled quickly and ground into dust-like particles. Next the plate, upon which the photographic reproduction has been exposed, is inked by a clear varnish. This ink is reproduced on the first transfer. The ink remains tacky and sticky and when it is dry just to the correct dryness, the first color is dusted on the transfer. Then a flour is subsequently dusted on the transfer to clean off any excess color so that it won't mix with further reproduction. Next the second color is printed on with a lacquer which is subsequently dusted with its color. This is repeated so that every single color that is reproduced goes through this complete process.

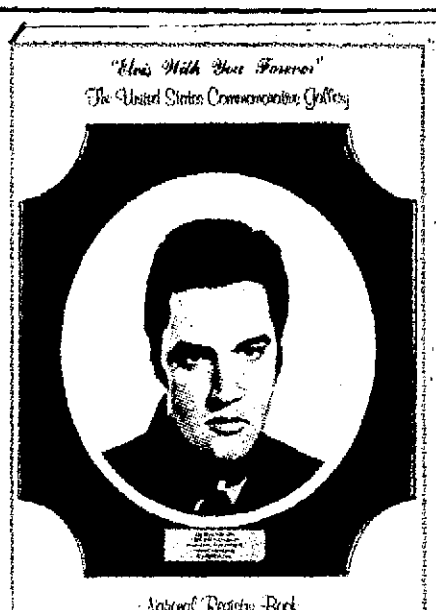
After the ceramic colors are laid down on the transfer a clear lacquer overcoat is applied over this color area. Each ceramic color matrix is applied by hand to each individual plate. Great care must be taken to squeeze all of the water and gum from underneath the transfer, otherwise, when the ceramic color is fired into the plate the water and/or air which might remain underneath would expand tremendously at these high temperatures (1,500°) and literally blow apart the color. Even though great care is exercised throughout the entire process each finished plate must be inspected for cracks or flaws in the ceramic color matrix to assure top quality. When the plate is finished, you have ended up with small bits or ceramic color which has melted into the glaze of the plate, thereby, protecting it for centuries.



Limited edition plate with frame and personalized name plate.

Each plate owner will receive: 1) The 10 1/2" full color "Elvis With You Forever" limited edition, sequentially numbered, memorial plate; 2) A walnut stained, durable, real wooden frame; 3) A bronze engraved name plate on the frame with the plate name, plate title, plate serial number and the name of the plate owner (your name); 4) A historical archive registry book with the highlights of Elvis' life and the names and addresses of all the owners of this limited edition plate. This book will go into the Library of Congress and other historical archives.

IMPORTANT: The picture above comes nowhere near to doing this plate justice. The plate is in full color and is breathtaking. Elvis' shirt is bright red, his scarf is red and black polka dot, and the background is sky blue.



The Historical Registry Book.

GENERAL SPECIFICATIONS:

TYPE

Commemorative, sequentially numbered, limited edition

SIZE

10-1 2 inches

CLASSIFICATION

Commemorative

BROKER

Corporate Offices:
United States Commemorative Gallery
4626 Cleveland Avenue N.W.
Canton, Ohio 44767
Phone (216) 494-5065

Service Division:

United States Commemorative Gallery
5100 Pearl Road
Cleveland, Ohio 44129
Phone (216) 398-1114

PLATE COMPOSITION

Fine china with 24K gold trim

YEAR OF CASTING

1977

GUARANTEE:

The value of the "Elvis With You Forever" commemorative, memorial plate is guaranteed for one full year. The United States Commemorative Gallery agrees to buy back any of these plates for the full purchase price for one year from date of purchase.

ART TYPE

The art on each plate of "Elvis With You Forever" will be an art print. For those unfamiliar with art prints, the following points should be known:

- An art print is not a reproduction of an original painting.
- A source matrix (form, mold, plate, etc.) is created by an artist. Art prints are then made from this source matrix.
- It takes great skill to create an art print source matrix so that the print will be precise with respect to quality, color, brightness, color mix, color fastness, etc.
- Only a limited edition of art prints are produced from the source matrix. The source matrix is then destroyed, therefore, the existing prints can never be duplicated again. This makes the limited number of existing prints a very valuable and scarce commodity.

PLATE ENSHRINEMENT FIXTURE

The unique enshrinement fixture is 12" x 12" and protects and displays the precious memorial plate in stand-out fashion. It is made of real wood - strong and durable with walnut stain. The dedication name plate is bronze engraved. (See Figure 1.)

Figure 1
PLATE ENSHRINEMENT FIXTURE



SUBJECT DESCRIPTION:

The artwork for the plate was chosen through a grueling process of testing over 45 Elvis poses while measuring the response from a large test group of Elvis fans. The picture shows Elvis at a perfect middle part of his career. Every woman says that the picture sends chills down her spine. "The eyes," says one woman, "it's in the eyes. They are saying something very intimate to you." You immediately get the feeling that Elvis will be with you always. And that's how we got the title for the plate "Elvis With You Forever".

HISTORICAL REGISTRY BOOK

Each dedicatee will have his name, city, state, and plate number recorded in the "Elvis With You Forever" Historical Registry Book. The first section will list some of the significant events in the life of Elvis. The second section will list the names of the memorial plate dedicatees who are Elvis' loyal fans. This Historical Registry Book will be placed in: The Library of Congress of The United States of America. Each dedicatee will also receive a copy along with his memorial plate.

APPRECIATION ANALYSIS

It is, of course, impossible to predict or guarantee the appreciation value of any collectible item. However, it is possible to make an expert appreciation analysis which can give a probable forecast based on actual, case histories and present knowledge of the market. Based on this premise, the assets of this plate have to give it one of the highest appreciation potentials of any limited edition plate ever produced. The following is a list of these assets:

1. It is a limited edition
2. The art is in full color
3. The plate material is the best there is, fine china and gold
4. The commemorative class of limited edition plates goes up in value at the highest rate
5. The unique historical registry book, a first in the collectible plate field, serves to make this plate a famous commodity
6. Plates of this quality almost always go up in value at a high rate (past history shows good limited edition plates increasing in value 500% in just two years and after that the sky is the limit)

With these facts in mind, the "Elvis With You Forever" memorial plate has enough unique surrounding circumstances to allow it to shatter all past appreciation records and go up in value beyond the wildest dreams of collectible art experts.

BASIC FACTS AND GUIDELINES OF COLLECTIBLE PLATES

Today there is a new collectors' boom in progress. Plate collecting has always had a steady following for over 100 years. And, today thousands of collectors throughout the country are paying top dollar for plates that are no longer available in gift or department stores. And, every day thousands of new collectors enter the market.

According to Marguerite Ashworth Brunner, author of *Antiques for Amateurs on a Shoestring Budget*, it isn't unusual for a single plate to bring \$1,000.00 or more though it originally cost only \$25.00. And, she also adds that most of these collectors' plates are not necessarily old.

During the American Revolutionary War, many of the British potters sympathetic with the colonists. Among the more prominent of these English masters was Josiah Wedgwood who was the first to mechanize plate making without losing any quality.

In the late 1800's, Wedgwood started making patriotic plates for the American market. These plates became so popular that Wedgwood dedicated one entire plant to handle the American market. Of course, other master potters from Germany, Denmark, and the rest of Europe got in on this market.

These plates are naturally scarce now, but today valuable plates are made scarce by the fact that only limited numbers of each design are made. As a result, many plates become extremely valuable in a very short period of time.

Of course, being a limited edition is not the only thing that makes a collectors' plate valuable. Here is a list of other things to look for before you invest your money.

It is very important to buy a collectible plate at the issue price. Usually, as soon as a limited edition is sold out, it immediately increases in value, thus increasing your investment dollar.

2. The first in a series of limited editions is almost always the most popular and, therefore, the most valuable. Of course, who can place a value on the pride of owning an entire series of collectibles that are not available anymore.

3. Collectible plates can be made from many different materials, such as silver, ceramics, or pewter, but the most popular is fine china.

4. In order for a plate to be collectible, it must commemorate something or someone. Throughout the history of collecting plates, the most popular by far are the plates honoring historical events.

5. Plates with full color art appreciate at the highest rate.

6. The most valuable plates are the numbered, limited editions. These plates are naturally more rare and have a plate number on the back stamp along with number of plates in the edition.

To elaborate more on plate material, fine china is by far the most sought after material in plate collecting and is not as easy to come by as one might think. For centuries, fine china was only available from China (hence the name chinaware), and it was considered by many wealthy Europeans to be as valuable as rare gems. It wasn't until the 18th Century when the Germans finally discovered the formula.

The three characteristics of fine china are whiteness, hardness, and translucence. Although stoneware or earthenware also have the whiteness and the hardness, the characteristic of translucence is missing.

In the manufacture of fine china, various mixtures of clay and crystallized rocks are put together by the potter. This final mixture must be such that the shaped or molded clay can withstand the ultra high temperature necessary for firing fine china.

In simple technical terms then, earthenware is a simple mixture of several clays which are fired at a relatively low temperature. Fine china is a compounded mixture of clays and crystallized rocks which are fired at a very high temperature.

Let me give you a few examples of what happens to the value of limited edition plates.

Royal Doulton's Mother's Day plate for 1973 sold for \$40.00 at its issue price. Today, it is selling for \$485.00 to collectors.

Wedgwood's 1969 Christmas plate sells today for \$275.00. Its original price was \$25.00.

Gorham's 1971 "Boy and His Dog," by Norman Rockwell, originally sold for \$60.00. It has sold for as much as \$400.00 since then.

Lenox Bochm Bird series 1971 "Gold-finch" was issued at \$35.00. Today, it commands a price of \$170.00.

Bing & Grondahl's 1969 Mother's Day plate sold for \$9.75. It is now worth at least \$470.00.

Bing & Grondahl's 1895 Christmas Day plate "Frozen Window" is now worth \$3,000.00. Its issue price in 1895 was fifty cents.

The cost of producing fine collectible plates has risen sharply in the past few years. Good collectible plates now have an average original purchase price of \$55.00 to \$200.00.

If you are interested in getting even more information about plate collecting, you can write to: United States Commemorative Gallery, 4626 Cleveland Avenue N.W., Canton, Ohio 44767.

To order your commemorative plate, follow the instructions given below:

INSTRUCTIONS	
1. Secure purchase of your plate, frame, name plate and historical registry book by cash, check, money order, or fill out the credit card information to the right. Purchase price is \$37.00. Make checks payable to United States Commemorative Gallery.	
2. Mail this certificate along with your payment.	
"ELVIS WITH YOU FOREVER" Limited Edition, Sequentially Numbered, Memorial Collectors' Plate	
Please mail to me <input type="checkbox"/> ONE <input type="checkbox"/> TWO (LIMIT OF TWO NO EXCEPTIONS PLEASE!) "Elvis With You Forever" memorial plate(s).	
I enclose \$37.00 (\$74.00 if two ordered) in: <input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Money order	
Or charge my: <input type="checkbox"/> Visa <input type="checkbox"/> Master Charge <input type="checkbox"/> Am. Express	
Account No. _____ Expiration Date _____	
If using Master Charge, also indicate four numbers above your name here _____ Signature _____	
(Please print name as you would like it to appear on the plaque)	
Name _____	CLIP AND MAIL TO: UNITED STATES COMMEMORATIVE GALLERY DEPT. YP-02 4626 CLEVELAND AVENUE N. CANTON, OHIO 44767
Address _____	
City _____	
State _____ Zip _____	