

September 27, 1949

Dear Miss Gilpin;

Enclosed is my column about Cokesbury which duly opened on schedule. I trust you received the supplements from the Dallas papers I sent you. Incidentally, they are having 30,000 reprints made of this column.

I happened to be in there this morning, and find they are still interested in a show of originals of your photographs in connection with the promotion of the book, but they will take matters up with you direct or with your publishers. As for a place to hang them or show them. In the enclosed rough sketch of the plan of the store which I took from an advertisement, where I have indicated are nine cabinets at the center of the store. These are brilliantly lighted and have heavy glass in front of them. They are in size 4' X 4'. That means they could hold at least 18 and if your mats are not more than 2' overall 36 prints. There are several other adjoining cases which could be used for additional prints, and they could put a few in the print room. Personally, I think if you could get only 20 or 30 of the best ones--by that I mean the most dramatically effective ones all in one spot in that center corridor that would make a good show, and a pleasant thing is that having fine plate glass on all the cabinets--there would be no bother for glass as they would be most effectively lighted under glass by putting them in the cases.

Well, I'm perhaps getting beyond my province, but I wanted you to know that there would be ideal space for a rather generous exhibit of originals--enough to be very effective with a display of the books themselves if your publishers can work something out. You can tell them that the Cokesbury is interested in having a special display of the photographs with you here for an autographing party. But of course it will be simpler to have them work out details with you and Cokesbury direct, when they know the dates books will be ready and they wish to send you down to Dallas. Keep me in touch with events and I will do what I can here. I still have in mind perhaps working out something in connection with the Times Herald--letting them join Cokesbury in presenting you in a talk on the technique of photography to the local people interested in the subject. This could be done in the auditorium of the bookstore and I believe would be a most helpful promotion stunt in connection with pushing the book. but please understand my interest is only friendly and to help if I can.

Kenneth joins me in greetings,

Sincerely,

John William Rogers