

# Catalyst

for a quality environment

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Editor: VIVIAN FLETCHER

Nov. 24, 1969

Mr. Eliot Porter  
The Sierra Club  
1050 Mills Tower  
San Francisco, Calif. 94104

Dear Mr. Porter:

I have long admired your superb nature photography, and this is to inquire whether you would contribute a color photo for the cover of the Spring issue of our conservation magazine. In the event that you may not be familiar with CATALYST, a copy is enclosed.

The magazine was supported for three years by The Belle W. Baruch Foundation. That aid has expired and, since we had built up an influential audience of enthusiastic supporters and conservation activists, we are now putting CATALYST on a subscription basis and expanding our scope to include all fields affecting environmental quality.

The Spring issue will be our first on this new basis and, needless to say, we intend to make it the best possible. Hence our hope that the best nature photographer will honor us with the cover photo.

Until we get well launched on this new phase, our payments for pictures as well as articles must be largely "token". (Fifty dollars for cover photos.) But we hope that, as a dedicated conservationist, you will want to help us in our effort to spur conservation activities at local, state, and national levels, and be a catalytic influence in the transfer of environmental know-how.

So you will know that you are in good company, here are the names of just a few of the outstanding authorities who have contributed (free) articles to past issues of CATALYST: Dr. John Middleton, Director of the National Center for Air Pollution Control; Dr. Roger Revelle, oceanographer and Director of the Harvard Center for Population Studies; Stewart Udall, former Secretary of the Interior; Richard Pough, President of the Natural Area Council; Orville Freeman, then Secretary of Agriculture; Dr. David Gates, noted ecologist and Director of the Missouri Botanical Garden; John Gottschalk, Director of the USDI Bureau of Sport Fisheries and Wildlife; Paul Hoffman, Administrator of the UN Development Program; Luther Hodges, Chairman of the Board of the Research Triangle Foundation, N.C.

As for the subject of the cover photo, we want a positive reflection of Spring - rebirth, awakening, budding, earth's promise of life to come. Would you submit three or four color photos for our selection?

I'd greatly appreciate hearing from you as soon as possible.

Sincerely

*Vivian Fletcher*

Vivian Fletcher, Editor