I 1956-1962 I

PENNEKAMP PARK ASSIGNMENT 1960

PUBLISHED IN NATIONAL GEOGRAPHIC MAGAZINE, JANUARY, 1962. THEY GAVE AN ASSIGNMENT OF © TO JG IN DECEMBER, 1985. THEY HOLD THE ORIGINALS AND OR DUPES FROM THIS PUBLISHED ARTICLE. ASSIGNMENT READS..." ALL PICTURES USED IN THE STORY PLUS A FEW FOR FILE SELECTS WOULD BECOME THE PROPERTY OF THE NATIONAL GEOGRAPHIC MAGAZINE." THEY KEPT 54 SELECTS!

SHARK RESEARCH ASSIGNMENT 1963

PUBLISHED IN NATIONAL GEOGRAPHIC MAGAZINE, FEB. 1968. THEY PROVIDED AN ASSIGNMENT OF © TO JG IN DECEMBER, 1985. ONE JG FILE CHROME (N-1.. HAMMERHEAD) USED IN THIS PUBLISHED ARTICLE. ONE JG UNPUBLISHED ITEM PULLED FROM WORK BOX AND USED IN SPECIAL PUB BOOK. CONTRACT READS..."UNUSED OR UNPUBLISHED PHOTOGRAPHS WILL BE RETURNED TO YOU." THEY HOLD ORIGINALS & DUPES OF PUBLISHED PHOTOS.

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 6, D. C.

ILLUSTRATIONS STAFF

August 22, 1962

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Dear Mr. Greenberg:

Thanks for sending the three transparencies in response to Mr. Terry's request. The receipt is enclosed.

We've done pretty well in rounding up pictures of the many species we were looking for, but if you have, or know of anyone who has, a picture of a saurie do let us know because that is one we haven't even had a nibble on.

Cordially,

Geraldine Linder

GL:RD
Enclosure

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine
WASHINGTON 6, D. C.
ILLUSTRATIONS STAFF

July 18, 1962

Mr. Jerry Greenberg
6840 S.W. 92nd Street
Miami 56, Florida

Dear Jerry:

Bill Garrett forwarded the enclosed cut film to me.

The quality is excellent, however, since there is nothing I can use at the moment I thought it best to return them to you.

Sincerely,

Arthur A. Terry

AAT:edg

Enclosed: 4 color cut film

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 6, D. C.

ILLUSTRATIONS STAFF

July 18, 1962

Mr. Jerry Greenberg
6840 S.W. 92nd Street
Miami 56, Florida

Dear Jerry:

In accordance with your request for a holding fee, you will find the Society's check for $200.00 enclosed.

There is a feeling here that this payment is somewhat steep in relation to fees paid other photographers and agencies. With these sources it has been customary to deduct the service fee when a substantial quantity of the material held is published.

We don't want to seem ungracious, however, if we do purchase a great many of the photographs perhaps the $200.00 should be deducted from this amount.

Sincerely,

Art Terry

Arthur A. Terry

AAT:edg

Enclosed: Check #60108
Voucher #5534

VOUCHER No. 5534

CHECK NO. 60109

NATIONAL GEOGRAPHIC SOCIETY

SIXTEENTH AND M STREET, N. W.
WASHINGTON 6, D. C.

Jerry Greenberg
6840 SW 92nd Street
Miami 56, Florida

THE ATTACHED CHECK IS IN SETTLEMENT OF ITEMS LISTED BELOW. IF INCORRECT, PLEASE RETURN THIS VOUCHER WITH CHECK.

INV. NO.	DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BALANCE
	JUL 1962	1,024	PAYMENT OF HOLDING FEE IN CONNECTION WITH THE FISH BOOK.	200.00		200.00

National Geographic Magazine

WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

June 28, 1962

Mr. Jerry Greenberg
6840 S.W. 92nd Street
Miami 56, Florida

Jerry,

Received the shark layout. It looks great—will start it through the machinery.

Please be patient.

Cheers

Bill

WEG:ssj

June 25th, 1962

Mr. Arthur Terry, Assistant Illustrations Editor
National Geographic
Washington 6, D.C.

Dear Art:

Please find enclosed 82 underwater color items. They cover the following types of fish: rays, moral eel, lizard fish, needlefish, snook, blenny and parrot fishes. Besides these fish I have also enclosed a generous portion of other Florida reef fishes.

For the past two months I have been shooting color on my own since I heard NGS was doing a revised book of fishes.

Inasmuch as I have considerable time and expense involved in gathering this material, I would like to receive a presentation holding fee in the amount of $200 from NG. This will be above the amount you finally end up paying if you decide to use any material from this batch or from my catalog.

As to terms of sale, my usual procedure is to sell one-time reproduction rights for inside book use. If the book goes into additional printings there is no added charge. If book of fishes goes into a revised or second edition and material is used again, there is an added fee, usually 50%. I don't have any worries as to what you folks will end up paying, but I would like to bring the above point up ahead of time.

Sincerely yours,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

June 19, 1962

Mr. Bill Garrett
National Geographic Magazine
Washington 6, D.C.

Dear Bill:

I've enclosed an outline of a suggested photo-story about sharks together with five layouts for the board of review's consideration.

As you know, every year the piercing cry of "Shark! Shark!" resounds along our coastlines and sends thousands of bathers tumbling to shore. Despite the fact that the shark takes a comparatively small bite of the death statistics (there have been some 90 authenticated attacks since 1900), the very name shark still manages to strike fear in the hearts of swimmers and skin divers.

The point of view of the first part of the suggested photo-story is to strip away the layers of mythology and misconceptions that have accumulated about the shark. The second half of the story would deal with the various projects and studies to better understand the misunderstood shark.

I would like to add that my recent acquisition of improved underwater photographic gear now allows me to shoot sequence (Nikon 250-exposure rig) in either Kodachrome or H.S. Ektachrome.

Sincerely yours,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

June 11, 1962

Mr. Jerry Greenberg
6840 S.W. 92nd
Miami 56, Florida

Dear Jerry:

In answer to your question about the underwater light meter--Mr. Wisherd says you do not need one.

The four samples are quite striking. I passed them along to the Fish Book people.

Bill Garrett
4j

WEG:ssj

June 4, 1962

Mr. Bill Garrett
National Geographic Magazine
Washington 6, D.C.

Dear Bill:

Enclosed are some samples (duplicates) from Kodachrome II. I think that the quality held up rather well.

Bill, I would like to get permission to use black and white version of the following photos which appeared in the Underwater Park article:

pp. 62 & 63 (Diver and spade fish)

pp. 70 & 71 (Shark)

pp. 72 & 73 (Judy Meade)

If permission is granted, I would like to use the black and white negatives for use in my book on the underwater park.

Sincerely yours,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

May 7, 1962

Mr. Bill Garrett
National Geographic Magazine
Washington 6, D.C.

Dear Bill:

I have recently made an interesting alteration on one of my Rolleiflex 150-exposure magazines where it will take 30 to 40 feet of film and yield 250 to 350 exposures (preferable on Kodachrome II).

By using my synch with strobe and utilizing special underwater lenses, I will be able to get 1:½ to 1:1 ratio closeups on color film.

You can probably realize the beautiful color quality possible on Kodachrome II.

I can get plenty of Anscochrome in 35mm. 100' loads, but I would prefer to use Kodachrome II. Is it possible for me to secure two 100' rolls of 35mm. Kodachrome II from NGS? Naturally, I want to pay for this material. Please advise.

Incidentally, does your equipment department need any underwater light meter? I have a new Leica meter with plastic case available.

Sincerely yours,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

May 1, 1962

Dear Jerry,

I'm writing this letter on my own so it won't get into the file to be seen by a lot of sneaks. This whole business of the fish book is still up in the air but I'm about convinced it won't come down for a-while. Herb Wilburn told me to go ahead with my magazine work and forget the whole thing so that's what I'm doing.

The chief (so he's called) of the Book Service at the Geographic is Merle Severy. He is a very hard working high paid character who seems to put out books in spite of himself. To clarify the latter remark, I might just add that he's one of those people who has to read every punctuation mark personally and then supprvise it's position on the page. If the book goes to his department where it belongs then it would probably not be started before 1964, since the backlog wbuldn't permit it.

I'm going to send your material back to you today, under cover of a very sweet standard letter which you may dispatch to the nearest trash can. I think your file will gome in very handy when the time comes and will try to keep up-wind of the rumors to find out when the whole thing is starting. Knowing MBG, your story will undoubtedly be in and you will probably be notified anyway. I'll keep my ears open in the meantime.

At the moment it's anyone's guess what course of action I'll take if this thing is thrown back in my lap next week; probably a good time to ask for a trans-fer.

Meantime I'm just painting along. I don't mean to brag (hah) but my work has been accepted by one of Washington's reasonably good galleries. They've even sold one already.

Duty calls, so better get back to it. By the way, this letter may start a chicken-pox epidemic in Florida — since that's what my kids all seem to have.

Sincerely

Bob Very

National Geographic Magazine

WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

202 - DIST-7-3330

February 15, 1962

Mr. Jerry Greenberg
6840 S.W. 92nd Street
Miami 56, Florida

Jerry

The housing has been sent. I'm sorry still no answer on the tax receipt. This is something Jim must handle and he has been away in Florida awaiting Glenn's departure.

Bill

WEG:ssj

February 12, 1962

Mr. William Garrett
National Geographic
Washington 6, D.C.

Dear Bill:

I wonder if you would be kind enough to loan me the Widelux underwater housing. I'd like to use it for a few days.

Best regards.

Sincerely yours,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

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This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

SF-1201 (4-60)

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DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

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FAX WASHINGTON DC 26 312P EST
JERRY GREENBERG
6840 SOUTHWEST 92 ST MIAMI FLO-
INFORMED RILEY SMITH TEXAS NO OBJECTION YOU SUPPLYING PHOTOGRAPHS BUT AVAILABILITY PLUS TERMS YOUR BUSINESS INCOMING COMMENTS JANUARY UNDERWATER MOST COMPLIMENTARY CONGRATULATIONS JOB WELL DONE
WILBURN NATGEOSOC.

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WLS05P
York 430p.

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

January 8, 1962

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry,

Thanks for sending the complimentary letters for us to see. You should receive hundreds.

I am not completely happy with the Miami Lab layout which you submitted. I would like to talk it over with our research people and discuss it with you later. Eventually we must get a story on this.

Cheers,

Bill

WEG:ssj

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

January 2, 1961

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Dear Jerry:

Today we are returning all Greenberg Key Largo pictures still in our possession except 54 selects pulled from your assignment shooting and 23 published pictures. The 11 published file pictures which you requested be returned are being duplicated and we will send the originals this week. Our files are not in complete agreement with your list of material. I think if you will check, you will find some of the material which you requested was published and not marked for return. I personally spent many hours trying to organize all of this for return. I think you will find it in order.

The rejects are yours, but you understand that you would not sell for publication pictures identical to those used by the Magazine.

Thanks for sending along the letters.

For the present I have not been able to work on the cave material. If you need it I can return it now, but I would prefer to keep it for awhile. I will try to get some positive, favorable answer on your Miami Lab layout. I personally think we can do something with it, and would like to see it given as as assignment.

Cheers
Bill

WEG:LE
Enclosed: 3,434 35mm transps.
1,527 cut film
29 b&w contact sheets
932 b&w negs.
54 b&w photos

I sure hope you balance the files on this.

(over)

National Geographic Magazine

WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

ABOUT JUNE, 1960

ASSIGNMENT TO DO PHOTO ESSAY ON PENNEKAMP PARK FOR NATIONAL GEOGRAPHIC SOCIETY 3-PAGES

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry,

By now you know the good news that the Editor has approved the assignment on Key Largo for you. I have received your list of expenses and gone over them. In view of the unusual problems of working underwater I feel this is reasonable even though it adds up to over a hundred dollars a day.

We will pay a premium of double the normal page rate because of the difficulty of the job. This would amount to $200.00 a page or $100.00 minimum per picture used in color. Considering a minimum size of 8 color pages we would guarantee you $1,600.00 for the job. I would estimate that a successful job would occupy no less than 16 color pages, and as high as 24.

All pictures used in the story plus a few for file selects would become the property of the National Geographic Magazine. After publication in the Magazine all rights on those pictures not held by us would be yours to sell.

Insofar as The Society is concerned, you will undertake this assignment as a free lance agent and independent contractor, and not in any sense of the word as a person employed by the Society, directly or indirectly. Further, acceptance of financial and other considerations outlined in this letter shall constitute an absolute release to the National Geographic Society of all responsibility for personal injury, and/or death, which may arise out of or result from this assignment.

Enclosed is a check for $1,500.00 as an advance towards expenses on the assignment. Please keep records for our Auditing Division. The enclosed daily expense slips are used by the staff, and do have the advantage of providing a system. Use them if you like. As this money is used notify us and we will try to guess how much more, if any, will be needed within reason to produce a top story. If you have any questions on large expenses that you are in doubt about call me and I will advise you.

Your sketches on the potential pictures for the story make very good sense. As you know from our conversations the key picture will be a superwide shot. This may be two VeriWide shots side-by-side or even three or four. I would like to be there to work with you on it, but I'm not counting on it.

The night shot with the lanterns lends itself to a dramatic picture, but it has to be more than just the lantern and man. In other words, it must be obvious that it is part of a reef story and not in a pool.

The brain coral looks promising.

The sled picture is excellent. It indicates possibilities for recreational use of the area. In this same category would be the picture of the diver using your Rollei housing with the ring light on the front.

For a model be on the lookout for a full-breasted mermaid.

Let's plan to do a spread with 8 to 12 different types of coral that are most common or most interesting. If you do not know which to select let me know and I will talk to a coral expert and make suggestions. This would be in the nature of a catalogue of coral. Those represented in other large pictures in the series should be left from this collection.

Try getting on top of one of the lighthouses and shooting down into the water. This is just a wild idea, but you might try a Panon or wide angle that would cover from the horizon (with a freighter moving across a sunset or sunrise) to the base of the light scaffold looking straight down onto a shallow reef. If you look down into the water (calm night) from this perch would you be able to see a model lighted by a flash or torch underwater? If so, this would make quite a shot. Perhaps having a small boat in the middleground and a diver on the bottom lighted with flash would be successful. This may all be impossible. Even if the diver were only 5 feet below the effect would be there.

If there is anything to be shown do not hesitate to rent a plane for an aerial of the reef.

I'm going to see a park service man here who is well-informed about this park, and will pass on any ideas that come from him.

I'll try to answer your questions. We cannot restrict use of your files, but would expect that you not produce a story on the reefs for another magazine. (right away SOON)

The proposed author for the article is Mr. Charles Brookfield. We will see that you two get together as soon as his assignment is firm.

Mr. Brookfield knows of a wreck or two in this area that might spice up the photographic coverage a bit. If there are any known wrecks in the area be sure to get coverage.

I agree it would be best to rent a compressor.

Regarding a model wouldn't it be easier, cheaper and safer to hire an assistant than to pay a daily rate for a model. This would give you an assistant and diving buddy as well as a model. You might look into the possibility.

If this letter raises any questions or leaves any of yours unanswered don't hesitate to ask me.

Please let me see your film as you go, rather than hold it all until the end. Let me know what film or equipment you might need that we can provide. As soon as the 120 size High-speed Ektachrome is available we will try to get it to you.

Best of Luck

Bill

WEG:CLM
Enclosures
Air Mail

December 18, 1961

Mr. Bill Garrett
National Geographic
Washington 6, D.C.

Dear Bill:

Please find enclosed a sample presentation of my proposed marine lab photo essay.

I feel that for the best balanced story a photo essay on the entire lab might be better than just photo coverage on any particular NGS grant which might be in effect.

My layout gives just a slight glimpse of the activity around the lab. I feel the most important and best photos should be made at sea on the various expeditions which are slated for next year.

My proposed photo essay would be broken down as follows:

50% photos of research at sea
20% photos of research at lab proper
10% photos of miscellaneous subjects
20% photos of experimental and off-beat activities

As you can see from the layout, I have only given you enough to show that I can still handle a camera without a housing around it.

If you can stir up enough interest from Jim Godbold and Herb Wilburn, I certainly would like to do another piece for NGS.

I would appreciate your comments on the layout.

Sincerely yours,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

MELVILLE BELL GROSVENOR
PRESIDENT AND EDITOR

THOMAS W. McKNEW
EXECUTIVE VICE PRESIDENT AND SECRETARY

ROBERT V. FLEMING
VICE PRESIDENT AND TREASURER

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VICE PRESIDENT AND ASSOCIATE SECRETARY

FREDERICK G. VOSBURGH
VICE PRESIDENT

GILBERT GROSVENOR
CHAIRMAN OF THE BOARD

National Geographic Society

WASHINGTON 6, D. C.

December 14, 1961.

Mr. Jerry Greenberg,
6840 S. W. 92nd Street,
Miami 56, Florida.

Dear Mr. Greenberg:

Mr. McClung has asked me to take care of sending copies of the January 1962 issue to the people listed in your letter of December 11. I have done so.

Also we are glad to send 25 more copies of this issue to you today, with the compliments of the Society.

Sincerely yours,

Winifred M. Myers

Winifred M. Myers,
Admin. Asst.,
Editorial Staff.

MELVILLE BELL GROSVENOR
PRESIDENT AND EDITOR

THOMAS W. McKNEW
EXECUTIVE VICE PRESIDENT AND SECRETARY

ROBERT V. FLEMING
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VICE PRESIDENT AND ASSOCIATE SECRETARY

FREDERICK G. VOSBURGH
VICE PRESIDENT

GILBERT GROSVENOR
CHAIRMAN OF THE BOARD

National Geographic Society

WASHINGTON 6, D. C.

December 6, 1961.

Mr. Jerry Greenberg,
6840 S. W. 92nd Street,
Miami 56, Florida.

Dear Mr. Greenberg:

In a day or two you will receive your advance copy of the January National Geographic, which contains your fine article on free diving at Key Largo reef, and your superb underwater photographs. Everyone who has seen these pictures has been enthusiastic about them.

At the time of the regular mailings, near the end of the month, you will receive twenty-five additional copies. If these are not adequate for your needs, please let us know.

Also, there may be a few persons to whom you would like to mail copies. We would be happy to take care of any such mailings for you, if you would supply the names and addresses.

It was a pleasure to work on the issue. I hope that we will be seeing more of your wonderful pictures in the near future.

Sincerely yours,

Robert M. McClung

Robert M. McClung,
Issue Editor.

RMM:wm

December 11, 1961

Mr. Robert M. McClung, Issue Editor
National Geographic Society
Washington 6, D.C.

Dear Mr. McClung:

Thank you for your letter of December 6th.

Yes, I would appreciate having you send a copy of the January issue to the following people, most of whom were directly involved with the story: (The first four names - Dammann, Meade, Gage and Cadenhead - were given to Mr. Jay Johnston of your staff and may already be on your list. I would appreciate your checking to make sure)

Mr. Paul Dammann
11915 S.W. 185th Terrace
Miami, Fla.

Miss Judy Meade
4615½ N. Miami Ave.
Miami, Fla.

Mr. Carl Gage
Overseas Mobile Homes Park
12555 S. Dixie Hwy.
Miami, Fla.

Mr. Van Cadenhead
P.O. Box 21
Key Largo, Fla.

Mr. David Greenfield
c/o Mr. & Mrs. Bob Sperling
341 King St.
Woodmere, N.Y.

Mr. & Mrs. Ben Greenberg
135 South La Salle St.
Suite 813
Chicago 3, Ill.

Is it possible for me to get an additional 25 copies of the issue? Naturally, I will more than happy to pay for these extra copies. I plan to use them as samples to art directors and magazine editors.

Thank you for your cooperation.

Sincerely,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

December 4, 1961

Mr. Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Florida

Jerry)

I am holding your cave material. Will be in touch as soon as I get to working on the story.

I have also recieved the three artifact pictures and will return them to you after Luis Marden has seen them. I appreciate your thoughtfulness in sending these. Someday we may have an article on this subject and I'm anxious to keep as informed as possible on what is being done.

Bill

WEG:sh
Enclosure: Copy of receipt of material

I'm sending Star sheets today

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 6, D. C.

ILLUSTRATIONS STAFF

August 8, 1962

Mr. Jerry Greenberg
6840 S.W. 92nd Street
Miami 56, Florida

Dear Jerry:

It was good to hear your voice over the telephone this morning and I'm glad to have the opportunity of working with you. Since I gave you a good run-down on our needs for coverage of Dr. Voss' project, and considering that you'll receive this after you've made the pictures, I won't go into any long details. This is just a note to confirm the arrangements we made by phone.

We will cover your expenses for the assignment and $100 for the day of shooting. Even though you felt that you would have no expenses to amount to much I am sure you will agree that we should leave it an open matter until the assignment is completed. If expenses do run up send me an accounting. Our standard page rates will be in effect and if we should use more pictures than the daily rate covers we will, of course, make additional payment.

I still remember your underwater series as the best one I have seen. I'm also glad to hear about the contract - that should keep you busy for some time to come.

I'll be looking forward to seeing your pictures on the reef. Even though conditions may not be the most favorable you've had I feel sure you will come up with something good.

Best of luck
and Best regards,

Robert S. Patton

RSP:efr
Air Mail

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 6, D. C.

ILLUSTRATIONS STAFF

August 1, 1962

Mr. Jerry Greenberg
6840 S.W. 92nd Street
Miami 56, Florida

Dear Jerry:

We finally managed to wade through your material and identify those that we might be able to use.

I am holding nine cut film and three 35-mm. transparencies of the 86 total that you sent.

From the catalogs, I would like to have originals on the following:

RC-10 (lizardfish) this one was marked in your catalog as RC-11 but I think that number belongs to the coral below it.

RA-18 (tiger shark)

I-20 (cleaner shrimp)

I don't know what finally will be published but hopefully we will use several.

Thanks for all your trouble.

Sincerely,

Arthur A. Terry

Arthur A. Terry

AAT:edg

Enclosed: 45 cut film - 120
29 35-mm. transparencies
2 catalogs

RECEIPT PULLED.

July 30, 1962

Mr. Arthur Terry
National Geographic Magazine
Washington 6, D.C.

Dear Art:

Thanks for your letter of July 26th.

I would like to deliver of myself a few comments regarding the Society's proposed new or revised Book of Fishes. I am sure that the people in charge of this project realize that there's a different climate in the book publishing field now than there was 7-10 years ago.

Some time ago NGS was the only producer of nature and educational books. Now there are several competent publishers in this field who are doing a pretty fair job in their production and selling, viz., Life Books and Chanticleer Press, etc. In short, NG books doesn't have the market cornered as in the past.

This does not mean your proposed fish book will not sell, but only that there are other volumes out that your finished product will be compared against, and in a highly competitive market there will be many occasions where you are going to run a poor second and lose sales.

It is for this reason that I feel the Society cannot afford to produce another bound volume of old Geographic articles, but must come out with a tastefully done, informative and educational Book of Fishes.

I am sure that with your budget restrictions on this project that you will have to forego doing a completely new version of the book and settle for just a good face lifting. There is nothing wrong with this at all, in fact, it will probably be an improvement and a step in the right direction. The important thing is that you understand what was wrong with previous versions of the book and what can be done to correct it.

At one time I had a bunch of suggestions as to what could be done to revamp the book. Unfortuhately, time is running short and I will probably be diving in Fort Lauderdale for Naval Ordnance Testing Lab.

Sincerely yours,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

National Geographic Magazine

WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

July 25, 1962

Mr. Jerry Greenberg
6840 SW. 92nd Street
Miami 55, Florida

Jerry,

Here are the two black and white prints you asked for some time ago. We only ask that you credit, courtesy National Geographic Magazine, when they are used.

I am also returning your layout on the Marine Lab. I don't think we want to tackle this right now. However, your shark story has a much better chance and is in the works now.

WEG:kmk

Enclosed: 2 black and white prints
1 story layout

Bill

Dave's Ed Fisher

July 26,

Dear Jerry:

Len Grant's reaction to your letter was favorable. He smiled and said it was a nice letter. He felt you were trying to pull something on him but I think he sees it differently now.

We still haven't gotten some of your fish identified but are working at it. Frankly the book is going to be a horrible hodgepodge but even so it will probably be an improvement over the last one.

I haven't even been given full time to work on it, still expected to do all my magazine chores so I can't say I have put my best into it. Life's the same all over — we all do what we can.

My painting seems to be improving steadily so maybe that's all I can hope for. I've gotten a lot of encouragement from people who should know what they're talking about.

Well, I have to get back to the book. Around here they spell it B$$K.

I'll let you know as to the final outcome, if I ever find out myself.

Art

MEMORANDUM from MR. TERRY

Jerry:

As I told you on the phone this letter was written as directed. Len Grant is a little angry because he feels you are taking advantage.

Personally, I can only admire a smart businessman.

Art

MEMORANDUM from MR. TERRY

July 23, 1962

Mr. Arthur Terry
National Geographic Magazine
Washington 6, D.C.

Dear Art:

Thanks for your letter and check of July 18th.

First of all, I would like to explain why I had to get a $200 presentation fee for the 80-odd color transparencies which were sent to NGS.

The above-mentioned material is the result of about 12 days of photo-diving done on speculation for the NGS FISH BOOK. You may recall, even when this book was in the embryonic stages no one was in the least bit oriented on what material would be necessary to round out this proposed volume. I took it upon myself to produce these photos at my own time and expense without any assignment or guarantees from the magazine. For the record, my average expenses per day for mileage, boat, motor rental, compressed air, film and processing came to about $65 to $75 a day.

As you can surmise, underwater photography is a very expensive proposition, and there aren't any really large markets for what I produce. For these reasons I believe that my request for a presentation fee is not out of line, even though other photographers and agencies are able to work on a different basis. It was for this very reason of not getting editorial understanding and an advance that I withdrew my material from the LIFE BOOK OF FISHES.

In answer to your request of deducting the $200 fee from any purchase you may make for your FISH BOOK, yes, please feel free to do so.

Incidentally, I have enclosed some additional material for your FISH BOOK: Items M-22 & M-23 are Giant Sea Bass or Jewfish; J-28 is a Hawkfish; and J-3 is a young Moray eel.

Sincerely yours,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

54097

Check No.

NATIONAL GEOGRAPHIC SOCIETY

IXTEENTH AND M STREET, N. W.
WASHINGTON 6, D. C.

VOUCHER No. 17747

Seahawk Products
P. O. Box 1157
Coral Gables, Florida

THE ATTACHED CHECK IS IN SETTLEMENT OF ITEMS LISTED BELOW. IF INCORRECT, PLEASE RETURN THIS VOUCHER WITH CHECK.

INV. NO.	DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BALANCE
1,003	NOV1361	2,027A	1 SEAHAWK MARK IV FOR HEILAND STROBONAR 64B	299.95		299.95

Paid 11 Nov. 20/61

November 13, 1961

Mr. Bill Garrett
National Geographic Magazine
Washington 6, D.C.

Dear Bill:

I went over to the University of Miami Institute of Marine Science last week and talked to several people, including Dr. F. G. Walton Smith, who is the director. I explained what I wanted to do as far as preparing a suggested series of art layouts on the potential of a photo essay covering the very interesting activities of the institute. Dr. Smith has given me the go-ahead and permission to roam at will. I was also certain to mention that I do not have a firm assignment from National Geographic Magazine, but am only doing a picture story presentation on speculation.

What I intend to do is first to make a thorough list of activities which will make good photos and then make a series of test black and white pictures and suggested art work. All of this material will then be layed out on a form which resembles the Geographic format. I hope to have something in a solid form for you to look at about mid-December.

I think it would be a real help if I had about 100 sheets of the Geographic layout forms to work on. Do you think that you can spare some?

Sincerely yours,

Jerry Greenberg
6940 S.W. 92nd St.
Miami 56, Fla.

cc : Dr. F. G. Walton Smith
Dr. Gilbert Voss
Mrs. Margaret Biggerstaff



SEAHAWK Products

PHONE
MO 7-4051

P. O. Box 1157 Coral Gables, Fla.

Manufacturers of the SEAHAWK
Underwater Camera Case & Accessories

INVOICE No. 1003

TO: NATIONAL GEOGRAPHIC MAGAZINE
16th & M Streets, N.W.
Washington 6, DC

DATE October 27,1961

DATE RECEIVED	YOUR ORDER	SHIPPED VIA	NO DISCOUNT ALLOWED ON PARCEL POST AND INSURANCE "PAYABLE ONLY IN U.S.A. FUNDS"	TERMS
Oct.23, 61	15665	deliver to fisher		[illegible]

QUANTITY	DESCRIPTION	PRICE	TOTAL
1	SEAHAWK MARK IV for Heiland Strobonar 64B (Lousing includes flash tripping device, flash mounting bracket, flash arm plus necessary wiring and fittings)		$299.95
	TOTAL		$299.95

Packing Slip

NATIONAL GEOGRAPHIC SOCIETY
WASHINGTON, D. C.

DATE October 23, 1961

PURCHASE ORDER NO. 15665

[ ] 16th & M STREETS, N. W. WASHINGTON 6, D. C.

TO

Seahawk Products
P.O. Box 1157
Coral Gables, Florida

DELIVER TO: See Below

☐ 326 R STREET, N. E. WASHINGTON 6, D. C.

ITEM	QUANTITY	COST	DESCRIPTION	AMOUNT
	1		Seahawk Mark IV housing for Heiland Strobonar 64 (Housing includes flash tripping device, flash mounting bracket, flash arm plus necessary wiring and fittings) Deliver to: Mr. Ed Fisher University of Miami Coral Gables, Florida PLEASE NOTIFY THE SOCIETY WHEN DELIVERY IS MADE.	$299.95

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EXEMPTION CERTIFICATE NO. 602-01787-06

BY John M Johnston
PURCHASING OFFICER

INSTRUCTIONS

SHIPMENT: The above articles must be securely packed and shipped, addressed to The National Geographic Society, unless otherwise specified above. Where prices include delivery, transportation charges should be prepaid.

ac

202
DISTRICT
7-3330
202

National Geographic Magazine

WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

October 11, 1961

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry,

Thanks for your highest compliment, but to look to the future we would welcome any proposals you might have to make on art layouts on the NGS-Marine Lab project. With your knowledge and imagination we might be able to pull a story out of that work.

I had not heard any reply from you regarding our purchase of one strobe. I had asked that you send it up. Now it appears that it could best be used by Ed Fisher so please bill us and let Ed have the light for his plankton work. I know you are working closely with him and realize that we would like a good photograph of Ed making his plankton pictures. This is not a formal assignment yet, but you might keep the need in mind and be thinking about it.

Enclosed are some first proofs for your information. Several of them are very bad and naturally will be improved. Please do not accept them as final. Make any comments you feel relevant and return them.

Thanks for sending the close-ups. Since we have just invested $15,000 in that reef, I doubt if we are going to hit another one very soon. The idea for the book is good and if anything is done, everybody understands that you are our man.

Cheers

Bill G.

WEG:SCM
ENC: color proof (separately)
16 dupes - cut film

Please rush proof back to us.

October 9, 1961

Mr. Jay Johnston
Editorial Staff
National Geographic Society
16th and M Streets N.W.
Washington 6, D.C.

Dear Jay:

Thanks for your letter of October 5th enclosing the first proof of the Key Largo stories.

Here are the answers to the questions:

p. 66-1 : The Brain Coral depicted represents approximately three-quarters of the actual size.

p. 72-1 : a) "design of underwater housings." I designed and manufactured the Seahawk underwater housings. The Rolleimarin is manufactured by Franke & Heidecke, Braunschweig, West Germany.

b) Spelling and addresses of proper names. The spelling of Judy Meade, Carl Gage, Paul Dammann and Van Cadenhead are correctly spelled in proof. Addresses are as follows:

Judy Meade, 4615½ N. Miami Ave., Miami, Fla.(i.e., 4615½ N. Miami Ave)
Carl Gage, Overseas Mobile Homes Park, 12555 S. Dixie Hwy. Miami, Fla.
Paul Dammann, 11915 S.W. 185 Terrace, Miami, Fla.
Van Cadenhead, Mandalay Fishing Camp, Rock Harbor, Key Largo, Fla.

c) Spelling of housings and camera. Rolleiflex instead of the proof's Rolleflex; Rolleimarin (without the "e" at the end) is correct; rest of names correct.

I trust that takes cares of the corrections, Jay. Naturally, if you should require further corrections, please let me know.

Sincerely yours,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

MELVILLE BELL GROSVENOR
PRESIDENT AND EDITOR

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EXECUTIVE VICE PRESIDENT AND SECRETARY

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VICE PRESIDENT

GILBERT GROSVENOR
CHAIRMAN OF THE BOARD

National Geographic Society

WASHINGTON 6, D. C.

October 5, 1961

AIR MAIL

Mr. Jerry Greenberg
6846 S. W. 92nd Street
Miami, Florida

Dear Jerry:

Just returned to the office following vacation. First proof came in on the Key Largo stories today, and I think they look good. You already have a dummy, so I am just sending the proof. Color proof is also beginning to come in, and Bill says he will try to get hold of extra color proofs to send you. The color looks wonderful.

You'll note that the researchers have marked specific questions in spots. Will you please give the entire package your usual careful reading and let me have any changes, additions, deletions, etc. you deem necessary. I might suggest, for easier reading, that you cut up the proof and insert it in the dummy. It need not be returned. When you write you can merely refer to the page number.

Hope you all had a good trip to Nassau. Did you get to relax at all, or did you spend most of your time taking pictures?

Please say hello to Wally for me and do me right by that wonderful wife of yours. Take care of yourself and don't work too hard over there at Lauderdale.

As ever,

Jay Johnston
Editorial Staff

JJ:lfr
Encs.

October 9, 1961

Mr. Bill Garrett
National Geographic Magazine
Washington 6, D.C.

Dear Bill:

Briefly, what I had in mind was a continuation of where I left off on the reef story. That is, a closer look at the more colorful creatures that inhabit the coral reefs, with emphasis on the very small marine vertebrates and invertebrates. As you know, when people dive on the reefs they completely overlook the smaller forms of marine life.

The acquisition of the latest magazine equipment, including a stronger portrait lens, now permits me to do an extremely effective job. I feel that this work should be done in a very lush marine area, such as the Bahamas, Jamaica or the Pacific.

The results of such work could be used two ways by NGS: 1) Would provide material for at least two stories of marine life and, 2) Provide a quantity of underwater color for future use in a new Book of Fishes or possibly a Geographic version of a BOOK OF THE SEA. I believe the time to start working on such books is now.

I've enclosed 16 2¼ x 3¼ color samples which you can whet the upper echelon with. These are color "dupes" from magazine originals.

Sincerely yours,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

Enc: 16 2¼ x 3¼ color dupes

NATIONAL GEOGRAPHIC SOCIETY

SEVENTEENTH AND M STREET, N. W.
WASHINGTON 6, D. C.

VOUCHER No. 16638

CHECK No. 52821

Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

PAID

THE ATTACHED CHECK IS IN SETTLEMENT OF ITEMS LISTED BELOW. IF INCORRECT, PLEASE RETURN THIS VOUCHER WITH CHECK.

INV. NO.	DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BALANCE
	SEP\961	735	FOR THE PURCHASE OF 28 PAGES OF COLOR AT THE RATE OF $200. PER COLOR PAGE, $5,600. PLUS $500. FOR A BONUS PAYMENT, $200. FOR COVER PHOTOGRAPH, $75. WE-OWE FOR-THE-ASSIGNMENT TO PHOTOGRAPH MR. BROOKFIELD.	6,375.00		
	SEP\961	735	LESS AMOUNT PAID-TOWARDS-FINAL PAYMENT	2,100.00 ◇		
	SEP\961	2,100	LESS REMAINDER OF EXPENSE ADVANCE	101.78 ◇		4,173.22
	SEP\961	730	IN CONSIDERATION OF THE PURCHASE OF A MANUSCRIPT IN CONNECTION WITH KEY LARGO AND FOR CONTINUING ASSISTANCE IN PREPARING THE MATERIAL FOR PUBLICATIONS.	1,000.00		5,173.22
			PAID $1500. AS ADVANCE FOR EXPENSES ON 6/22/60- $2400. ON 7/29/60-$552.21 ON 9/15/60-AND $500. ON 4/5/61. TOTAL EXPENSES ARE $4922.21. PAID $1600. ON 11/9/60 AS MINIMUM GUARANTEE FOR EIGHT PAGES OF COLOR AND $500. AS ADDITIONAL PAYMENT TO BE CHARGED AGAINST THE AGREED PAGE RATE OF $200. PER COLOR PAGE.			

National Geographic Magazine

WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

September 19, 1961

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry,

With pleasure I enclose this check for $5,173.22 in payment for your work on the Key Largo Reef story. This is in addition to the $2,201.78 already paid for pictures.

The breakdown is as follows:

$3,473.22	for the pictures used in the Magazine, for the Society's publications, and for other purposes related to its objectives, plus -
500.00	bonus for outstanding job,
200.00	additional for one of the series which is also being used on the cover,
1,000.00	for the manuscript and your help with text, legends, and checking facts.

Your patience and perseverance on this project have been most appreciated. Not many photographers would strive so hard to do their best. I realize that every picture published represents many hours of boating to and from the reef and diving on the reef.

I will return your file pictures after we have completed plating and have had dupes made for our file. It has been a pleasure working with you.

Bill

WEG:SCM
ENC: 1 check

P. S. Send us one of your lights and bill us for it.

Just got your letter - what layout on WOS project - don't quite dig you.

September 18, 1961

Mr. Bill Garrett
National Geographic Magazine
Washington 6, D.C.

Dear Bill:

Just a short note to inform you about what I have been working on.

As you know, I have completed two underwater housings for the Rolleiflex magazine and have been using them for two to three months. Just recently, I have remetered the film advance and am using a different format (2¼ x 1 5/8) rather than 2¼ square. With this new size, I am able to produce 125 exposures on 18 feet of 120 width film.

I spent two days down in the Keys last week and shot several interesting close-ups. What I am working on now is a series on the colorful creatures of the reefs (in their embryonic and developing stages). I think they represent some of the best I've yet done. Parentheically, Bill, the more I dive on the reefs, the broader the vistas and potential story ideas become.

Incidentally, would you like to see a suggested art layout on the NGS grant to the Voss-UM Marine Lab project?

Do you know whether the Book division of NGS is anticipating any changes in their Book of Fishes. I have several suggestions for them that I would like to pass on.

Sincerely,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

September 11, 1961

Mr. Jerry Greenberg
6840 S. W. 92 Street
Miami 56, Florida

Jerry,

What a smash of a layout! I'm downright covetous of several of the pictures. Don't tell me I've seen all of these, but we can't print everything. Anyway, congratulations on a beautiful spread of pictures, and thank you for sending the magazine.

If you don't mind, I'm going to hold the three tests in the event they might find a spot in Zahl's article.

Your generosity was overwhelming. You've only asked for fourteen of your pictures back--not quite half of the entire coverage.

Your check will be ready soon.

Bill

WEG:mlc

Enc: duplicate of acknowledgement of receipt (3 color transparencies)

My media will stretch if it is
found I've deviated from original
agreement to hold all published
Found this slip you might
need

National Geographic Magazine

WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

August 22, 1961

Mr. Jerry Greenberg
Racket Club
P. O. Box 1563
Nassau, Bahamas

Jerry,

Enclosed is a copy of the final dummy of the Brookfield-Greenberg stories. Please let me know which of your file pictures you insist upon having returned and we will have duplicates made for our files.

Bill

WEG:SCM
ENC: 1 dummy

Do you know Scotty Slaughter
Let me know - as if I could
stop you - what you think
of the layout - known to seen Gowen
yet.

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 6, D. C.

MASON SUTHERLAND
ASSISTANT EDITOR

August 22, 1961

Mr. Jerry Greenberg,
The Racquet Club,
P. O. Box 1563,
Nassau,
The Bahamas.

Dear Mr. Greenberg:

In the absence of Jay Johnston, who is on vacation, I forward two copies of Florida's Coral City Under the Sea, the text of your article on Key Largo State Park.

Please return one copy to me with any comments, complaints, or corrections. Hold the other copy for queries by our research department later.

In addition I am sending two sets of the picture legends to match the dummy mailed by Bill Garrett earlier today. Hold the dummy and one set of carbons for queries; return the other legends with corrections and suggestions.

You will observe that the text of your article is rather short -- a necessity to make space for your marvelous pictures and Mr. Brookfield's introductory article. If you can recall anything essential or interesting that we have omitted, please give us a few paragraphs on the return green sheets and we shall try to make room.

Trusting that the picture selection and our version of your story are not displeasing, I remain,

Sincerely yours,

Mason Sutherland

MS:ls
Encls.

LUIS MARDEN
FOREIGN EDITORIAL STAFF

National Geographic Society
WASHINGTON 6, D. C.
U. S. A.

August 18, 1961

Dear Mr. Greenberg,

Although we have never met, I take the liberty of writing to you because I have just seen a dummy makeup of the series of pictures you made for us off Key Largo. I had long thought that the wide-angle picture you made several years ago of a school of porkfish moving from right to left was the finest black-and-white underwater photograph I had ever seen. Now you have made, in my opinion, the best series of underwater color photographs so far taken, and I want to congratulate you most sincerely. They are magnificent pictures.

I hope to have the pleasure of meeting you some day.

Sincerely,

Luis Marden

Mr. Jerry Greenberg

cc. Hiers

EASTMAN KODAK COMPANY

GENERAL OFFICES
343 STATE STREET

ROCHESTER 4, NEW YORK

TELEPHONE
LOCUST 2-6000

July 6, 1961

Mr. James Godbold
National Geographic Magazine
16th & M Sts. N.W.
Washington 6, D. C.

Dear Jim:

As I told you when we met recently in Wichita, we will supply on a special order basis 100' rolls of Kodak High Speed Ektachrome Film, Daylight Type, in the No. 120 roll film width. The minimum order will be two rolls at a list price of $67.10 per roll.

Because the only film being slit in this width is the regular roll film type such as we are supplying in 120 rolls, it will be the gelatin backed film. As you know, this film is normally spooled only with the backing paper on it. We have no experience with this particular product about keeping or other characteristics when it is wound on itself, emulsion against backing. If you are willing to assume the responsibility for any problems which may result because of this type of spooling, we will be pleased to take care of your occasional needs.

I assume that you will let Mr. Jerry Greenberg of Miami know that this film can be available in the event that he will be doing future underwater photography for the National Geographic Society.

Should you order this film, here are the correct specifications:

2 rolls 2.423" x 100' Kodak Color Reversal Film SO-125,
Daylight Type

Normally we would expect to be able to supply such an order in about 30 days.

Yours very truly,

Manager
Photo Press Sales Division

JWLemen:MK
cc:Mr.C.McKelvey
Mr.F.F.Oberkoetter
Mr.R.E.Ceder

National Geographic Magazine
WASHINGTON 6, D. C.

JAMES M. GODBOLD
DIRECTOR OF PHOTOGRAPHY

July 14, 1961

Mr. Jerry Greenberg
6840 S.W. 92nd Street
Miami 56, Florida

Dear Jerry:

I will have to tackle your letter of July 10 a paragraph at a time. By now you should have received the copy of Lem's letter to me regarding 100-foot rolls of High Speed Ektachrome in 120 size. Perhaps we can still work something out.

Enclosed is a copy of the June issue of the National Press Photographer and I believe careful reading of the article of Underwater Photography by one Jerry Greenberg will indicate that nearly all the words are yours. The order may have been changed but it was necessary to adapt the story to our format and our space requirements. As soon as the photographs are returned to me they will be forwarded to you.

By the end of next week, I will attempt to answer your query about the University of Miami marine project and the Widelux underwater housing.

Sincerely,

JMG:pb

July 10, 1961

Mr. Jim Godbold
National Geographic Magazine
Washington 6, D.C.

Dear Jim:

I'm sorry I didn't get a chance to see you when I was up in Washington. Did you get a chance to see the dummy layout on the reef story on Bill's wall?

There are a couple of things I wanted to check with you when I was there in Washington, but will cover them here in this letter.

1) Plastic case for Wide-Lux 35mm. Panorama camera: Would you please check into the disposition of this case? If you would like to keep it, please send me a memo as to its value ($200) so I can use it as a tax deduction. I am assuming that you are in the category of a non-profit institution. If you are not in this category and still want it, you can purchase it directly from Seahawk Products (P.O. Box 1157, Coral Gables 34, Fla.) for $100. If you feel that you have no use for this equipment, please return it to me.

2) If you are through using the photographs I sent you for the NPPA newsletter, would you please return them to me.

3) Within two weeks from now I expect to be setting up my facilities in the Florida Keys for 3-5 weeks of work. I will be using my new close-up system on the Mag 150 in conjunction with an underwater electronic flash ring light. I also hope to have in operation experimental underwater ultra-violet light units. If you want me to do anything on the University of Miami marine lab-Voss project, please let me know at your earliest convenience.

Sincerely yours,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

June 26, 1961

Mr. Bill Garrett
National Geographic Magazine
Washington 6, D.C.

Dear Bill:

Thanks for the speedy return of my Lucerne material.

Here's the caption info on the Polaroid copies:

35mm.	C-12	- Red sponge and algae
35mm.	B-36	- Four-eyed butterfly fish
35mm.	-20	- Butter hamlet
35mm.	-59	- Sponge
120	2(L)	- ? taken in 120 feet

I've been working in Ft. Lauderdale on Navy jobs for the past two weeks. Mag 150 in underwater housing works perfectly.

I hope to start my summer diving in about two weeks. Can you get down here near the end of the summer for a few days diving? Have they made any decision on the Voss-Marine Lab job yet?

Best regards.

Sincerely,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

National Geographic Magazine

WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

June 16, 1961

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry,

I am returning all of the Switzerland material except four 35mm and one 120. Polaroid prints of these are enclosed for your reference. Could you send me a few lines of caption material for each.

Your story has tentatively been scheduled for next spring. With any luck it might be sooner. The Editor has not been able to look at it yet.

Enjoyed the visit with Ed Fisher. I am not sure he sees the need or wisdom of writing a letter outlining what he would like to do, but it is for his own good to have his ideas on file in writing before any project begins.

Bill

WEG:SCM
enc: 24 color cut film
15 color contact
14 b&w
86 transparencies
5 polaroid prints

2 more Shaders arrived. No wonder you went out of equipment business — I'm returning 2 — kids are really wild about them.

Everybody here wild about your dummy - expect odtor will be, too

June 12, 1961

Mr. Bill Garrett
National Geographic Magazine
Washington 6, D.C.

Dear Bill:

Please find enclosed one map of the underwater park. Suggest that you have Brookfield double check the boundaries for accuracy.

Did you receive the Mako Shark underwater cameras I sent for your boys?

Received a letter from Switzerland saying that the bulk of the color was sent to Jim Godbold. Please take what you need from this batch and return the remainder to me via air mail. It is very important that you send me photostats or negative prints of the items you are taking out of the Swiss package. It is very important that I receive these "stats", otherwise my entire file system will be put out of whack.

I should receive the balance of this color sometime in July. I believe that the GE color slide and E-8 are still in Lucerne.

Sincerely yours,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

Enc ; 1 map of underwater chart

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

June 7, 1961

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry,

As of now, I have received the six transparencies, the contact sheets on caving, your expense account, two copies of your book, the black and white prints and the sharks. Since you have a $500 advance for expenses on this assignment that is still unaccounted for, deduct the $289.72 from the $500 and we will not send an additional check to cover it. I will hold the borderline expenses for the shark and porkfish for now. I will talk with you about it when the rest of the $500 is accounted for.

Next week I will go to the spelunkers' convention. I would like to hold the contact sheet until after then. Enclosed are five slides that we probably do not need and that you might like back in your files. No action on the dummy yet.

From these sample prints I would say that you have been spending much of your time in the last ten years photographing underwater since these have the patina of age about them. You really did not have to prove that you could take pictures without a water filter. Anyway, some of them are very interesting.

A character from Atlanta, Georgia may be getting in touch with you about an assignment. You should know this man and he should know you - both free spirits. His name is Bill Diehl.

Cheers
Bill

WEG:SCM
enc: 5 35mm
15 b&w photos
16 tear sheets

Material just arrived from Martinez (over)

May 29, 1961

Mr. Bill Garrett, Illustrations Editor
National Geographic Magazine
Washington 6, D.C.

Dear Bill:

Please find enclosed six 35mm. color items as per your request.

The other color material is presently in Lucerne, Switzerland.

I have also enclosed a color contact page on cave diving. My photos (with Ed Fisher) appeared in the October 29, 1956 issue of Sports Illustrated. I have more color material on cave diving on file. If you'd like to see it, please let me know.

Also enclosed is a total expense sheet of my D.C. trip, processing charges on the shark and porkfish photos and some miscellaneous expenses. It all totals up to $289.72.

I've also included the additional expenses I incurred while on the shark-porkfish series. If you feel it would be in order to reimburse me on these items, okay, if not, don't worry about it.

Finally, if you still have trouble on getting the copy on the park story, please keep me in mind. I have had just published (with Wally Machos) a text piece (plus photos) in the May-June 1961 issue of Audubon. This will give you an idea of our approach and style. Naturally, we would expand the material to suit your needs and inject a fresh approach plus many new angles.

Sincerely yours,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

May 29, 1961

Jerry:

This is to acknowledge receipt of the following in good condition:

6 35mm. color transparencies (~~E-4~~, ~~E-6~~, ~~E-31~~, ~~E-32~~, ~~E-40~~, B-34)

1 120 - "Talking" grunt (already in your possession)

Signed W. E. Garrett

For National Geographic Society

Date June 1, 1961

National Geographic Magazine
WASHINGTON 6, D. C.

JAMES M. GODBOLD
DIRECTOR OF PHOTOGRAPHY

April 11, 1961

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Dear Jerry:

Enclosed is the National Geographic Society's check for $1000. The check represents an additional payment of $500 to be added to your minimum guarantee and to be charged against the agreed page rate of $200 per color page for the Key Largo story. Also, an additional $500 is being advanced to cover expenses and, of course, must be accounted for on your final expense voucher.

Mr. Edwin L. (Bud) Wisherd, Chief of our Photographic Laboratory, has gone to Miami for a few weeks of vacation and sunshine. I have asked that he contact you if for no other purpose than to see the housing which you have built to accommodate a Rolleiflex with a 100-foot magazine. You will enjoy talking with Wisherd. He's very knowledgeable about the problems of underwater photography.

Good luck, good shooting.

Sincerely yours,

JMG:pb

P.S. Understand that Bud has already paid you a visit.

48926

NATIONAL GEOGRAPHIC SOCIETY

SI ENTH AND M STREET, N. W.
WASHINGTON 6, D. C.

VOUCHER No. 12510

CHECK NO.

Jerry Greenberg
6840 S.W. 92nd Street
Miami 56, Florida

THE ATTACHED CHECK IS IN SETTLEMENT OF ITEMS LISTED BELOW. IF INCORRECT, PLEASE RETURN THIS VOUCHER WITH CHECK.

INV. NO.	DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BALANCE
	APR 661	735	ADDITIONAL PAYMENT TO BE ADDED TO THE MINIMUM GUARANTEE AND TO BE CHARGED AGAINST THE AGREED PAGE RATE OF $200 PER COLOR PAGE KEY LARGO.	500.00		
	APR 661	2100	ADDITIONAL PAYMENT FOR EXPENSES TO COMPLETE KEY LARGO ASSIGNMENT.	500.00		1,000.00

Paid for advance for expenses on 6/22/60 in connection with Key Largo assignment, $1,500.00
Paid $2400.00 on 7/29/60 as additional advance for expenses of Key Largo assignment $1100.00 as reimbursement and $1300 to cover final two weeks of operation.
Paid $552.21 on 9/15/60 as reimbursement for additional expenses in connection with Key Largo assignment.
Paid $1,600.00 on 11/0/60 as Minimum guarantee for eight pages of color.

/ March 13, 1961 /

Jerry:

This is to acknowledge receipt of the below material in good condition:

Color contact sheet #2 (less 1 frame)

Contact page negatives C-4

(The above was originally sent to NGS but returned to me (Jerry) March 9, 1961. I now in turn am returning them to you).

Signed _____

For NATIONAL GEOGRAPHIC SOCIETY

Date _____

March 13, 1961

Mr. Jim Godbold
National Geographic Society
Washington 6, D.C.

Dear Jim:

I received the color contact sheet #2 (less 1 frame) and contact page negatives C-4 a day or so ago. Unfortunately, they got to me a little late and Life Books was unable to use them. Thanks very much for your efforts. I'm returning them to you so that all of the material can be kept together.

Have you gotten a sample of the wide angle Rollei in yet? I am just about finished with the machine work for my housing that will accept the Mag 150 for the Rollei. I have already invested in a large inventory of special Nikor reels (120) in order to process this film in conventional 3½ gallon photofinishing tanks. In fact, I ran through a test batch of 25 feet regular 120 Anscochrome last Saturday and the procedure and processing worked out perfectly. I was able to load enough color film on the Mag spool to give approximately 125 exposures on color film. This is equal to about 10 conventional Rollei loads. Have you heard anything about the HS Ektachrome you ordered?

At the present time I am perfecting a system to enable me to take extreme close-ups underwater with conventional illumination and with ultra-violet light. If either or both systems work I hope to be able to present NGS with some very unusual photographs in the underwater field. The ultra-violet florescence method requires photo-diving at dusk and into the night. This type of photography would also be ideal to provide illustrations for the marine invertebrate project that the University of Miami Marine Laboratory is now working on with the aid of the National Geographic Society. All of this close-up equipment will naturally work with my Mag 150 rig.

Do you think that I can get an additional $400 advance over the original $1600 guarantee which I received last year? I have run into additional expenses getting this equipment out and would appreciate it if you could check into this for me. Incidentally, NGS is due $78 refund from me on some underwater lanterns which it paid for and were returned to the manufacturer because of defects.

Do you think that you will get down to Miami with Bill Garrett for the ASMP conference?

Best personal regards.

Sincerely yours,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

March 8, 1961

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Dear Mr. Greenberg:

Mr. Godbold passed on to us your request for the hammerhead shark pictures. Enclosed are the negatives for contact sheet C4 and one sheet of color cut film.

Sincerely,

Cary Mathews

Cary Mathews
Secretary to Mr. Garrett

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

January 23, 1961

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Dear Mr. Greenberg:

Enclosed is your slide #C-11, as you requested.

Mr. Garrett left this morning on his trip to the Far East.

Sincerely,

Cary Mathews

Cary Mathews
Secretary to Mr. Garrett

scm

January 23, 1961

Mr. Bill Garrett, Assistant Illustrations Editor
National Geographic
Washington 6, D.C.

Dear Bill:

I received the shipment of 33 slides. Thanks very much for your prompt service. I have enclosed an itemized receipt for your own records.

On second thought, I think your idea of returning the entire batch of my personal collection is an excellent idea. I find that I am receiving calls for the remainder of this material (i.e. C-11) and it might be better to return the remainder to me and specify the date you must have them back for your plates.

This way I won't have to be begging you to return individual items.

Did you like the last two shark items (35mm.) I sent up?

For the record, you have the following Greenberg slides on hand (30 items):

A-6, A-12, A-14, A-19, A-30

B-1, B-12, B-13, B-15, B-16, B-22, B-23, B-39, B-40

C-5, C-10, C-13, C-17, C-23, C-32, C-33, C-39, C-40, C-11

D-10, D-20, D-24, D-35, D-39,

E-12

Rollei slide #8

Sincerely,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

January 12,1961

Jerry:

This is to acknowledge the receipt of the below material in good condition:

1 35mm slide of Lemon Shark eating snapper. High Speed Ektachrome.

Signed Bill Garrett

Firm NGS

Date Jan 17, 1961

Recieved from National Geographic Magazine January 16th, 1961

7 items	A-1, A-7, A-10, A-11, A-21, A-34, A-36.
5 items	B-8, B-10, B-17, B-28, B-30.
6 items	C-12, C-20, C-27, C-28, C-30, C-35.
9 items	D-2, D-4, D-10, D-11, D-18, D-19, D-31, D-34, D-35.
6 items	E-8, E-9, E-11, E-13, E-18, E-23.

33 items returned

Jerry Greenberg

January 18, 1961

January 16, 1961

Mr. Bill Garrett, Assistant Illustrations Editor
National Geographic
Washington 6, D.C.

Dear Bill:

Would you kindly return slide #C-11. I'd like to show it to Life Books. It's from my personal collection and I'll return it as soon as they finish with it. Thank you.

Sincerely,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

January 12,1961

Jerry:

This is to acknowledge the receipt of the below material in good condition:

1 35mm slide of Lemon Shark eating snapper. High Speed Ektachrome.

Signed _____

Firm _____

Date _____

Jerry Greenberg
540 S.W. 92nd St.
Miami 56, Fla.

January 9, 1961

Jerry:

This is to acknowledge receipt of the below material in good condition:

4 3/4 sleeves of color Rollei material

Signed W. E. Garrett

Firm National Geographic Society

Date Jan 12, 1960

National Geographic Magazine

WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

January 2, 1961

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Dear Jerry:

Today we are returning all Greenberg Key Largo pictures still in our possession except 54 selects pulled from your assignment shooting and 23 published pictures. The 11 published file pictures which you requested be returned are being duplicated and we will send the originals this week. Our files are not in complete agreement with your list of material. I think if you will check, you will find some of the material which you requested was published and not marked for return. I personally spent many hours trying to organize all of this for return. I think you will find it in order.

The rejects are yours, but you understand that you would not sell for publication pictures identical to those used by the Magazine.

Thanks for sending along the letters.

For the present I have not been able to work on the cave material. If you need it I can return it now, but I would prefer to keep it for awhile. I will try to get some positive, favorable answer on your Miami Lab layout. I personally think we can do something with it, and would like to see it given as as assignment.

Cheers
Bill

WEG:LE
Enclosed: 3,434 35mm transps.
1,527 cut film
29 b&w contact sheets
932 b&w negs.
54 b&w photos

I sure hope you balance the files on this.

(OOPS)

I don't think I'll see
how so many pictures coming
and going again — It was dull
trying to figure it all out —

December 12, 1960

Dear Jerry:

This is to acknowledge receipt of the following material in good order:

2 (National Geographic) Rollei sheets (#1, 2)

Signed W. E. Garrett

for _____

date Dec 19, 1960

December 19, 1960

Mr. Bill Garrett, Assistant Illustrations Editor
National Geographic Magazine
Washington 6, D.C.

Dear Bill:

Did you get the shark transparencies I sent in last week? Do you think you will be able to use them in the story?

The reason for this letter is to inquire whether you intend to make your final selection of my personal material (the 35mm. slides from the trays, Rollei slide #8 and the two pages of shark transparencies).

I need this material to present to Life Books for consideration for a forthcoming book about the sea. This material is not going to be presented to Sports Illustrated for their park story, but is strictly for consideration for the Life Book.

The deadline for my submitting color is the first of February 1961. If you can possibly return this material before this date I will appreciate it.

Sincerely,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

November 23, 1960

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry,

The enclosed check for $1600 covers the exclusive purchase of eight pages of color by the Society. This covers our minimum guarantee made when the assignment was given. Unquestionably, the story will be longer but I thought you might appreciate having this vote of confidence now rather than waiting until the layout was prepared.

Very soon now I will be getting to a layout, leaving blanks for the three or four pictures yet to be made. I will dummy up the underwater panorama but will plan on a new one.

It is still not too late to come up with some more bright ideas so keep thinking. Would next April be a good time to wrap up the picture taking? I would like to be there for the finale.

Bill

WEG:scm
enc: 1 check
receipt for slides

Jerry:

This is to acknowledge receipt of the below listed material in good condition:

37 35mm. slides in tray A (A1 thru A40, less A25,A26,A33)
40 35mm. slides in tray B (B1 thru B40)
40 35mm. slides in tray C (C1 thru C40)
40 35mm. slides in tray D (D1 thru D40)
22 35mm. slides in tray E (E1 thru E23, less E22)
8 35mm. unmarked slides
9 2 1/4 square slides

Signed Bill Garrett

for National Geographic Mag.

NATIONAL GEOGRAPHIC SOCIETY

SIXTH AND M STREET, N. W.
WASHINGTON 6, D. C.

45892

CHECK NO.

VOUCHER No. 9052

Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

THE ATTACHED CHECK IS IN SETTLEMENT OF ITEMS LISTED BELOW. IF INCORRECT, PLEASE RETURN THIS VOUCHER WITH CHECK.

I NO.	DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BALAN
	NOV1860	735	MINIMUM GUARANTEE FOR EIGHT PAGES OF COLOR ON KEY LARGO, FLORIDA. PAID $4452.21 FOR EXPENSES IN CONNECTION WITH THE KEY LARGO ASSIGNMENT.	1,600.00		1,600.00

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

November 21, 1960

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Dear Mr. Greenberg:

This is to acknowledge the safe arrival of your photographs.

Mr. Garrett is out of town for a few days and will write to you when he returns.

Sincerely,

Cary Mathews
Secretary to Mr. Garrett

scm

p. s. your check is being processed and you should receive it very soon now.

Jerry:

This is to acknowledge receipt of the below listed black and white negative sleeves and matching contact pages in good condition.

35mm: M-1, L-2, X-2, Y-2, S-2, N-3, U-3, D-3, T-3, K-3, C-4, H-4, A-4,
F-3 ~~F-4~~, Coral-D

Rollei: I-1

Signed W. S. Landis

for WGS

Date Dec 1

DISTRICT-7-3330

SENT Nov. 28, 1960

Jerry:

This is to acknowledge receipt of the below listed black and white negative sleeves and matching contact pages in good condition.

35mm: M-1, L-2, X-2, Y-2, S-2, N-3, U-3, D-3, T-3, K-3, C-4, H-4, A-4, F-4, Coral-D

Rollei: I-1

Signed _____

for _____

Date _____

B & W NEGATIVE SLEVES & MATCHING CONTACT PAGES...

M-1, L-2, X-2, Y-2, S-2, N-3, U-3, D-3, T-3, K-3, C-4, H-4, A-4, F-4, Rollei-I-1, CORAL-D.

Jerry:

This is to acknowledge receipt of the below listed color slides in good condition.

12 items: A-1, A-6, A-7, A-10, A-11, A-12, A-14, A-19, A-21, A-34, A-36, A-38

15 items: B-1, B-8, B-10, B-12, B-13, B-15, B-17, B-18, B-22, B-23, B-28, B-30, B-39, E-8, B-40

15 items: C-5, C-10, C-12, C-13, C-17, C-20, C-23, C-27, C-28, C-30, C-32, C-33, C-35, C-39, C-40

13 items: D-2, D-4, D-10, D-11, D-18, D-19, D-20, D-24, D-31, D-33, D-34, D-35, D-39

7 items: E-9, E-11, E-12, E-13, E-18, E-23, C-11

1 item: 1 Rollei slide of red sweepers (Slide #8)

Signed M E. Yarnell

for WG5

Date Nov 23, 1960

Still don't trust me, eh!

Nov. 21, 1960

Jerry:

This is to acknowledge receipt of the below listed color slides in good condition.

12 items: A-1, A-6, A-7, A-10, A-11, A-12, A-14, A-19, A-21, A-34, A-36, A-38

15 items: B-1, B-8, B-10, B-12, B-13, B-15, B-17, B-18, B-22, B-23, B-28, B-30, B-39, E-8, B-40

15 items: C-5, C-10, C-12, C-15, C-17, C-20, C-23, C-27, C-28, C-30, C-32, C-33, C-35, C-39, C-40

13 items: D-2, D-4, D-10, D-11, D-18, D-19, D-20, D-21, D-31, D-33, D-34, D-35, D-39

7 items: E-9, E-11, E-12, E-13, E-18, E-23, C-11

1 item: 1 Rollei slide of red sweepers (Slide #8)

Signed _____

for _____

Date _____

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

November 15, 1960

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry,

Sorry these stories were not returned sooner. I thought they had gone.

At this point I am not sure what will go on the back of the foldout. I doubt if the same scene at dusk would warrant the space. As far as an underwater picture of the Brentwood, I will have to see the picture since I cannot visualize the need for that much space.

Best regards,

WEG:scm
enc: 2 reef stories

National Geographic Magazine

WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

November 9, 1960

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry,

Enclosed are your contact sheets with a red NGS marked on those for which we desire prints. If you can ship the negatives, our laboratory can make the prints.

Within a few days you should have a check.

Would you please look over the selects to see if there is an area which could be rephotographed showing hurricane damage. If there is a possibility for a direct comparison before and after, it should prove very interesting.

Best

Bill Garrett

WEG:scm
enc: contact sheets B&W (232)
contact sheets color (21)
color cut film (8)

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

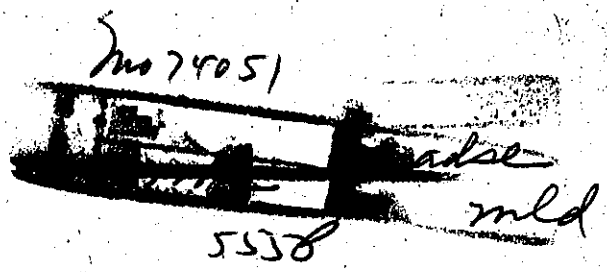
SF-1201 (4-60)

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

GBA244 AC528
A WA152 PD FAX WASHINGTON DC 9 412P EST
JERRY GREENBERG
6840 SOUTHWEST 92 ST MIAMI FLO
CONTACT GIL VOSS. ARRANGEMENTS MADE
BILL GARRETT.

456P EST NOV 9 60



DISTRICT-7-3330

October 24, 1960

Mr. William Garrett, Assistant Illustrations Editor
National Geographic Magazine
Washington 6, D.C.

Dear Bill:

I've enclosed the contact pages that The Ridge Press borrowed from you and mistakenly returned to me instead of your office.

An interesting footnote to the reef story I shot is that approximately 25 to 30 per cent of the underwater reef was damaged during the rent Hurricane Donna. I thought that a shot of the damage might make an interesting comparison to show in the story and to highlight the fact that even underwater life can sustain injury during big blows. Please let me know what you think of this suggestion.

How are you progressing on the dummy layout?

Sincerely,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

October 17, 1960

Mr. Bill Garrett, Assistant Illustrations Editor
National Geographic Magazine
Washington 6, D.C.

Dear Bill:

I have enclosed two separate stories which pertain to the coral reef. I offer them to supplement my photos or to add to the copy that Charlie Brookfield submits.

I believe that this copy provides and captures in words what a person's first impressions are when diving underwater for the first time, particularly along a coral reef.

If you think that this copy can be of any use please have one of the starry-eyed secretaries copy or run it thru the Verifax. Please return these manuscripts to me intact, as they are the only copies I have on hand.

How is the dummy copy coming along?

Sincerely,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

October 3, 1960

Mr. W. E. Garrett, Assistant Illustrations Editor
National Geographic Magazine
Washington 6, D.C.

Dear Bill:

Below is a list of material that I sent you on September 21, 1960 which I would appreciate your acknowledging receipt of:

37	35mm. slides in tray A (A1-A40, less A-25, A-26, A-33) RETURNED IN NOV.
40	35mm. slides in tray B (B-1 thru B-40)
40	35mm. slides in tray C (C-1 thru C-40)
40	35mm. slides in tray D (D-1 thru D-40)
22	35mm. slides in tray E (E-1 thru E-23, less E-22)
8	35mm. unmarked slides
9	2 1/4 square slides

Thank you.

Sincerely,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

October 10, 1960

Mr. W. E. Garrett, Assistant Illustrations Editor
National Geographic Magazine
Washington 6, D.C.

Dear Bill:

Yes, Bill, I did receive the check for $552.21. The reason I require a signed receipt of an itemized list of material is to keep my files in order. Otherwise, I have no idea who has what item. If it doesn't inconvenience you, I would appreciate your signing and returning the receipt.

The reason for the lack of captions is that I don't consider myself an expert on Caribbean fish, coral or sponges. I feel as you do that a specialist in these fields should be consulted. I have enclosed a selection of 14 contact pages covering most of my own color material you have on hand. You might find these pages useful for consulting fish or coral experts who live outside of Washington.

I am eagerly awaiting your dummy layout of the story. As I mentioned previously, I intend to put in as much time as needed in order to give you exactly what you want regardless how long it may extend the job.

Sincerely,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

October 6, 1960

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry,

Yes, I did receive the slides which you sent on September 21. On September 23 I sent you a letter acknowledging receipt of the slides and enclosing a check for $552.21. A copy of that letter is enclosed. Since you did not receive my acknowledgement, I presume the check is lost. Please let me know and we will begin a search.

Unfortunately for me there was not one word of caption information to go with the 197 transparencies. I am presently looking for an expert on reef fish to go through the pictures with me so that I will be sure of selecting the most representative or exotic from your extensive collection.

I have made a selection of those which I feel are most interesting photographically but feel this story is too important to leave the selection to my judgment.

I know you are anxious to have these back soon so I will try to get the expert on this soon.

Best Wishes
Bill

WEG:scm
enc: copy of letter

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

September 23, 1960

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry,

Enclosed is a check for $552.21 which our auditing department computed as being the balance. This is about $128.00 more than you had billed - apparently a mistake in your figures.

Received your letter and the slides yesterday. Will be writing you soon.

Best regards,

Bill

WEG:scm
enc; 1 check

NATIONAL GEOGRAPHIC SOCIETY

SEVENTEENTH AND M STREET, N. W.
WASHINGTON 6, D. C.

VOUCHER No. 7632

CHECK NO. 44533

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

THE ATTACHED CHECK IS IN SETTLEMENT OF ITEMS LISTED BELOW. IF INCORRECT, PLEASE RETURN THIS VOUCHER WITH CHECK.

INV. NO.	DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BALANCE
	SEP2160	2100	REIMBURSEMENT FOR ADDITIONAL EXPENSES IN CONNECTION WITH THE KEY LARGO ASSIGN. PAID $2400.00 ON 7/29/60 AS ADDITIONAL ADVANCE FOR EXPENSES-$1100.00 AS REIMBURSEMENT, $1300.00 TO COVER FINAL TWO WEEKS OF OPERATION. PAID $1500.00 ON 6/22/60 FOR ADVANCE EXPENSES.	552.21		552.21

Received Oct. 3 60

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry,

Even though I have just returned from vacation, numerous stories have kept me from doing as much on Key Largo as I would have liked. The following are my first reactions based on going through all of the new material very quickly.

Your surface shots are very poor and not at all up to your underwater pictures. I really feel we can and must do much better.

The seven-shot panorama is quite spectacular. Please don't blast off in uncontrolled flight, but I think you can do better. That is enough sad news for now. Before I do anything further I want to make up a tentative dummy and look at an outline of the manuscript. Since it is not possible to even schedule the story for several months, there is no occasion to be upset. A very few specific pictures will certainly round out what is a very thorough basic coverage. Let me see your file of color and I will make selects. As soon as I am able to put together a rough beginning dummy, I will get approval for at least partial payment for your work

Since you probably want specific comments on why I am not happy with your surface coverage, I will offer the following:

The many surface shots which should have been bright, light and colorful are made on overcast days with Anscochrome. Your over-under pictures are satisfactory but I really think a little imagination and hard work would make this a spectacular and important picture for the coverage. Regardless of the reason or the problems involved, none of the shipwreck pictures are especially interesting.

Though I am not completely aware of the problems of underwater photography, I am completely in sympathy with them, especially since you had the cunningly good judgment to allow me to shoot a roll myself. It was so lousy that I hesitate to be critical of anything which is made by other people if it is sharp and has any semblance of composition. Nevertheless, from the beginning both you and I have known that we were not shooting for just another underwater story but for the best that we could do.

I realize these comments have mostly been negative, that I have offered nothing positive or constructive in this letter. Since there is no rush, I want to study the entire collection before suggesting specific shots.

Did Donna tear up the reef?

Bill G.

WEG:scm

Your addition was wrong. We owe you over $300. Check ready soon

43320

NATIONAL GEOGRAPHIC SOCIETY

EENTH AND M STREET, N. W.
WASHINGTON 6, D. C.

VOUCHER No. 6338

CHECK NO.

Mr. Jerry Greenberg
6840 S. W. 92nd. Street
Miami 56, Florida.

THE ATTACHED CHECK IS IN SETTLEMENT OF ITEMS LISTED BELOW. IF INCORRECT, PLEASE RETURN THIS VOUCHER WITH CHECK.

INV. NO.	DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BALANCE
	JUL2960	785	ADDITIONAL ADVANCE FOR EXPENSES OF KEY LARGO ASSIGNMENT. $1,100.00 AS REIMBURSEMENT,	2,400.00		2,400.00
	JUL2960	2100	$1,300.00 TO COVER FINAL TWO WEEKS OF OPERATION.			
			PAID $1,500.00 ON JUNE 22, 1960 FOR ADVANCE EXPENSES.			

July 29, 1960

HSW:

RE: KEY LARGO ASSIGNMENT

On July 27 we received a letter (addressed to Bill Garrett) from Jerry Greenberg regarding expenses on this assignment. Mr. Greenberg states that, in addition to the $1500 advance by the Society, he has spent $1100 of his personal funds. Shortly before receiving the letter, Mr. Greenberg phoned and talked with me about his expenses as well as his production to date. Greenberg stated that expenses were running between $650 and 750 a week. The compressor which he has been renting, authorized in Mr. Garrett's letter of June 24, cost $8 per day. In addition to his routine expenses, a check of Greenberg's day to day accounting indicates that more than $500 has been spent for special equipment. If the cost of this equipment is to be charged to the Society, the equipment must be considered the property of the Society. Mr. Greenberg, therefore, should be instructed to send to us all equipment and supplies, either furnished or paid for by the Society and still in his possession, upon completion of the assignment.

In a letter received July 28 (once again addressed to Bill Garrett) Greenberg estimates that it will take two weeks to complete the assignment.

Based on this estimation of time at the weekly rate indicated, Mr. Greenberg will need an additional expense advance of $2400.

Greenberg's pictures are good. He is an excellent technician and even though expenses are higher than perhaps was anticipated, I think that we should see the assignment through to completion. I have prepared a request for payment (attached) for your signature.

7/29/60

Jim Godbold

pb

JMG-
Greenberg is doing a good job. As you point out much of the expenses are for special equipment which will revert to the Society. He should be reimbursed for out-of-pocket money and your recommended advance estimated expenses to complete the assignment is a good one. We must account for all funds
jHSW

MEMORANDUM from MR. GODBOLD

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

July 25, 1960

Mr. Jerry Greenberg:
6840 S. W. 92nd Street
Miami 56, Florida

Jerry;

Your second shipment was not as bad as you seemed to think. The general criticism is the lack of color which flash would have helped. On the girl, the 35mm was better than the 120.

As yet, you do not have a fully lit, colorful ultra-wide angle shot of the reef although several of the others are nice except for the lack of color. Some of them are nice because of the lack of color, but we should show the colorful coral on the wide-angle if at all possible.

I will be leaving town tonight, so you will be hearing from Miss Murphy on the future shipments. If you can estimate how much money you will need, let her know and she can have a check drawn.

Generally speaking, you have a lot of pictures already. Just for the record try to get a good shot of yourself at work. We still need the surface picture or pictures. Enclosed are a few transparencies that you might find of interest.

Bill

WEG:scm
enclosures

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

July 60, 1960

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry,

Thanks for the technical education which I am getting from your experiments. The Veri Wide shots were good. Obviously you must keep important things away from edges since they will have to be blended. Try for the three shot panorama and we will let the engravers worry about blending the edges if the picture is good.

Sorry to have been so slow getting the Ectachrome to you but I hope it did not hamper your operations.

Enclosed are a supply of caption cards and expense account slips. You may or may not want to use the caption cards. Do as you please in this. You say you have ruled out the night diving shot. You are still going to make the picture of the photographer with the ring light, aren't you?

I am returning all of your material except the chart. If you need it, I will send it back, also I question whether we would be interested in exact locations of the pieces of coral on a map. Were you keeping records for us or for yourself?

I doubt if I will be able to dive with you in July but if you need help and you are still working in August, please let me know.

Since you have 72 rolls of HSE, I'll hold off on sending film now. When your supply is down write and we'll ship more immediately.

The best of luck to you.

Bill

WEG:scm

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

July 5, 1960

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry The High Speed Ektachrome is being shipped.

I am returning your original sketches.

Bill

More later

WEG:RD

July 4, 1960

Mr. Bill Garrett
National Geographic Magazine
16th and M St., N.W.
Washington 6, D.C.

Dear Bill:

I'm leaving tomorrow (July 5th) to start on the assignment. I can be reached at Tom Cadenhead's Fishing Camp, Key Largo, Fla., Phone: 852-9651.

I was out of town last week testing my housings and equipment. Enclosed pix were taken with Veriwide, Leica and 21mm. lens. Also used flash on Veriwide with color film. Results are very good especially when subjects are 15-20 feet away and flash is used as a syncro-sunlite effect.

After first three-week session I will move up to tip of North Key Largo for 3-4 weeks of work.

Only piece of equipment I need is a 21mm. Leica lens (screw thread) for topside work.

Sincerely,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

June 27, 1960

Mr. Bill Barrett, Assistant Illustrations Editor
National Geographic Magazine
16th and M St., N.W.
Washington 6, D.C.

Dear Bill:

Thanks for the written assignment and expense check. Your letter was very complete and left very few questions for me to ask.

I am keeping complete records on expenses. I would appreciate it if you would include some expense slips as used by your staff.

I have already purchased yellow diving suits, underwater lanterns, etc. and have constructed a special underwater triped with weighted platform. The case for the Veriwide is completed and I will test it out this week. I have also adapted one of my Leica housings to take a 21mm. f4 lens which I will use to supplement the Veriwide.

Thanks for going over the sketches. It was a real help. Would it be possible to send me several "stats" of each illustration? They would be useful as a guide for my models. Incidentally, the models I will use will also double as diving assistants. I am not going to use any professional photographic models.

I have ruled out the night diving shot as it would all have to be flashed in anyway. I will work on a twilight diving series. Good idea about the different varieties of coral. Besides photographing these growths, I also intend to pin-point them on a chart so they can be cataloged (see illustration).

Your top-side picture suggestions are along the same lines I was thinking of and will be followed through. I already have a metal wreck lined up but will also check with Mr. Brookfield.

I hope to make two trips out this week to check out equipment and models. I hope to officially start on the story July 1. Can you get down here some time in mid-July?

I have enclosed six 11 x 14 Type C enlargements from 35mm. via Internegative. There is slight color variations to give you an example of what can be done.

All I need at the present time are about 3-4 dozen 36 exposure rolls of H.S. Ektachrome.

I will write again next week.

Sincerely,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

Enc : 6 11 x 14 type C color prints
2 8 x 10 " " " "
2 pages art work

Misc. exposure texts

National Geographic Magazine

WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry,

By now you know the good news that the Editor has approved the assignment on Key Largo for you. I have received your list of expenses and gone over them. In view of the unusual problems of working underwater I feel this is reasonable even though it adds up to over a hundred dollars a day.

We will pay a premium of double the normal page rate because of the difficulty of the job. This would amount to $200.00 a page or $100.00 minimum per picture used in color. Considering a minimum size of 8 color pages we would guarantee you $1,600.00 for the job. I would estimate that a successful job would occupy no less than 16 color pages, and as high as 24.

All pictures used in the story plus a few for file selects would become the property of the National Geographic Magazine. After publication in the Magazine all rights on those pictures not held by us would be yours to sell.

Insofar as The Society is concerned, you will undertake this assignment as a free lance agent and independent contractor, and not in any sense of the word as a person employed by the Society, directly or indirectly. Further, acceptance of financial and other considerations outlined in this letter shall constitute an absolute release to the National Geographic Society of all responsibility for personal injury, and/or death, which may arise out of or result from this assignment.

Enclosed is a check for $1,500.00 as an advance towards expenses on the assignment. Please keep records for our Auditing Division. The enclosed daily expense slips are used by the staff, and do have the advantage of providing a system. Use them if you like. As this money is used notify us and we will try to guess how much more, if any, will be needed within reason to produce a top story. If you have any questions on large expenses that you are in doubt about call me and I will advise you.

Your sketches on the potential pictures for the story make very good sense. As you know from our conversations the key picture will be a superwide shot. This may be two VeriWide shots side-by-side or even three or four. I would like to be there to work with you on it, but I'm not counting on it.

The night shot with the lanterns lends itself to a dramatic picture, but it has to be more than just the lantern and man. In other words, it must be obvious that it is part of a reef story and not in a pool.

The brain coral looks promising.

The sled picture is excellent. It indicates possibilities for recreational use of the area. In this same category would be the picture of the diver using your Rollei housing with the ring light on the front.

For a model be on the lookout for a full-breasted mermaid.

Let's plan to do a spread with 8 to 12 different types of coral that are most common or most interesting. If you do not know which to select let me know and I will talk to a coral expert and make suggestions. This would be in the nature of a catalogue of coral. Those represented in other large pictures in the series should be left from this collection.

Try getting on top of one of the lighthouses and shooting down into the water. This is just a wild idea, but you might try a Panon or wide angle that would cover from the horizon (with a freighter moving across a sunset or sunrise) to the base of the light scaffold looking straight down onto a shallow reef. If you look down into the water (calm night) from this perch would you be able to see a model lighted by a flash or torch underwater? If so, this would make quite a shot. Perhaps having a small boat in the middleground and a diver on the bottom lighted with flash would be successful. This may all be impossible. Even if the diver were only 5 feet below the effect would be there.

If there is anything to be shown do not hesitate to rent a plane for an aerial of the reef.

I'm going to see a park service man here who is well-informed about this park, and will pass on any ideas that come from him.

I'll try to answer your questions. We cannot restrict use of your files, but would expect that you not produce a story on the reefs for another magazine. (right away SOON)

The proposed author for the article is Mr. Charles Brookfield. We will see that you two get together as soon as his assignment is firm.

Mr. Brookfield knows of a wreck or two in this area that might spice up the photographic coverage a bit. If there are any known wrecks in the area be sure to get coverage.

I agree it would be best to rent a compressor.

Regarding a model wouldn't it be easier, cheaper and safer to hire an assistant than to pay a daily rate for a model. This would give you an assistant and diving buddy as well as a model. You might look into the possibility.

If this letter raises any questions or leaves any of yours unanswered don't hesitate to ask me.

Please let me see your film as you go, rather than hold it all until the end. Let me know what film or equipment you might need that we can provide. As soon as the 120 size High-speed Ektachrome is available we will try to get it to you.

Best of Luck

Bill

WEG:CIM
Enclosures
Air Mail

DISTRICT-7-3330

June 6, 1960

Mr. Bill Garrett
National Geographic Society
Washington 6, D.C.

Dear Bill:

Thanks for your phone call of Friday regarding the Reef Diving Essay. I appreciate your faith in me and will do everything in my power to give the magazine the finest underwater illustrations it is humanly possible to produce.

I have enclosed an expense schedule which will give you an idea of what is involved in a day's work. I figure that it would cost about $110.00-125.00 a day for diving or active stand by. This would apply only to days actively involved on the story. Naturally, the days when we don't dive due to bad weather.there are no charges involved. I figure we could dive about 3-4 days in a row. The price of $110.00-$125.00 a day also pays for one model, the price of diving air or a rented compresser is not included in this price. I have listed a complete schedule of expenses so you can see how the final figure is broken down.

At this point I would like to go over two items for you. 1) If a magazine, say in the next month or so, wants to use some illustrations from my own photo library for an underwater article, what are my obligations to National Geographic? Would there be any conflict? 2) As you mentioned on the phone, the magazine would retain possession of all of the originals which were used in the story. I also understand that any material not used would be returned to me for my own use. This is agreeable with me. I would like to work out an understanding with you in regards as to the re-use of the published material is concerned. I would work out an arrangement where by all requests for this material would be channeled through me. This way I would have some control as to its use in textbooks, encyclopedias, etc. What I want to avoid is a situation where I would be competing against myself. I'm sure, as a working photographer, you can understand my problem and pass on this slight advantage to me. In appreciation of the above consideration I would like to put in your hands my entire photo library for use in the final layout of the forthcoming story. This consists of about 135-35mm. and 37-Rollei contact pages as well as about 200 prime color slides. This is the output of about eight years of photo-diving.

I am now working on a housing for the Veriwide and should have it ready in about 7-10 days. As you know this camera takes in an angle of view of 100° (about 80° wet). With it I can do the following: 1) Use it for one shot, 2) Put it on a tripod for a two exposure panorama view which will yield about 160°, 3) Take the first color photographs of a large section of coral reef at night using flash bulbs. The last two ideas would make beautiful foldouts. Later on this week I am going to send you several 8 x 10 Type C prints to give you an idea of the many variations possible in color balance.

Sincerely,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

MELVILLE BELL GROSVENOR
PRESIDENT AND EDITOR
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EXECUTIVE VICE PRESIDENT AND SECRETARY
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National Geographic Society
WASHINGTON 6, D. C.

March 18, 1960

Mr. Jerry Greenberg
Sea Hawk Products
P. O. Box 1157
Coral Gables, Florida

Dear Jerry:

Very pleased with my housing. Many, many thanks for the prompt attention and the discount, and for including the grip.

Please send as soon as possible a mounting bracket for flash. I plan to use the same flash that is on my Rolleimarin case, so will not need any other flash accessories except for the mounting bracket.

Your housing should get a long and severe testing on this South Pacific story. I am sure it will hold up beautifully.

Sincerely,

Bates

Bates Littlehales
Staff Photographer

BL:mah

$14.95

SHIPPED MAR. 21 60

National Geographic Magazine
WASHINGTON 6, D. C.

LEONARD J. GRANT
ASSISTANT ILLUSTRATIONS EDITOR

March 8, 1960

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Dear Jerry:

I would have written sooner to thank you for your wonderful Southern hospitality, but I have been visiting friends in New York last week.

I had an opportunity yesterday to discuss your 35mm. panorama camera with Luis Marden. He pointed out that through Tom Abercrombie's efforts The Society already has constructed an underwater housing for the Panon, and a color illustration made with this equipment will appear in the April National Geographic. We also had to design a specially curved lucite window, as you have done. I am enclosing a tear sheet of Tom's photograph showing Captain Cousteau's "turtle" being lowered into the sea. As you will see, this was a rather tricky exposure since the upper part of the picture is above the surface.

Since The Society now has the equipment to make panorama underwater shots, I am afraid there would be little interest in backing your 35mm. camera housing. In fact, Luis mentioned we also have been considering building a housing for a 35mm. panorama camera, but our machine shop has been tied up with more pressing jobs. If you should decide to go ahead on your own and develop the 35mm. housing for the Widelux, and it proves satisfactory, then we would be interested in considering purchasing a duplicate model from you. This would save us the cost of experimenting with various designs and free our technicians for other projects. Since you are planning to go out of the manufacturing business, I suspect this idea will not interest you, but I mention it anyway in view of Marden's comments.

I certainly enjoyed seeing your color transparencies of coral reef life. You have some very fine, sharp closeups. At present we

have no story in the works with which your material might fit, but we certainly will keep it in mind. For example, if we should go ahead with an article on the undersea park, then we would want to take a look at your color contact pages.

I turned over to Jim Godbold, our Director of Photography, the pamphlets on the undersea equipment you have been manufacturing. I told him you were planning to close shop when your present supply of equipment has been exhausted, so now is the time to order anything we might need. I understand one camera housing arrived last week for Bates Littlehales. This equipment was purchased by Bates for his personal use and is not The Society's property, as you may know.

I am returning enclosed the black and white panorama print and the two comparison negatives since you probably want this material for your records.

Again, many thanks for the many courtesies extended to me in Miami. I hope we will have an opportunity to get together again before long.

Sincerely,

Leonard

LJG:BAS

February 29, 1960

Mr. Leonard Grant
National Geographic
Washington 6, D.C.

Dear Leonard:

I managed to get hold of a 35mm. Panorama camera and have made preliminary optical tests which were shot through a specially curved lucite part.

The results are excellent. I have enclosed some samples of the actual negative size in comparison to conventional 35mm. size as well as a test print.

I think it has great possibility for a panoramic underwater fold-out illustration.

Best regards.

Sincerely,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

MELVILLE BELL GROSVENOR
PRESIDENT AND EDITOR
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National Geographic Society

WASHINGTON 6, D. C.

February 25, 1960

Mr. Jerry Greenberg
Sea Hawk Products
P. O. Box 1157
Coral Gables, Florida

DH 73330

Dear Jerry:

Finally located Nikon 28mm lens and Leica IG body. Following up our telephone conversation of a couple months ago, I am shipping the camera and lens to be fitted into the Mark III unit. I definitely want the viewfinder and the flash pack. As for the focusing control, I should prefer that the gears be utilized for a diaphragm control. If you can't manage this down there, please leave the focusing control in such a condition that our camera repairman here can convert it to a diaphragm control. Don't worry about the slipping around of the focusing ring on this lens because our camera repairman assures me that he can lock that in any position after the camera is fitted into the housing.

I should appreciate all possible haste on the job since I am leaving in March for the South Pacific on a pearl diving story. I need some trial time beforehand to get acquainted with the intracacies of your housing.

Many thanks.

Sincerely,

Bates

Bates Littlehales
Staff Photographer

BL:mah

S. HOVEY
FEB. 29/60

724

THOMAS J. ABERCROMBIE
FOREIGN EDITORIAL STAFF

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Society
WASHINGTON 6, D. C.
U. S. A.

September 9, 1959

Mr. Jerry Greenberg
Seahawk Products
P. O. Box 1157
Coral Gables, Florida

JERRY

Thanks very much for your latest Seahawk catalogue which came to my office while I was on assignment.

Thought you might be interested in knowing I spent the summer on the Calypso with Jacques Cousteau coming across from Marseille via the Canaries and Bermuda.

After a two-week tour of New York and Washington D. C., the Calypso will leave for the West Indies. I plan to join them in Puerto Rico for further coverage of their latest cruises.

Maybe I will see you on my way through Florida.

BEST WISHES,

TOM ABERCROMBIE

TJA:mah

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 6, D. C.

TO FILE

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

April 17, 1959

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami 56, Florida

Jerry,

Thanks for the letter and a report on your activities.

I'm passing a copy of your letter on to Mr. Marden in case he would like to discuss any of the equipment with you.

This will probably sound like the same old dodge but we really are up to our ears in underwater projects this summer already. Our Research Committee has invested a lot of money in two or three major underwater things which staff men will be spending most of the summer with. Under the circumstances I'm sure you will understand that we're not likely to be giving out any free lance underwater assignments. If we were I can think of nobody I'd rather see get one. It is always possible that we will have need for an extra diving photographer on a project some day. If so perhaps we can get in touch with you.

In spite of the discouraging tone of this letter, I hasten to say that we are always anxious, as any magazine is I'm sure, to see an outstanding set of pictures that we can use. Any time you think you have such material don't hesitate to let us see it. I realize it is a nuisance to continue sending in material but perhaps some day we can click.

Best Regards

Bill

WEG:RD

March 30, 1959

Mr. W. E. Garrett
National Geographic Magazine
Washington, D.C.

Dear Bill:

Just a line to say hello and keep you informed on what I've been doing. For the past year I have been working on two underwater photographic items: an underwater electronic flash and various methods of shooting close-ups (six inches away) underwater.

I firmly believe that this new equipment opens up a new source of exciting underwater photographs. It is now possible to photograph all types of brilliantly-colored marine tropical fish in their natural habitat. The electronic flash will enable me to "freeze" motion and get wonderfully sharp transparencies as well as subtle pastel colors in the underwater world brought out by the color temperature of the lamp. The close-up rig has been very successful in photographing the unusual coral and sponge growths.

As you can gather, I'm excited about this equipment and its potentail. The electronic unit itself creates an entirely new concept in underwater photographic quality. I therefore would like to seriously reconsidor the prospect of my doing a photo series either on marine tropicals in their natural habitat or a comphehensive color photo study of a coral reef in close-up studies.

If you would like to see some samples I have taken of the above idea, I would be glad to forward them to you.

Sincerely yours,

Jerry Greenberg
6840 S.W. 92nd St.
Miami 56, Fla.

TELEPHONE:
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 6, D. C.

ILLUSTRATIONS STAFF

February 4, 1958

Mr. Jerry Greenberg
1560 Placentia
Coral Gables 34, Florida

Dear Mr. Greenberg:

Now that the Inland Waterway article has been published, we can return your five black-and-white pictures which you very kindly permitted us to hold for possible use with the story.

Your pictures were given serious consideration, but space limitations prevented their being included in the final presentation.

Thank you for making this selection available.

Sincerely yours,

Robert L. Breeden

Robert L. Breeden

RLB:cs

Enclosed: 5 b&w photos.

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 6, D. C.

ILLUSTRATIONS STAFF

December 12, 1957

Mr. Jerry Greenberg
6840 S. W. 92nd Street
Miami, Florida

Dear Jerry:

Your transparencies just arrived. We appreciate your thinking of us when you come up with a set of pictures like this.

If we didn't already have another story in the works in the area we would probably consider these for a story. You may have seen the work of our staff man, Luis Marden. He's been trying to get into full-time work on a story in that area for quite sometime and expects to do so soon.

I wish we could give you more encouragement on this. This isn't just a brush-off because we are interested in seeing what you're doing. You are one of the best and we hope that before too long we can get some of your work into the Magazine.

With best regards,

W. E. Garrett

WEG:RD
Enclosed:
17 color trans.

December 4, 1957

Mr. W. E. Garrett
National Geographic Magazine
16th and M Sts. N.W.
Washington 6, D. C.

Dear Bill:

I've enclosed a selection of 17 35mm. color transparencies showing some of my recent work off the Florida Keys.

I'm submitting these transparencies for your consideration to give you an idea of what a story dealing with the colorful inhabitants of the reef would look like. As you may have heard, there's a move afoot to preserve the upper Florida Keys as a national monument before it falls victim to predators and unscrupulous spearfishermen. The story I have in mind would show the typical fish and scenes along the Florida reefs.

I would appreciate it if you would not hold these transparencies any longer than two weeks. Please register them for $500.00.

Sincerely yours,

Jerry Greenberg
8840 S.W. 92nd St.
Miami, Fla.

August 8, 1957

MEMORANDUM FOR FILES

FROM: Lucile P. McGregor, Recording Desk

On August 1st, 1957 a package was received at the Recording Desk from Mr.Jerry Greenberg of Coral Gables, Florida. The package was opened by me and 5 b&w photos were counted and recorded. I have no record or knowledge of the color material being received.

Lucile McGregor

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 6, D. C.

ILLUSTRATIONS STAFF

August 20, 1957

Mr. Jerry Greenberg
1560 Placentia
Coral Gables 34, Florida

Dear Mr. Greenberg:

After a thorough search of our office we cannot find the seven 35mm slides which you say that you sent to us along with five black-and-white prints. Our recording desk, which is responsible for the opening and cataloguing of all incoming photographs, informs me that they have no record or knowledge of the color material. Their records show that the package contained only the five black-and-white prints.

The desk takes great care in handling incoming material to make sure that nothing is misplaced. Not only are the contents of envelopes saved, but the envelopes themselves and the packing material also are kept. This careful procedure was followed with your shipment.

As you know, I called your office while you were away and talked with your assistant. He explained in detail how he packed the transparencies and enclosed them in the envelope. However, the results of our investigation lead me to believe that he might have inadvertently left the slides out of the package.

We can understand your concern for the slides. We hope that they will turn up after you have made a search of your office. We certainly would have liked to have had an opportunity to review them in connection with our proposed INLAND WATERWAY series.

Your black-and-white prints have been turned over to Mr. Robert L. Breeden, who is handling the black-and-white layout for the story. You will be hearing from him just as soon as he has had an opportunity to review them.

I hope that when next we hear from you the lost transparencies will have been found.

Sincerely,

Thomas R. Smith

TRS:RD

P.S. Bill Garrett sends his regards.
TRS

July 31, 1957

Mr. Tom Smith, Illustration Dept.
National Geographic Magazine
16th and M Sts. N.W.
Washington 6, D. C.

Dear Mr. Smith:

As per the suggestion of Phelps (Flip) Schulke of Miami, I'm enclosing 5 sample 8 x 10 and 7 35mm. slides. These were taken in and about the Ft. Lauderdale and Palm Beach area.

I would appreciate your not holding the transparencies and prints longer than two weeks.

Sincerely yours,

Jerry Greenberg
1560 Placentia
Coral Gables, Fla.

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine
WASHINGTON 6, D. C.
ILLUSTRATIONS STAFF

TO FILE

January 14, 1957

Mr. Jerry Greenberg
1560 Placentia
Coral Gables 34, Florida

Dear Mr. Greenberg:

Thank you very much for your letter and the book "Underwater Photography Simplified".

We now have accumulated a basic list of sea pests which might serve to illustrate Dr. F. G. Walton Smith's manuscript, a copy of which I believe you have seen.

Mr. Weaver turned over your letter of September 6 to me in which you listed the five creatures of which you can provide photographs.

Since we are now in a position to evaluate pictures for illustrating the story we would appreciate it if you would submit anything which you feel might fill any of these requirements. It is possible you have pictures of other pests which are not listed here which you may care to send.

We are returning herewith the 9 prints which you submitted as samples of your work with the thought that you might wish to resubmit some of them with complete identification or caption information.

With thanks for your patience and cooperation.

Sincerely,

Bill Garrett

W. E. Garrett

WEG:RD
Enclosed:
List
9 color prints

December 6, 1956

Mr. Kenneth Weaver
National Geographic Magazine
Washington 6, D. C.

Dear Mr. Weaver:

In his letter of December 3, Mr. W. E. Garrett of your staff in acknowledging a selection of underwater photos that I had sent him, suggested that I contact Dr. F. G. Walton Smith of the University of Miami Marine Laboratory. Dr. Smith has prepared a manuscript on Florida sea pests and Mr. Garrett suggested I contact him in regard to the illustrations.

I have contacted Dr. Smith and made an inquiry as to what illustrations he needs for his article. He was kind enough to give me a copy of his manuscript with the suggestion that I contact you with a list of illustrations I have on file which may fit into his text.

I can provide the following underwater pictures:

Sting Ray: Lying buried in the sand. This is how they camouflage themselves and are hard to see by the bather and are often steped on.

Barracuda: A large pack of barracuda lying motionless in mid-water on the change of tide. They are feeding.

Sea Urchin: The type described by Dr. Smith. Positioned in a white sandy bottom.

Black Tip Shark: Swimming over a patch of coral.

Hammerhead Shark: Photo of a hooked hammerhead taken during collection on Seaquarium boat.

Also: Photo of sting ray in motion. Clearly showing the method in which these creatures propel themselves. Series of pictures showing diver and tiger shark. Shark has been hooked and diver - armed only with a "billy" - attempts to herd shark into collecting boat's well. Taken during a collection expedition of the Seaquarium.

If any of these pictures are of interest to you, please let me know and I will gladly forward them to you.

Cordially,

Jerry Greenberg
1560 Placentia
Coral Gables 34, Fla.

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 6, D. C.

ILLUSTRATIONS STAFF

December 3, 1956

Mr. J. Greenburg
1560 Placentia
Coral Gables 34, Florida

Dear Mr. Greenburg:

Thank you for the selection of pictures which you submitted for our approval.

Since you have done extensive underwater work and are in the Coral Gables area you may know Dr. F. G. Walton Smith. He has provided us with a manuscript on Florida sea pests and at present is scouting for illustrations. Possibly your best course of action would be to get in touch with him and see what he feels would best illustrate his manuscript. He might be able to give you certain subjects to be on the lookout for when you are photographing underwater.

Sincerely,

Bill Garrett

W. E. Garrett

WEG:RD
Airmail

November 27, 1956

Mr. W. E. Garrett
National Geographic Magazine
16th and M Sts. N.W.
Washington 6, D. C.

Dear Mr. Garrett:

Thank you for your letter of November 2 suggesting that I submit some underwater photos for your consideration.

Enclosed are nine black and white underwater photos to give you a better idea of the range of my work. Also enclosed is a copy of my recently published book "Underwater Photography Simplified."

Hope I may be of serve to you in the future.

Cordially,

Jerry Greenberg
1560 Placentia
Coral Gables 34, Fla.

October 8, 1956

Mr. John Oliver LaGorce, Editor
National Geographic Magazine
16th and M Sts. N.W.
Washington 6, D. C.

Dear Mr. LaGorce:

I have learned from local sources that you plan to include a feature about marine pests in a forthcoming issue of your magazine.

I'm an underwater photographer and have many black and white photos showing sharks, barracudas, sea urchins, etc. that I would like to submit for consideration if it isn't too late for the article.

I've enclosed one photo to show you the quality of my work.

Cordially,

Jerry Greenberg
1560 Placentia
Coral Gables 34, Fla.

Enc : 1 b/w photo

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine
WASHINGTON 6, D. C.
ILLUSTRATIONS STAFF

November 2, 1956

Mr. Jerry Greenberg
1560 Placentia
Coral Gables 34, Florida

Dear Mr. Greenberg:

Your thoughtful letter of October 8 to Dr. John Oliver La Gorce was referred to me since I am more closely connected with securing illustrations for the prospective article on sea pests. We appreciate knowing of your availability to make pictures and that you have a file at the present time. Our plans are too indefinite at this stage to give you any encouragement but if the article is scheduled for publication we shall certainly be in touch with you.

If you would care to submit a complete set of your underwater pictures for our appraisal and information it would give us a better idea of what you have available and might influence our decision as to the desirability of using such a feature.

Although the one photograph enclosed is good, as you mentioned it is only a sample of your work.

Sincerely,

W. E. Garrett

WEG:RD
Enclosed:
1 b&w photo.

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