

July 13,
1948

Mr. Archer B. Greison,
J. Walter Thompson Company,
Detroit, Michigan.

Dear Mr. Greison:-

I have your letter of July 8th, regarding the photographs for the Ford Truck advertising. I presume that my price was not satisfactory, and if so I am sorry. Perhaps I did not fully understand the scope and character of the work involved. I endeavored to convey in my telegram the fact that you were under no obligation unless I delivered the goods to your complete satisfaction. \$150. for 5x7 color for national release is, as I understand, an average price.

I only regret that we were not able to sit down and discuss the problem at hand and where I could show you examples of my work. Under those circumstances, I feel sure that we could have come to a mutual agreement.

However, in view of possible misunderstanding, I hope that I may hear from you again at some future time.

Sincerely yours,