

DRAMATIZED PHOTOGRAPHY

KAUFMANN & FABRY CO.

COMMERCIAL ILLUSTRATIVE PHOTOGRAPHERS

• FROM THE MOST THOROUGHLY EQUIPPED PHOTOGRAPHIC PLANT IN AMERICA

September 11, 1950
In reply refer to C. G. Schultz

Laura Gilpin, Photographer
Box 1173
Santa Fe, New Mexico

Dear Miss Gilpin:

We certainly appreciate your letter asking for further information on photomurals...because it gives us the opportunity to again discuss our favorite subject.

The booklet you requested is being sent under separate cover. While it is as complete as we could possibly make it, we have purposely omitted any quotations. We did mention that the price of photomurals is surprisingly low in comparison to any other form of wall decoration, and we believe that the following figures will back up this statement.

The costs are as follows: (Approximate only, use of originals, artwork, etc., additional.)

	<u>UNMOUNTED</u>	<u>MOUNTED ON PANELBOARD</u>
Black & White	\$1.25 sq.ft.	\$1.50 sq.ft.
Browntone or Sepia	\$1.50 sq.ft.	\$1.75 sq.ft.
Monotone (any shade)	Mounted only	\$3.00 sq.ft. to \$3.50 sq.ft.
Full Natural Color	Mounted only	\$3.50 sq.ft. to \$4.50 sq.ft.
Transparent Photomural (full color)	\$5.50 sq.ft.	Unmounted only

For your further information, we maintain a file of stock subjects which is, perhaps, as complete as any in the country. If you will give us some indication of the type

425 SOUTH WABASH AVENUE • CHICAGO 5, ILLINOIS • HARRISON 7-3135

KAUFMANN & FABRY CO.

-2-

of subject you would be interested in, we will be pleased to submit 8"x10" photographs for your choice. Our stock includes tropical views, mountain scenes, landscapes, seascapes, industrial views, metropolitan views and countless others.

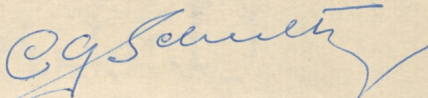
If you have material in the form of your own snapshots, a good glossy print, or preferably the original negative, we could work equally well from that.

Application can be handled in two ways. First, applied directly on the wall in the same manner as wallpaper is hung. We supply simple instructions which any local paperhanger can follow successfully. Second, mounted on separate panelboard such as Masonite. These completely finished panels are then fastened flat against the wall with the use of small screws or moulding.

Again, we appreciate your interest thus far, and we trust that we have given you all the information you require. Please let us have your further word regarding the type of material you may have, or are interested in, at this time.

Cordially yours,

KAUFMANN & FABRY CO.



C. G. Schultz

CGS.jmf