



COLOR  
PHOTOGRAPHERS

ORIGINATORS OF DEXTONE NATURAL COLOR POST CARDS  
AND LEADERS IN THIS FIELD SINCE 1932

PHONE NYACK 7-3500

WEST NYACK, N.Y.

June 18, 1953

SPECIAL NOTICE TO OUR PATIENT FRIENDS

Dexter Press is shortly coming out of the woods, and we wanted you to be the first to know.

The fire that occurred just before we moved into our new plant destroyed some key productive equipment. Replacing that and getting our new presses set up and operating at the new location in the face of the biggest flood of business we ever had proved a little too much for us.

We could have filled more orders if we had relaxed our standards of quality, but we firmly believe our standing as the leading manufacturer of natural color post cards is due to that high quality standard.

The new presses now have their kinks worked out and we should begin to improve deliveries from now on and be back to a normal four to six week delivery schedule by July 1st<sup>4</sup> (emergencies even faster)

We sincerely appreciate your loyalty and patience, and we will do all in our power not to be caught again in this very embarrassing position.

We would also like to say that we have a good many money making ideas to present to you. These ideas are being held back pending better deliveries which are, of course, our first consideration.

Sincerely,  
DEXTER PRESS, INC.

Thomas A. Dexter  
President