

August 23,
1936

Mr. M.G. Lowenherz,
THREE LIONS, INC. PUBLISHERS
545 Fifth Ave.,
New York 17, N.Y.

Dear Mr. Lowenherz:-

Thank you for the information in
your letter of the 20th which came yesterday afternoon.

As there is considerable running around to do on such
an assignment not only to do the work but to find the
best time of day for each subject, the following is
the best quotation I can give you for a guaranteed
job:

The minimum rate per day charged by commercial
photographers is \$125. in black and white, &
\$350 for color. It would be difficult to ac-
complish this in two days, moving location all
over town with one 25 miles distant and another
a little out of town.

Or I can work per final picture accepted, at
\$20. for black & white, and color at \$35.

Several of these subjects are difficult ones which
will require wide angle or traffic problems, most of
the architectural shots. On most of the subjects
the use of a hand camera would not be advisable due
to the necessity for swing adjustments. LaFonda at
the moment is undergoing repairs but I am sure will
be finished in time for Fiesta at the end of the
month.

I hope that these prices will be satisfactory to
you. Our costs have risen so greatly in the last
few years that it is difficult to give a fair price
on even simple jobs.

Very truly yours,