



Atkinson

LABORATORY

7273 SANTA MONICA BOULEVARD - HOLLYWOOD 46, CALIFORNIA - HOLLYWOOD 9-8374

REPRODUCTION EQUIPMENT CO. • INDUSTRIAL PHOTO PRODUCTS INC.

Photographic and X-Ray Chemicals • Color Processing and Color Prints

February 5, 1951

Mrs. Laura Gilpin
Box 1173
Santa Fe, New Mexico

Dear Mrs. Gilpin:

I have your letter of 27 January in which you express disappointment with the color prints you have received. Naturally, we are disappointed too, and we want to do everything we can to make you and your customer happy.

However, if there is anything which is difficult to do, it is to reproduce paintings by color photography, and we hope you will not expect us to do the impossible.

I think the best thing for you to do is to send back both the prints, ~~and we shall~~ see if we cannot make them better. We have your letter, and if you have any further instructions to give, please be as explicit as possible.

We do not like to give out matrices, but in this case we will send you the ones which we have already made. However, we cannot do this as a regular practice.

We will await receiving the prints and go ahead making them over as soon as they come.

Very truly yours,

Ralph B. Atkinson
Ralph B. Atkinson

RBA/mmp

LOS ANGELES

SAN FRANCISCO



Atkinson QUALITY

COLOR FILM SERVICE

Send your film to ATKINSON for the FINEST handling. You will appreciate the care we take.

All prints are carefully made to insure the best result from your film.

Specify Atkinson HI FIDELITY for large Professional Color Prints. Individually made by the Dye-Transfer process, they are the finest.

OUR WORK IS THE FINEST
OUR PRICES ARE NO HIGHER!

DYE-TRANSFER for *Quality*

Printon for Economy

Count on ATKINSON for ALL your color finishing needs. Always the best personal service.

ATKINSON LABORATORY

7273 Santa Monica Boulevard, Hollywood 46, Calif.

9-50

The Highest Technical Skill Serving Photography

ATKINSON LABORATORY
7273 SANTA MONICA BLVD.
HOLLYWOOD 46, CALIFORNIA

ATKINSON COLOR SERVICE

FILM PROCESSING — ANSCO COLOR and EKTACHROME

ROLL FILM	Anso 120 & 620.....	\$1.10 in sleeves or cardboard mounts
	Ektachrome 120 & 620.....	\$1.25 in sleeves or cardboard mounts
	35 mm (20 exposures).....	\$1.10 mounted in cardboard mounts

Extra frames (more than 9 Anso or 12 Ektachrome, or more than 20 35mm) 5c each.
Mercury films mounted in single-frame mounts; \$1.50 per roll.
120 rolls will be returned in cellophane sleeves unless marked "mount."

CUT SHEET FILM: Anso Color, Ektachrome, and Ektacolor

Minimum Order.....	Price per sheet	4 x 5 (9 x 12 cm)	Price per sheet
2 1/4 x 3 1/4 (4.5 x 10.7 cm).....	\$0.30	5 x 7	.55
3 1/4 x 4 1/4 (6.5 x 9 cm).....	.35	8 x 10	.85

ATKINSON COLORSNAPS

COLORSNAP PRICE SCHEDULE

Print Size		Economy Printons	Quality DYE-TRANSFERS	
			First Print (from same film)	Additional Prints
2X Size—Approx 2 1/4" x 3 1/4"	— Not mounted.....	\$0.50 ea.	\$0.65	\$0.50 each
3X Size—Approx 3" x 4 1/2"	— Not mounted.....	0.75 ea.	1.00	75 each
4X Size—Approx 4" x 5"	— Mounted.....	1.00 ea.	—	—
5X Size—Approx 5" x 7"	— Mounted.....	2.00 ea.	3.50	2.50 each
8X Size—Approx 8" x 10"	— Mounted.....	3.50 ea.	7.50	5.00 each

Atkinson Colorsnaps may be made from any positive color transparency—Anso Color, Ektachrome or Kodachrome, from any size film, 35mm through 4x5. Films can be "cropped" in printing to any smaller standard film size. Square films will be printed either square or cropped to the best proportion.

For Economy—PRINTON

For Quality—DYE-TRANSFER

ATKINSON HI-FIDELITY COLOR PRINTS

Our individual attention gives you truly fine color prints

Hi-Fidelity prints are made by the Eastman dye-transfer process, but are made individually and receive a craftsman's attention. Any first-class color transparency may be used, from 2 1/4 x 2 1/4 up to 8 x 10. Cropping will be done to your specification. Print surface may be either glossy or matte. 16 x 20 salon mounts are supplied. We cannot offer a retouching service on either transparency or separation negatives.

HI-FIDELITY PRICE SCHEDULE

Print Size	First Print	Additional Prints (from same film)	
		1 or more Extras	10 or more Extras
5" x 7".....	\$15.00	\$ 7.00 ea.	\$ 5.00 ea.
8" x 10".....	17.50	8.00 ea.	7.00 ea.
11" x 14".....	20.00	10.00 ea.	8.00 ea.
14" x 17".....	30.00	15.00 ea.	12.50 ea.
16" x 20".....	40.00	20.00 ea.	18.00 ea.

Service: About 10 days. Reorders within 30 days at extra print prices.

Prints from EKTACOLOR

We will make Hi-Fidelity prints from Ektacolor. Prices are the same as for prints from transparencies, as in list above. Neutral gray scale should be included in film.

The Highest Technical Skill. Serving Photography



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LABORATORY 7273 SANTA MONICA BOULEVARD, HOLLYWOOD 46, CALIF.

ANSCO COLOR AND EKTACHROME PROCESSING
HI-FIDELITY COLOR PRINTS • ATKINSON COLORSNAPS

INVOICE

10711

SOLD TO

Laura Gilpin
Box 1173
Santa Fe, New Mexico

DATE 16 January 1951

ENVELOPE NUMBER	ITEM	UNIT PRICE	AMOUNT
1-4x5	for 4-8x10 Color Prints		41.50
1 -8 x10	for 1-8 x 10 color print		17.50
			59.00
	Less 20%		11.80
			\$ 47.20

Hollywood 9-8374

® C-31172

PHOTOGRAPHIC CHEMICALS

REPRODUCTION EQUIPMENT