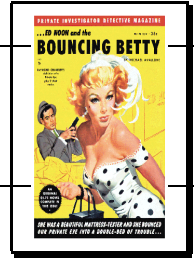


# PC Design

"VINTAGE PAPERBACK & PULP FICTION COVER ART POSTCARDS"



DESIGN, LICENSING, PUBLISHING AND SALES

JEFF LUTHER – PROPRIETOR

[www.pulpcards.com](http://www.pulpcards.com)

September 16, 2011

Wholesale Customer  
YOUR COMPANY

Dear Prospective Customer:

Thank you for your dealer interest in my *Pulp Fiction Postcards* line! Along with this cover letter, I'll enclose my catalog of 312 postcards, a wholesale order form, sample card, and a business card.

This line of postcards is doing quite well in a wide variety of different shops and mail-order businesses: new and used book and comic stores, accessory, gift, coffee, card and stationary shops, plus "off-beat" and other "retro"-type shops in the U.S., as well as Canada, Australia, New Zealand, Japan, England and several other European countries. I believe they can do well for you, too.

I advertise and sell retail through the mail and from my web site. Additionally, I also sell on a wholesale basis, both in the U.S. and in other countries. As the wholesale order form states, postcards are US\$4.20/dozen, with a 24 dozen minimum order. A shipping charge will be added to the total. I offer a 10% discount on orders of 100 dozen or more.

If you need postcard display racks, I can recommend a very good floor model spinner rack (model #48 DVF 100) from *Utility Displays Co.* in New York state. Phone number: 845-735-8900. The floor model I use has 48 vertical pockets, a heavy black base with chrome frame, is very sturdy and is of very high quality. This 4-sided model is approx. 18" diagonally and about 50" tall. They also have online ( [www.utilitydisplays.com](http://www.utilitydisplays.com) ) and printed catalogs of other floor and counter models from which to choose.

I also have a supply of 12 different *Pulp Fiction Key Chains* available for purchase on a wholesale basis. They wholesale for \$1.75 each, with a minimum order of 24 units. (I sell them retail on my Web site for \$3.95 each.) Postcard images available as key chains are shown on the key chain wholesale order form, which can send you, if you wish. You may contact me directly if you have questions, or use the enclosed key chain order form if you wish to place an order.

(Please note changes to the information on the back of the catalog: Portal Publications LTD is no longer selling items.)

Thanks again for your interest! If you have further questions or comments, be sure to contact me vial email, fax, or telephone. Contact info. is shown below. And if you want further dealer information, go to my Wholesale/Dealer web page. The link is shown below.

In the meantime, I hope you enjoy my postcard offerings!

Best Regards,

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business address: P.O. Box 4336 Palm Springs, CA 92263 U.S.A.

shipping address: 1133 N. Calle Marcus Palm Springs, CA 92262 U.S.A.

email: [pcdesign@pulpcards.com](mailto:pcdesign@pulpcards.com)

phone: (650) 387-4078

fax: (888) 389-5667

dealer info: [www.pulpcards.com/ws.htm](http://www.pulpcards.com/ws.htm)

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