

ALFRED · A · KNOPF

INCORPORATED



501 MADISON AVENUE

New York

Cables: KNOPF NEW YORK

Telephones: PLAZA 3-4761

April 23, 1951

Dear Miss Gilpin:

Thank you very much for your letter of April 20 and for letting us see the four Ektachrome transparencies and the one Kodachrome. The pictures, as you know, are beautiful. As none of them, however, fills our particular need, we should like to commission you to take an Ektachrome picture especially for us. I shall give you all the ideal specifications as far as we are concerned and leave the carrying out of as many of them as possible to you.

Subject, first. We should like mountains, if possible with both desert and some greenery -- and some Spanish and Indian architecture.

We want to use this picture on a space that will be a little more than 8 5/8" high and a little more than 7 3/8" wide. Of the 7 3/8" width, 5 7/8" will be the width of the front of the paper jacket of the book, while 1 1/2" will cover the backbone of the book. I do not suppose that you can make a picture exactly in these proportions. What I am pointing out to you here is that we will be forced to crop the picture to fit into these proportions -- and that we should prefer that something of interest lie within the lefthand one-fifth of the picture, so that the part that will cover the backbone will not be dull and lacking in pictorial interest.

We should prefer a ^{picture} ~~book~~ in which at least the top half, and perhaps a little more, will be sky, preferably with a few white clouds. The reason for this is that we must cut out, on both the front of the jacket and the backbone of the jacket, panels in which

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to print the title and subtitle of the book and the author's name.

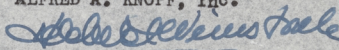
What we should want is a print in exactly the colors to be used, not a transparency. I should also like to know how much, in addition to the \$50 for the picture, you would want to make us ten extra prints.

If you feel that you can get us a picture coming close to most of these specifications, please go ahead, as we are in a considerable hurry. We would agree to pay you \$50 for the picture if we found it acceptable. It strikes me that you might wish to make two or three and let us select the one best for our purposes.

I greatly appreciate your cooperation in this matter. I am returning the five transparencies to you under separate cover.

Sincerely yours,

for ALFRED A. KNOPF, Inc.



Herbert Weinstock

Miss Laura Gilpin

Box 1173

Santa Fe, New Mexico

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