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Letter from J. C. McQuiddy to Emma P. Larimore

Jephthah Clayton McQuiddy

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NASHVILLE, TENN. Jan'y 4, 1913.

Mrs. Emma Page Larimore,
Gainesville, Fla.

Dear Sister Emma:

Yours relative to pictures received. Our cost ticket on these pictures shows the cost to be \$5.50. We do not think \$1.50 an exorbitant profit. Doubtless you could get them two years ago for \$5.00 but labor and material have advanced at least more than the difference in the price two years ago and the price now. I would suggest that if you want to use the pictures that you order a larger quantity, which will bring down the cost per picture. There were two make-readys on these pictures and to do the character of work that you demand requires considerable pains-taking. The make-ready would cost no more for 5,000 than for 2,000. If you think you could use as many as 10,000 pictures, 5,000 of each, I am sure that we can bring the price per picture down considerably. I could not tell the exact price that I would be willing to make pictures unless I knew the quantity in which you would order them.

I suppose Brother Larimore has not overlooked the fact that his note, on which I am indorser, falls due on the 7th of this month, at least this is as I now remember it. I hope you are having much success in your new undertaking and that Our Florida Friend may have a large circulation.

I shall be glad to give your book notice when it is received. It has not yet put in its appearance.

Yours very truly,

McQuiddy Printing Company

By *J. B. McQuiddy* Manager.

JCM/IB