

LOOK

511 FIFTH AVENUE, NEW YORK, NEW YORK

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Affiliated Ownership
MINNEAPOLIS STAR JOURNAL AND TRIBUNE
DES MOINES REGISTER AND TRIBUNE

Miss Laura Gilpin
317 Cheyenne Road
Colorado Springs, Colorado

Dear Miss Gilpin:

LOOK is on the market for eye-stopping pictures by top flight photographers. Subject matter is not important, the prime requisite being some quality that makes the photo truly unusual.

The range of possibilities is great. The picture might portray an angry sea or a quiet countryside, a smiling child or a grim soldier, a wrinkled old woman or a girl clothed in sex appeal, the tiny flame of a Christmas candle or the raging inferno of a forest fire. Animals, children, action, sports, drama, beauty--all are candidates--provided the mysterious spark of eye appeal is present.

LOOK intends to play these photos to the limit, hence pictures should be sharp enough for full page or, better still, double spread reproduction.

We appreciate that pictures of this type have a definite dollar value. That fact will be taken into consideration when arrangements for payment are made.

One more thing. While we do not demand that the photos have never been published before, we are not interested in pictures that have appeared in large-circulation magazines. Trade or camera publications, all right. National or competitive magazines, no.

There's the proposition. Chances are you have several photographs we want. We shall appreciate the opportunity to consider your work, and can promise fast decisions and payment on acceptance.

Very truly yours,

Homer A. Cable
Homer A. Cable

HAC:sb

P.S. If through previous commitments you are unable to participate, will you kindly let us know? And if you have any questions, ask them.