



WM. A. FRENCH AND COMPANY
FURNITURE AND DECORATIONS
88-94 SO. EIGHTH ST. - MINNEAPOLIS, MINN.

FURNITURE
DECORATIONS
DRAPERIES
FLOOR COVERINGS
LIGHTING FIXTURES
LAMPS
ORNAMENTS

February 27, 1932

Miss Laura Gilpin, photographer
Colorado Springs, Colorado

My dear Miss Gilpin:

It was my misfortune not to meet you when I was in Colorado Springs two years ago doing Mrs. J. A. Chapman's house. She told me of your beautiful photography and we have been wanting to have a few interesting photographs taken for reproduction in some of the magazines.

We have had some very disheartening experiences as so few photographers understand taking interiors. We are sending you a copy of the Amateur Golfer in which there are photographs of the interior of an apartment which we did in Minneapolis and which are as good as any photographs we have had taken. The sheet from the Kansas City Star shows a very elaborate house, all except two being very badly photographed and the exterior view of the house most unfortunate. Several of these were reproduced in the Arts & Decorations in 1929 and they told me at that time that there was too much detail in all of our photographs as the photographs had to be reduced in size for publication.

I had a very interesting talk several years ago with Mattie Edwards Hewitt whom you probably know and her name has been on many of the photographs taken of interiors in the leading magazines. She explained to me the need of a wide angle lens and special care in the lighting and arrangement of the sections to be photographed but a commercial photographer will not listen to me and some of the results have been ludicrous, especially of Mrs. McFarlin's house where the mattress was dragged six inches off the bed by the camera.

I note in the February number of "House and Garden" photographs of Mr. Edsall Ford's residence. The living room is not unlike Mrs. Chapman's.

We would like very much to have two or three view of the living room, the morning room fireplace with a pleasing grouping of furniture, Mrs. Chapman's bedroom, the east guest room, and Allen's room.

I doubt of a usable group could be made of the blue guest room. We will be glad to have your opinion in the matter and would like to know your charges for this work before you proceed.

We are sending a copy of this letter to Mrs. Chapman and I am sure she will be very glad to permit us to have some of these photographs. Hoping to have your early reply,

ADDRESS ALL CORRESPONDENCE TO THE COMPANY

Yours sincerely,

APT:O

If you have access to the Interior Architecture & Decoration in the public library, see October number. This is the official organ for the new American Institute of Interior Decorators.

W. A. French