

FRIENDS OF PHOTOGRAPHY

September 2, 1977

Ms. Laura Gilpin
409 Camino Del Monte Sol
Santa Fe, New Mexico 87501

Dear Ms. Gilpin,

This letter will explain further the Friends of Photography Sustaining print program about which I spoke on the telephone yesterday. Every year the Friends of Photography offers a selection of original photographs to those who become Sustaining, Contributing, Patron or Benefactor members of the organization. The print program is a reciprocal activity which not only allows our members to receive an original photograph in exchange for their contributions to support the activities of the Friends, but also gives the participating photographers a chance to contribute to the development of the Friends and, indirectly, to increase the number of people actively collecting photographs. Since the start of the print program, 26 photographers have taken part, including such artists as Minor White, Brett Weston, Jerry Uelsmann, Robert Heinecken, and Ansel Adams.

If you are willing to be a part of the 1977-78 print program, the Friends will be able to pay a token \$25 per print fee to cover your production expenses, and will place an initial order for six prints. Subsequent prints will be ordered as they are requested by the members. The prints need not be mounted if they are printed with borders of at least 1" on all sides. The prints will be available to members for 1 year. I sincerely hope you will be able to join the print program this year.

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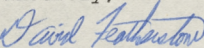
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We would like you to send a list of three or four prints you would like to have included, and that we might find in books or catalogues for reference. We are asking for more than one possibility at this time so that we might have a balanced presentation for the four photographers involved. The final decision about the print to be included, however, will be yours.

Since the program must be established soon, I would appreciate your calling collect with your reply as soon as possible. We will need, in the next few weeks, a copy of the print to be reproduced in our brochure. The initial order of six prints would be made immediately, and we would need to receive those prints by October 15. A copy of the brochure describing last year's prints is enclosed. We realize we are asking a lot, but the tradition and survival of the Friends has been based on this kind of reciprocal activity and sharing of goals. We deeply appreciate any help you may be able to give us.

Sincerely,


David Featherstone
Executive Assistant

DF:np