



POLAROID CORPORATION

CAMBRIDGE 39, MASSACHUSETTS

October 6, 1959

Miss Laura Gilpin
409 Camino del Monte Sol
Santa Fe, New Mexico

Dear Miss Gilpin:

I have delayed writing you, until our latest magazine (enclosed with two previous ones) came out, so you would have the latest idea of what we are trying for. We think they have progressively improved over these last three issues. As you heard, the majority of the pictures are ones that we think our readers might like to take, and will be inspired to try. Nice pictures, but no great works of art. I have tried to write explanatory notes in the booklets about some of the pictures. We will start planning our next magazine in about a month.

In addition to the magazine, I am enclosing some of our brochures, the pictures for which are also along the same lines, although usually more "exemplary" of a feature of one of the products. We are planning to re-do the big four color brochure very soon, and I have marked the pictures in it that I am trying to improve. Those in it now were scraped up at the last minute, as getting the high-speed program under way was a very hurried affair. We are now trying to build up a backlog of high-speed type pictures, as our main efforts will be spent promoting the 3000 speed film for at least a year. Available light pictures indoors by day, and particularly pictures taken with the "wink-light" are scarce.

I am taking the liberty of sending you separately, a wink-light, some 3000 speed film, some 200 speed film, and also some 4x5 material, as I think you mentioned that you had one of our 4x5 backs. Please don't feel in any way obligated to use this stuff particularly, but I wanted you to have it in case you did want to use it and would like to send us some pictures.

Let me explain again the system we have been using for getting our pictures. Many free-lancers (quite a few being amateurs) send us any pictures they feel we would be interested in. We make copies, and return the original along with any copies or enlargements that the photographer wants. A copy goes into our reference file. If we then decide to use the pictures, (which could be years later) we send to the photographer for the original, and pay \$25.00 upon publication.

From time to time we will have a specific assignment in mind, and we use one of the people who continually submit in this speculative manner, and whose work we like. We have given specific assignments to Joseph Foldes, Tana Hoban, Laurie Seaman and John Wolbarst in the last year or so, so you can see they

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do come up. John Wolbarst, by the way, has a great interest in Polaroid photography, and is editing a sort of "annual" for us, which I hope you will see. Perhaps I will be able to get a copy for you. It is full of lovely pictures, most of which we could not use for our own publications, but they show a wide interest in Polaroid materials for more sophisticated and artistic purposes.

I hope you will be interested in working with us, and I shall look forward to seeing something of yours from time to time. Although we can't get too aesthetic in the pictures we use, we are trying to upgrade them as I hope the three magazines show, even if we do have to stick to the same sort of subject matter.

Thanks very much for your interest, and I will be delighted to hear from you. I'm so sorry that the time we had together in Santa Fe was so short. Those huge affairs are always so hectic. We are already planning for a longer and more leisurely visit next year.

Sincerely,

POLAROID CORPORATION

Bill Field

William Field
Advertising Department

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Enclosures (3)