



WITKIN-BERLEY LIMITED

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Ms. Laura Gilpin
409 Camino del Monte Sol
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March 29, 1974

Dear Ms. Gilpin,

I must apologize again not answering sooner. Time creeps in its petty pace but never stops for a moment to let one catch one's breath. I have recently returned from London where I attended an auction at Sotheby's devoted to vintage photographic material. Lee has just moved from his apartment in New Jersey to one in Manhattan. You know what a wrench and a distraction it is to move after many years of accumulation. In just the past two weeks I have been very busy readying our new Judy Dater portfolio which will be shown at her opening at the Witkin next Tuesday.

With regard to your feeling about not including a platinum print in the portfolio: of course we will accede to your wishes, but we still think it is a good idea in the abstract. In our Edward Weston and Jerry Uelsmann portfolios we included one unusual print; one in color for the Weston and a print on toned aluminum for the Uelsmann. In each case we felt that something of unique quality was added to the portfolio. Both editions have sold out. However, your suggestion of a smaller, second portfolio of all platinum prints is a very exciting prospect and possibly the best overall solution. By the way, we do not object to a smaller sized print in the portfolio. We prefer the size to suit the image rather than rigidly adhering to one sized picture. I think when we were choosing pictures with you in Sante Fe we thought of using "The Skilled Hands of Daisie Tanglechee" (p.135) in an 8X10 size.

Here are the prints which Lee and I feel should be in a preliminary choice. We would like you to send us the following prints in 11 X 14 size so that we can make the final selection. If there are any images which you would like to include which are not on the list please do so. Page numbers are from The Enduring Navaho.

1. The little shepherd. (p.92)
2. The summer hogan of Old Lady Land Salt. (p. 70,71)
3. Woman carrying her son and two lambs. (p. 28)
4. Upper end of Canyon de Chelly from the air.(p110, 111)
5. The White House cliff dwelling in Canyon de Chelly 1930 (p. 119)
6. Old Lady Long Salt, age 94 (p. 127)
7. The Skilled Hands of Daisie Tanglechee (p. 135) 8X10 & 11X14
(we will choose one)
8. Silversmith 1934 (p.139)
9. Family with flag (p. 248)
10. Red Rock Trading Post 1932 (p. 84)
11. Family in covered wagon (p.21)
12. Petroglyph (p. 10) if you can make a good print. (Perhaps 8X10 size) Lee likes this one.
13. Picture on page 247.

LIMITED EDITION
PORTFOLIOS
AND RARE
PHOTOGRAPHIC
PRINTS

Please include any other pictures, especially large landscapes, not in the book, aerial views and recent photographs which you like. It is very difficult to achieve a good balance for a portfolio of 10 prints. The more we have to choose from the better the results will be.

Now to the financial details. I recall that in Sante Fe we mentioned a lump sum of about \$7500 for 50 portfolios plus 5 artists proofs. (550 prints the portfolio to sell for under \$1,000. On the telephone last month I suggested \$10,000 but had in mind to charge \$1,250 per portfolio if it included a platinum print. You see, what we pay the photographer depends entirely on what we can charge for the portfolio which depends in turn on what the individual prints sell for. I have assumed your current retail price for 11X14 silver prints of \$100 and platinum of \$250. We should sell the portfolios for 4 X cost. We actually never achieve this. Our costs for the extraneous materials, portfolio box, printed matter, design, publicity, paper, have been mounting but we must sell the portfolios for a little less than 10 individual prints sell for. Therefore if your prints sell for \$100 each we would offer the portfolio for \$950. On that basis we are prepared to pay you \$8000. I enclose a contract which is basically the same one signed by all our other photographers. If you have any questions or additions please let us know.

One last personal note. I don't think I ever thanked you for the lovely print of Lorencita Pino which you made for Frances and me. We treasure it as we do her lovely pots and the memory of the day you spent together at the Pueblos.

Frances sends her best regards.

Cordially,

Dan Berley