

# THE VICTORIA COMPANY



*Complete Advertising Service*

704 North Ninth Street  
St. Louis, Missouri  
CEntral 6271-6272

March 5, 1943

Miss Laura Gilpin  
807 Carter Avenue  
Wichita, Kansas

Dear Miss Gilpin:

In studying over your photographs, our copywriter, Mr. Roux, suggested that there may be an instructive story behind the technique of taking pictures in humid and dry heat as indicated in the photographs of the Temple of the Three Lintels in Yucatan, and Acoma, Pueblos.

To our knowledge there has been no story on the photographic technique used in arid, as opposed to humid tropical climate. It may be that the chemical treatment in developing and printing will be different in the two areas. Will you give this angle a little thought and let us know your technique in such cases?

If this story develops, it is probable that we can use another picture or two as illustrative examples.

Thank you for your very interesting work. We are anxious to make good use of them.

Sincerely yours,

*Marjorie H. Philips*  
Marjorie Philips  
Production Manager