

THE VICTORIA COMPANY



Complete Advertising Service

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

February 10, 1943

Miss Laura Gilpin
317 Cheyene Road
Colorado Springs, Colo.

Dear Miss Gilpin:

You have probably received from time to time, Photographic Bulletins from the Mallinckrodt Chemical Works of this city.

The preparation of this periodical has been our responsibility for the past eleven years. We are planning several issues for 1943, and need material which, as you may have observed, is supplied by our photographer friends.

It is the policy of Mallinckrodt to accept no gratuitous contributions. While there are reasonable limitations to the budget for the purpose, we are ready to pay well for the use of prints. We much prefer to use something that has already been done rather than something made up especially for the purpose.

These are the pictures we are looking for --

1. Something out-of-the-ordinary, as to cleverness, instructive value, or beauty.
2. Preferably something that suggests a new or little-worked field of photography.
3. A little-used and efficient treatment of lighting, use of equipment, chemical treatment, etc.
4. Something that is within the working range of the average photographer's studio.

The information needed with prints is as follows: Working conditions; Camera, size and make; Lens, kind and aperture used; Timing; Distance and angles of lighting, etc.; Development--formulas, negative and paper--to what extent Mallinckrodt Chemicals are used. Formulas published will be translated into terms of Mallinckrodt Chemicals for, of course, we can't advertise competitors. Detailed information need not accompany all prints if several are sent, but can be sent later for the specific prints accepted. Unused prints will be returned.

We shall welcome your cooperation, and your work, if chosen, will be given full credit and mention in the Bulletin. Please let us know if we may look forward to receiving some of your work.

Sincerely yours,

J. R. Roux
Creative Department

JRRoux:mp

1. Ocean Water Hole
2. Ocean Pools
3. Tying the Pools
4. Looking in the Sand
5. In the Pool