

2526 LE CONTE AVENUE  
BERKELEY, CALIFORNIA

September 28, 1938

Dear Laura:

Am writing you hastily for your advice and suggestions concerning some features of the San Francisco exposition. I have been discussing features of it with the various bosses--that is, features of the Indian show which the government is putting on under the direction of the Indian Arts and Crafts Board. As you know, Eric Douglas is in charge of the educational end of things, so I get to hear a lot about the goings on. This letter is by no means an official communication, but I volunteered to write you for I knew you would be able to feel the pulse of the photographic profession and report accordingly.

There are many plans for the exposition exhibits, and nothing definite has been determined. Therefore, every suggestion that comes along is given consideration in all it's possibilities. One that has been considered is to use photographic material on the Indian in rather an extensive manner. I can't tell you just how, as I don't know myself, but it would be some arrangement for presenting the subject matter pictorially. The problem is to get good pictures. This seems rather discouraging to the heads of the business, for even if the funds were available, there is not time to send photographers out on the job. Therefore, it means culling the collections of the nation. Before starting any such campaign to obtain material, though, there must be some idea of what the professional photographer will demand in return for the use of the selected pictures. Purchase of the rights is apparently out of the question, for the funds as appropriated by the government are scarcely able to stretch around the cost of the building, etc. Therefore, would a photographer be willing to release a picture to the Fair Commission under something like the following term?

1. Rights for use in exhibitions, lectures, and publications. This would include such things as guide books.
2. Right to use on such advertising matter as posters.
3. In every case that the picture is used, full credit to be given owner, as well as address i.e. "Laura Gilpin, Colorado Springs, Colorado." This should be rather, "Photograph by L.G. etc.---"
4. Rights to the picture expire with close of San Francisco Exposition.

Now, can you tell me whether photographers would release any material under these conditions? If not, and with the above conditions remaining, how much would they require? That is, how much money!! Further, if the use of photographs is to be considered further and they wish to contact sources, what agency does one go to. That is, is there a Photographers Who's Who, according to geographical areas? The last is important as I imagine that if an individual lives in a given locality, he probably has pictures of nearby Indians, or might have some.

I'd appreciate any remarks you might make, and will pass them along. If they want more detailed information they'll probably write direct to you. I realize that you speak only for yourself, but at least, you'll have an idea of what the reaction would be.

Everything goes well---am busy as can be with school. Will try to write a more newsy letter later on. Regards from both of us.

Mitch

WILDER