

PHOTOGRAPHY

The magazine of POPULAR PHOTOGRAPHY

366 MADISON AVENUE, NEW YORK 17, NEW YORK

Telephone MUrray Hill 7-8080

August 7, 1952

Miss Laura Gilpin
614 Alameda Road
P.O. Box 1173
Santa Fe, New Mexico

Dear Miss Gilpin:

We are contacting you at this time in regard to submitting material to PHOTOGRAPHY magazine.

As you may have noticed, there has been a marked change in our editorial policy over the past nine months, which we feel has been all to the good in broadening the base of PHOTOGRAPHY magazine both in its concept and in its appeal to the professional as well as the amateur photographer.

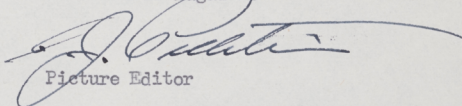
Despite the tremendous volume of photographs which we receive through normal channels, we are constantly in search of new material for feature articles, picture stories and individual pictures which will meet our editorial standards. And, of course, being a national magazine, we are extremely interested in showing the work of photographers from all parts of the country.

Our standard page rate, as you know, is \$25.00, and if an acceptable manuscript is part of the story an additional payment, of course, will be made. All payments are made upon acceptance, and in line with our policy (which predates the recent ASMP ruling regarding the holding of photographs) all unselected prints submitted to the magazine will be returned within two weeks of receipt at our New York office.

Hoping to hear from you soon and that you will keep us in mind for future possibilities along these lines, we are

Sincerely yours,

PHOTOGRAPHY magazine



Picture Editor

CamilleJPelletier:bk

