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720 MISSION STREET
SAN FRANCISCO 1, CALIFORNIA

September 15, 1953

Miss Laura Gilpin
Camino del Monte Sol
Santa Fe, N. M.

Dear Miss Gilpin:

I have long admired your photographs and wanted to reproduce some of them. Now, with your permission, perhaps that can be arranged.

We have secured, as well as reproduced, all the color photographs of the west which the Standard Oil Company of California have distributed in the past through their service stations.

Confidentially, Standard is now considering another picture program for next year. Final approval hasn't yet been given, but we are completing plans in order to save time if and when the go-ahead comes.

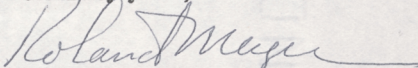
We aim to make the new program the best thing of the sort Standard has even done...with beautiful color photographs by Ansel Adams, Esther Henderson, Ray Atkeson, R. F. McGraw and others, with accompanying text written by authors of literary standing who know and love the country they write about.

We need pictures from New Mexico and Texas, and I would be glad if we could use one or more of your good photographs. Would you care to submit a group for selection?

Pictures submitted, which should be original transparencies, 4 x 5 or larger, should be primarily of the natural scene, although figures can be included if they do not dominate. Compositions can be either horizontal or vertical. The better known the subject matter the better, but first of all, we want beautiful pictures with an emotional lift.

We can pay up to \$400 for exclusive rights to each picture selected. All transparencies we are not interested in will be promptly returned. Ansel Adams, a friend of long standing can tell you about us. I look forward to seeing any pictures you care to submit.

Cordially yours,


Roland Meyer

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