

ARNOLD GINGRICH

EDITOR, ESQUIRE MAGAZINE

CHICAGO

July 29, 1936

Miss Laura Gilpin,
317 Cheyenne Rd.,
Colorado Springs, Colo.

Dear Miss Gilpin:

We have never played up photography as much as we would have liked to do it in the past because our facilities for reproduction were only average. Recently, however, we have perfected facilities that are distinctly out of the ordinary, so now we are very actively in the market for out-of-the-ordinary photographs.

We have no preference as to subject matter, it can be anything from a candid camera street scene to an abstract subject. The picture and the effect are paramount. We would like to have you submit your very best exceptional pictures. Those accepted will be paid for upon acceptance at our usual rates and every care will be used in their reproduction by the finest printing processes available.

It is our intention thus to give national recognition to the fine art of photography and afford a medium for their publication vastly wider than the photographic annuals and magazines. All photographs not accepted will be promptly returned for which we would ask you to enclose postage.

We desire photographs that have not previously been published, although publication in limited edition annuals and camera magazines will not bar them. Please note on each picture where, if ever, it has been published.

Your cooperation will be greatly appreciated.

Very sincerely,

Arnold Gingrich

Arnold Gingrich, Editor

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