

Photo-library INC.

141 East Forty-fourth Street

Murrayhill • 7-0063

New York 17, N. Y.

May 1, 1951

Miss Laura Gilpin
P.O. 1173
Santa Fe, New Mexico

Dear Miss Gilpin:

Some top photographers have been "crying out loud" lately ...

Seems they're pretty fed up with the deals they've been getting from photo-agencies. Several, in particular, had large collections of color material ...worked with a number of the more important agencies in the field...and have they got stories to tell! For instance:

- . they'd bill a photo in January, start asking for dough in April, get paid in July.
- . It was "none of their business" to whom their pictures were sold. They never did get to know who "their" clients were.
- . The photo-agencies' policy of sharing credit lines brought many insinuating queries like "who takes your pictures for you?"
- . Transparencies lost were not considered the agent's responsibility.
- . The photographers' fees were the lowest fraction of the agents' "takes."
- . The contracts they were urged to sign would have put them in chains for years.

Out of all this dissatisfaction came a constructive idea and an unusual new stock color picture agency -- Photo-Library, Inc.

Here's what Photo-Library, Inc. offers its members:

- . Prices in keeping with the standards approved by the Society of Photographic Illustrators and the American Society of Magazine Photographers.
- . 65% of the total fee goes to the photographer.
- . Only the photographer's name appears in the credit line with never a mention of the agency.
- . A detailed description of each sale, including client's name.
- . Functional, air-conditioned offices; fireproof building.
- . Prompt end-of-the-month payment for current billings.
- . A "live-wire" sales representation staff to keep photographs in constant circulation.
- . Mounted transparencies -- captioned, numbered, protected by folders with a matte and clear acetate cover.
- . An insurance program superior to any now in existence, covering transparency loss.
- . A code of ethics, rather than "slave" contracts that limit the photographer's earning ability.
- . A panel board of prominent photographers and art directors to guide the destiny of this organization.

As President of Photo-Library, Inc., I'd like to invite your cooperation, get to know of any good transparencies you may have available for stock calls. For which purpose I enclose a card.

Sincerely,

Roy Pinney

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