

Black Mountain College
Black Mountain, N. C.

July 30, 1947

Dear Eliot,

Last month I spent a few days at Rochester and there I met George Waters of the advertising department. He is the man who, I believe, is responsible for commissioning kodachromes and ektachromes from Edward and from Ansel. We had a good talk about photography as a creative medium and looked at the work which Ansel and Edward had done for Kodak. The idea which Waters is developing is that the best way of showing off Kodak's product is by asking fine photographers to make pictures. Instead of imposing a subject or a particular approach, both Edward and Ansel have been given complete freedom. Kodak supplies the film and pays very well for what they can use. Some of the pictures which they buy are reproduced, others are kept for exhibition and demonstration purposes.

I know, from talking with both Edward and Ansel during our recent west coast trip, that they are both enthusiastic about this liberal policy, and I believe that each of them has produced some of their best work in color for Kodak.

George Waters asked me if I could recommend other photographers to him, people who might be interested in experimenting with the creative possibilities of Kodak products, in return for a liberal compensation. Your name at once came to my mind, for I know the success which you have already had with Kodachrome.

You'll probably hear from Waters in the near future. I hope that the idea appeals to you and that an arrangement as mutually satisfactory as that which was worked out with Edward and Ansel can be worked out with you. Naturally I made no commitments of any kind whatsoever; all I did was to give Waters your address and tell him that I would write you frankly about the matter.

We're having a busy and stimulating time here. I have fourteen students ranging from beginners to a professional, and we are both really too busy to call the summer a vacation. the country is wonderful and the people are fine companions.

All best,

Beaumont