

DEXTER PRESS, INC



*Printers of Quality Post Cards
In Single and Multicolor*

PEARL RIVER, N. Y.

April 3d, 1952.

Miss Laura Gilpin
LAURA GILPIN PHOTOGRAPHER,
Box 1173
Santa Fe, New Mexico.

Dear Miss Gilpin:

In reference to your letter of March 31st we can advise you that 2 1/2 x 3 1/4 transparencies are suitable for our reproduction. We regret that the minimum quantity which we can print is 3000 cards of one subject.

We are enclosing herewith a price list which will give you quotations on all our quantities.

In reference to view cards we can advise you that we extend exclusive franchises to our view card Jobbers, who publish view cards in quantities of 6000 of a view and sell them to all possible outlets for resale to the public. Since this franchise gives our Jobbers all possible protection we must make certain stipulations in order to assure ourselves that the territory franchised is adequately covered.

Before we can extend our franchise to you it is necessary that we know the names of the specific towns in the area which you anticipate publishing cards for and the approximate number of views you are going to publish this coming season.

Upon receipt of the above information we will be very pleased to give you full information regarding our view card Jobbership.

Very truly yours,

DEXTER PRESS, INC.

Alfred R. Orsini

Alfred R. Orsini
Sales Manager.

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