



MEISEL PHOTO AND COLOR SERVICE, INC. 2409 NORTH PEARL, DALLAS PHONE PR-0960

April 23, 1956

Laura Gilpin
Box 1175
Santa Fe, New Mexico

Dear Miss Gilpin,

Please pardon the delay in our replying to your letter of April 10th. We have been overwhelmed by the upheaval of setting up for Type C prints, and getting out some samples for the Southwestern Photographers Convention, from which we have just returned. I am enclosing our complete price list on all our services, including the new C prints.

Your question on the prices being charged for direct color portraiture is one we are not too well qualified to answer. Among our customers, I believe prices range from \$125.00 to \$200.00 for a color portrait sitting and a dye transfer print. However, we have made no effort to compile or compare color-portrait prices, and we feel that the whole field is apt to change rapidly in the near future as people become acquainted with the new C prints.

I would suggest that you contact other portrait photographers on their policies in pricing for color portraits. Bill Bell of ~~xxxxxxx~~ Albuquerque, Kaye Marvins and Paul Lynwood Gittings of Houston, Marinell Studios of Slaton, Texas and Christianson-Leberman of Austin are some of the studios who might be of help.

We will not be able to handle 8x10 color negatives, but will accept all standard sizes up to and including 5x7. We do handle all size transparencies, including 8x10, for dye transfer prints.

I trust I have given you the information you requested. If we can be of further service, please call upon us.

Sincerely yours,

MEISELPHOTO & COLOR SERVICE, INC.

By Gladys Meisel
(Mrs. Ulfic Meisel) Secty.