

Lewis E. Thompson

Advertising

SUITE FIFTY FIVE, SENA PLAZA,
P. O. BOX 152
SANTA FE, NEW MEXICO 87501
Telephone 982-3181

June 3, 1965

Miss Laura Gilpin
Box 1173
Santa Fe, New Mexico

Dear Miss Gilpin:

Our agency is publishing a guide to Santa Fe, a portion of which will be printed in four-color. To hold production costs to a minimum, we are interested in obtaining the color separations of your Teseque Pueblo Dance photo from the November-December issue of New Mexico Magazine.

We understand from the editor that such release is obtained direct from the photographer who took the picture and that a nominal charge or credit is customarily due the photographer for its use.

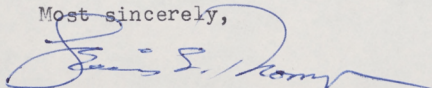
Our booklet will be printed in an initial quantity of 10,000 and will be presented without charge to new arrivals to Santa Fe by Santa Fe National Bank. We have in mind using your color photo, along with other selected photos, on the inside cover of the booklet. Due to format limitations it will be necessary to discriminate the photo to fit.

May we have your written release to reproduce the photo described above and will you please state whether you prefer payment, if so what amount, or a credit line in lieu of payment.

I would like to point out that our budget is limited since our booklet is being printed as a public service rather than for profit. We would like to say yes immediately to a reasonable price.

As with most such enterprises, we are facing an urgent deadline and would very much like to hear from you as soon as possible.

Most sincerely,



Lewis E. Thompson