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N·W·AYER & SON
INCORPORATED
ADVERTISING
HEADQUARTERS

PHILADELPHIA

December 13, 1943

Miss Laura Gilpin
807 Carter Avenue
Wichita 3, Kansas

Dear Miss Gilpin:

It was good to receive your letter this morning and know that you are interested in getting the photograph for our Kaydet Trainer advertisement.

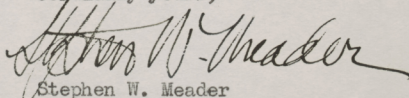
That was a wild and hectic week, wasn't it? With all you had to do afterward the pressure must have kept up for some time after we left. I am eager to see a set of Bob Richie's pictures, but have had no opportunity to do so as yet. I expect I will be making the trip to Seattle after the first of the year, so I will have an opportunity to see them then.

There is really no great rush on the photograph you are making for us. I hope that the perfect Captain will stay put in Wichita long enough to coincide with sunshine and the other necessary elements.

A good pictorial suggestion was made by Austin Simonds of Seattle for a B-29 advertisement. He wanted to get a sunrise shot of a long line of B-29 fins and rudders, out on the apron. His headline suggestion was something like "Dawn of a new day." I expect by this time you have a lot of silver ships out there, and if you feel there is a possibility of shooting such a picture I think it would be distinctly worth while.

Here's wishing you and the others in your department a very Merry Christmas!

Cordially yours,


Stephen W. Meader