

CUSACK-WHITE CO.
Advertising Agency

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Reputation Builders

February 19, 1930

The Gilpin Publishing Co.,
c/o Laura Gilpin,
317 Cheyenne Road,
Colorado Springs, Colo.

Gentlemen:

In that charming collection of views of Mesa Verde National Park, published by you in 1927, is a photograph of Ship Rock, the isolated cliff in New Mexico. It is as though Laura Gilpin's inspired artistry had thrilled the lens with the beauty of the subject. If ever a camera caught beauty, distance, mystery it did then.

We have just finished a booklet on the Mesa Verde for the Denver & Rio Grande Western Railroad. We sorely need Laura Gilpin's photograph to illustrate the "phantom ship". No other will do.

Will it be possible to let us have it for a necessarily smaller reproduction--due to the size of the railroad booklet--than your treatment of it in the 1927 book? Credit, of course, and gladly. We will be proud of it, and grateful for the opportunity to enrich the booklet by its use.

Very truly yours,

CUSACK-WHITE CO.

Joseph Emerson Smith
Vice President

JES:A