

July 18,
1948

Dr. Sylvanus G. Morley, Director
Museum of New Mexico,
Santa Fe, N.M.

Dear Dr. Morley:-

As you know, I have long been interested in the development of photography at the Museum. I believe it could be a near self-supporting department. I also feel it a great pity that there is at present so little available to the public in the way of postcards. I am sure that you know my own cards which have long been on sale here in New Mexico. I have also made cards for the Taylor Museum and the Fine Arts Center in Colorado Springs, and for several private customers. I should like to submit to you the following proposition for cards for the Museum of New Mexico.

I shall be glad to undertake the making of twenty five original photographs from which cards will be made and furnish you a total of 1000 copies each at a cost to you of \$30. per thousand cards. These numbers are given as they are the minimum number required by the Gravure Company which makes the great majority of Museum cards throughout the country. These cards should retail at 5¢, so that the profit to the Museum of New Mexico would be \$500.

The cost on producing these cards has risen twice during the past year and whereas Museum cards have often sold in the past at 8 for 5¢, they can no longer be produced to sell for that price. As I doubt if one can ever increase the cost of a postcard above 5¢, the answer seems to be to reduce the number to one at that price.

I suggest that several exteriors as well as interiors of both the Governor's Palace and the Art Museum be included with the addition of a selected group of displays and single items. Also a group of at least five subjects of Ruinas could either be included in this original 25 subjects or added to it. There is nothing that be purchased down there.

My personal interest in the Museum is very great, and I make you this proposition in the hope that it may be a start toward a self-supporting photographic department.

Very sincerely yours,

Proposition for postcards for the Museum of New Mexico

It seems to me that it is a great pity that there is so little available to the public in the way of postcards at the Museum of New Mexico, and I should like to present the following proposition to the Museum Staff. I have made postcards for the Taylor Museum in Colorado Springs, the Museum of Navajo Ceremonial Art in Santa Fe, and a number of sets of postcards for myself which are on sale in this region. In having these reproduced by the Heriden Engraving Co. of Heriden Conn. a company which supplies many museums throughout the country, it is necessary to have a minimum number of 25 subjects. The cost, of-course, is increased with all similar costs, but the minimum number of subjects and a minimum quantity of each subject, one thousand, are the basis upon which a start can be made.

I shall be glad to undertake the making of twenty five original photographs from which the cards can be made and furnish you the total of 25,000 cards at a cost to you of \$30. per 1000 cards, or a total of \$750.00. These cards should retail at 5¢ each, so that the net return to the Museum of New Mexico would be \$500. in addition to the publicity gained through the widespread use of such cards.

I suggest that several exterior and interior subjects be included in addition to a selected group of display items for a beginning of such a project. A group of at least five cards of Ruam could be either included in this group of 25 subjects or added to them.

My personal interest in the Museum is great, and I make this proposition in the hope that it may be a start toward a self supporting photographic department.

Sincerely yours,