

National Educational Alliance

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OFFICE OF THE
GENERAL EDITOR
WILLARD D. MORGAN

PHOTOGRAPHY
DIVISION

October 28, 1941.

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

Dear Miss Gilpin:

Thanks for sending along your color shots. I looked through these with considerable interest. I particularly liked the wild flower shots. I have picked out two of your Kodachromes for use in THE COMPLETE PHOTOGRAPHER; one is the Boykinia jamesii - Colorado Alpine, and the other is the Square Tower House - Mesa Verde National Park. I will return the other seven color pictures in the next day or two.

I am enclosing our Purchase Order No. K-2736 covering these two Kodachromes. Will you please send us your personal bill and include our purchase order number on it. This will be referred to our Accounting Department for payment.

It is very difficult to have a special article on Prices for Pictures. However, I have an article on the subject of Free Lance Photography in which this is discussed. Then there will be other articles bearing on this subject which will give information. It is so difficult to lay down anything specific that I have avoided preparing such material at this time. I do not like to confuse the readers with interest which may be so interchangeable by the time it is published.

Undoubtedly you must have some interesting photographs in your files and you should also be in a position to make new ones which will meet with national sales.

The Free Lance Photographers Guild is a conscientious group and I believe that they can do some selling for you. Another possibility is R.I. Nesmith, 50 East 42nd Street, New York City. Nesmith has been selling pictures for a long time. He specializes more on advertising illustrations, industrials, rural scenes, and good straight illustrative material which can be used for covers on many of the business and house magazines around the country. You might write to him if you wish and you can say that I recommended you.

When you get a chance to see Mrs. Morgan's book on Martha Graham I wish that you would send us your candid comments. She has been getting some nice reviews on the book so far.

With all good wishes, I remain

Cordially yours,

Willard D. Morgan

Encl. P.O.
wdm/mt