

MEREDITH PUBLISHING COMPANY

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B E T T E R H O M E S & G A R D E N S

DES MOINES 3, IOWA

BOOK AND GENERAL
PROMOTION DIVISION

August 26, 1958

Dear Miss Gilpin:

It wasn't last November I came to Santa Fe. It was only two weeks ago, but it didn't work out for me to hunt you up to get acquainted. I was there long enough to feel the spell of the city and its people, and I am wondering why there wouldn't be enough material there in the way of handcrafted Christmas decorations for a good story on Santa Fe at Christmas.

Do people do a great deal of home decorating? Are the numberless creative people there sensitive to the possibilities of home Christmas decorations? Each year, we do a Christmas Ideas Book. In it, we show trees, doorways, tables, package wraps, and tree ornaments people have designed and made themselves.

Always we look for religious themes but so seldom find them executed well enough for photography. We avoid usual bromides like angels, Styrofoam figures, candles, and things which are purely imitated.

I'm sending some tears from a recent book so that you can get an idea of what it's like.

From reading, I presume most of your photography is pictorial so, of course, wonder if the type of photography, black or color, on these pages is something that you'd care to do. It has to be very very sharp for our high speed presses, and some photographers just won't have anything to do with it.

I'd like to plan to come to Santa Fe and Taos around the 8th or 15th of December and take the week hunting and photographing Christmas decorations. Now the question: From your observations, is there enough there in residences, church bazaars and charities, and elsewhere that we could get 30 to 40 pictures? I'm hoping you can say yes.

I'm writing to a friend in Taos to ask him the same question and if he thinks enough is there. I'd hope that you'd be free to go there

Miss Laura Gilpin

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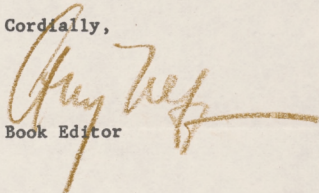
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also for photography.

This sounds like wild, hasty planning, but how else do people get things done when the subject is such an ephemeral thing as Christmas.

I'll hope to hear from you.

Cordially,

A handwritten signature in brown ink, appearing to read "Guy Neff", with a long horizontal flourish extending to the right.

Book Editor

Guy Neff/nab

Miss Laura Gilpin
Box 1173
Santa Fe, New Mexico