

KORBEL & COLWELL, INC.

Counsellors in Public Relations

570 LEXINGTON AVE.

NEW YORK

September 30, 1940

Miss Laura Gilpin
317 Cheyenne Road
Colorado Springs, Col.

Dear Miss Gilpin:

As you may know, this organization is handling the publicity for Gardens on Parade at the 1940 New York World's Fair. As the exhibition draws to a close, we are receiving a number of requests from publications for some of the outstanding photographs in our competition. These publications include magazine, newspaper rotogravure and garden pages.

We are writing to ask if we may submit some of your photographs to editors for such publication. Full credit to you in the caption, of course, will be given.

Should this meet with your approval, we suggest that if you have any glossy prints of blooms, preferably not larger than 8x10 inches, these will reproduce better than soft finish prints, and we would appreciate receiving such, if you care to furnish them.

Please understand that our policy is to offer such photos complimentary to editors as a part of our publicity campaign to further interest in horticulture and draw more visitors, and in no case will these photographs be sold.

An early reply will be appreciated.

Yours very sincerely,

Worth Colwell

KORBEL & COLWELL, Inc.
In charge of publicity for
GARDENS ON PARADE

MWC/CEM