

January 16, 1942

Miss Laura Gilpin
Colorado Springs
Colorado

Dear Miss Gilpin:

At least once a week an out-of-town photographer asks us for a recommendation as to a New York representative. We have never been able to suggest anyone completely satisfying their or our requirements. Often we have been asked, "Why doesn't U.S. CAMERA establish such a service?" The answer there was that we were so busy organizing that we could not handle it. Now we can.

Both LIBERTY and THIS WEEK have come to us for editorial picture assistance. The larger advertising agencies are using our files more and more. With these as starters, I believe we can build up a respectable business for the photographers we'll represent. There will be a good number -- I would say between forty and fifty. They'll be a cross section of the country's best outside of New York and possibly a few in New York.

Can you send about fifty samples right away? Don't mount them on large mounts, but 11" x 14" the largest size to include both mount and photograph. If you make up good glossy prints without mounts, they would be preferable. We must keep our files compact and have the whole presentation very easy for anyone to look through. Will you also send a list of picture ideas you have that we might sell?

I thought we might get by on a 15 per cent commission, but it is going to be 25 per cent to start. Is that all right?

Don't expect too big things at the start. It will be slow. We want to avoid advertising assignments for the time being, and devote most of our time to stock prints and editorial assignments. But I am sure it will grow, once we get out of the befuddled state of mind everyone is in right now. Best of luck,

Tom Maloney
Tom Maloney

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