

EASTMAN KODAK COMPANY

ROCHESTER 4, N.Y.

GENERAL OFFICES
343 STATE STREET

May 4, 1954

Miss Laura Gilpin
Box 1173
Santa Fe, New Mexico

Dear Miss Gilpin:

Thank you very much for your prompt response to the request for information on your aspen transparency. We have sent it on to Fortune Magazine. Their picture editor, Walker Evans, requested it. Incidentally you may remember that he was to be one of the speakers at the Aspen Conclave in 1951. It seems that "Fortune" may use several pages of pictures from our files made by outstanding photographers like yourself. Will let you know later when and if this will be a reality.

About the transparencies enclosed, they are indeed nice but there is just not a use for any of them here at this time. We liked the Japanese Cherry Blossoms quite well and if it had more all-over sharpness and depth-of-field, we might have had use for it. Sorry to have to return these to you without a sale.

A number of people, like yourself, regret the discontinuing of the Medalist Kodak but we now have a camera that does even more and fills more requirements than the Medalist. We are referring to the Chevron, some literature on which is enclosed. We do not need any specific pictures with it since this Kodak is well-established in the market.

About the pictures of the young man, girl, and horse; why don't you send them on at your convenience so that we can show them to our people who might be interested in such a picture. Yes, I do remember your Navajo Indian pictures and I mentioned the series at a meeting the other day but there is no need for them here at this time.

Thanks once again for your quick reply and it is hoped you will not hesitate to call upon us if we can assist you. Kindest regards.

Sincerely,

EASTMAN KODAK COMPANY

Kenneth W. Williams
Manager

Photographic Illustrations Division

KWWilliams:dk

Kodak