# II 1962-1964 II

GIL VOSS ASSIGNMENT 1962

NEVER PUBLISHED IN NATIONAL GEOGRAPHIC MAGAZINE. THEY HELD 4 CHROMES FOR POSSIBLE USE IN THE FUTURE.

SHARK RESEARCH ASSIGNMENT 1963

PUBLISHED IN NATIONAL GEOGRAPHIC MAGAZINE, FEB. 1968. THEY GAVE AS ASSIGNMENT OF © TO JG IN DECEMBER, 1985. THEY HOLD ORIGINALS & 4X5 DUPES. ONE UNPUBLISHED ITEM PULLED FOR BOOK USE. 1-JG FILE ITEM USED IN SPECIAL PUB., BOOK. "UNUSED OR UNPUBLISHED PHOTOGRAPHS WILL BE RETURNED TO YOU."

UNDERWATER RESEARCH ASSIGNMENT 1964

PUBLISHED IN NATIONAL GEOGRAPHIC MAGAZINE, JUNE, 1964. TWO PHOTOS USED. THEY HOLD COPYRIGHT. THEY HAVE ORIGINALS & DUPES FROM PUBLISHED ARTICLE.

y 12, 1964
May 12, 1964

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

202 296 7500

Dear Bill:

It was nice talking to you over the phone yesterday. Naturally I was very happy to hear that you will straw boss the shark story. The problems involved in getting illustrations for a shark research piece will be the following:

A. Topside photo coverage: Getting photos which will give the sense of excitement and drama of the work done by the author of the article Dr. Wisby. This will not be the easiest thing to do as the bulk of the work is done in the lab. With the use of unusual angles and lighting I think I will be able to deliver a number of intresting topside photos. The big problem is that there is not enough of material here on the Wisby-Marine Lab research project to provide a good solid photo layout. In order to round out the coverage on this difficult subject I feel the activities of Dr. Perry Gilbert of Cornell University also should be covered. I wanted to cover Gilbert's work in Bimini back in February "64" but Don wanted to see what Wisby would come up with. I honestly feel that the article will balance out better with photo coverage on Gilbert as well as Wisby. I also understand that Wisby has sent up his outline to Don Crump. As of yet I have not had a chance to see the outline. Could you get me a copy so I can see what I am to shoot in the Miami area.

B. Underwater spearfishing of sharks: Although the man v/s shark theme will not be covered in Dr. Wisby's text as it is a research article I have been plugging away on the underwater hunting portion. Some of the material that I have shot in in Don's hands now. The resulting material, when finished can be spliced into the research article or be used separately.

The main thing that is needed now is firm decisions and directions from you and Bob Gilka on the following:

1. Decide on whether you want to cover the work of Dr. Perry Gilbert and others in shark research.

2. Decide on whether you wnat me to continue the man v/s shark theme. It will take additional time, money and effort. I think it will be worth it. It is important that I get a yes or now from you folks be-fore the summer runs out.

If I receive a negative answer from you on both counts I will go ahead and just cover Wisby's activities as listed on his outline and hope to get enough to fill out the article. Please advise. Up to date I have put in about 30 days work, and spent about $1,320.00 of MBG's hard earned money. Don Crump has the resulting photographs.

Please let me hear ffom you on the above matters.

Sincerely yours,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

National Geographic Society
WASHINGTON 36, D. C.
LEONARD J. GRANT
ASSISTANT TO THE PRESIDENT AND EDITOR

May 6, 1964

Dear Jerry:

In cleaning up the pictures we have been holding for our new Fish Book I find two of your transparencies -- of a bull shark and a giant sea bass.

I am enclosing the National Geographic Society's check for $200 to cover the purchase of the shark picture. Unfortunately we do not have room for the bass although it is an excellent photograph.

We will be running some printing and promotion tests on the book this summer but probably will not release it until the first of the year.

Warm regards.

Sincerely,

Len

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

jad

N/ TIONAL GEOGRAPHIC S CIETY
SIXTEENTH AND M STREET, N. W.
WASHINGTON, D. C. 20036

VOUCHER No.

No. 80511

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 CHE

| DATE | ACCT. NO. | DESCRIPTION | GROSS | DEDUCTIONS |
|---|---|---|---|---|
| APR 30 64 | 1,024 | PAYMENT FOR THE PURCHASE OF ONE COLOR TRANSPARENCY OF A BULL SHARK FOR USE IN THE NATIONAL GEOGRAPHIC SOCIETY'S PUBLICATIONS. | 200.00 | |

With warranty of authorship and ownership of material described herein and with authority to the National Geographic Society to use said material in its copyrighted publications and for any other purpose related to, and in furtherance of, the Society's objectives.

May 1, 1964

202
296 7500

Mr. Bob Gilka
National Geographic Magazine
Washington 6, D.C.

Dear Bob:

Just a little line to let you know that I am still working and worrying about the shark assignment. As you may know I have held off on doing any further work on this assignment until a story outline is presented by the author Dr. Wisby. If and when I get a chance to talk to you I will provide you with some off the cuff remarks on the problems the magazine will be facing on the editorial coverage. Nevertheless I will give this project my full attention when the time is ripe regardless of the editorial problems.

I have taken the liberty to enclose a single color slide from my personal collection. Please give it to Don Crump to add to what I have already sent up to him. I have just returned from a week and a half trip to Abaco in the Bahamas. I made this trip to check the area out for sharks and to do a little work for my photo files. When I was there I was able to get some shark shots. They are as follows:

A. Shows a Hammerhead shark swimming in and making a meal of a speared fish. In the process of getting this free meal the hammerhead by mistake has impaled himself thru the head with the point of the spear. He then swims off into the blue deep water.

B. Shows a skin diver drawing a bead on a fish shark with a free spear that has a shotgun shell in its front casing. The shot is a failure because it fires prematurely. The shark is frightened off.

C. Is the same situation as strip B. In this case it is a Hammerhead shark.

D. This strip shows a direct hit on the side of a hammerhead shark. The shark's blood in shallow water (light struck slide) is red. Shark is mortally wounded and swims off to die or be eaten by his brother sharks.

Would you please be good enough to show this material to Don Crump. If you folks would like to keep it for the shark research article please do. I would like to get my money back on the expenses. It ran to about $400.00 If you want to keep the 4 strips of color film I will be able to give you an itemized accounting of the above amount. If you don't think it is suitable for the story please return it. In either case what ever you decide to do will be alright as far as I am concerned

By the way, would you be kind enough to return the 5X7 color item I sent to you on or about December, 1963. It is item 1-4, and shows and underwater wet submarine in use. Thanks.

Sincerely yours,

Jerry Greenberg

National Geographic Magazine
WASHINGTON, D. C. 20036

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

April 13, 1964

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

Jerry,

Mary Griswold's letter reminded me that we had some black and white contact sheets of yours which we no longer need. We are also returning three black and white archeology pictures since this story seems to be dawdling.

Cheers,
Bill

WEG:LE

Enclosed: 3 b&w prints
11 b&w contact sheets

National Geographic Magazine
WASHINGTON 6, D. C.

MARY S. GRISWOLD
ASSISTANT ILLUSTRATIONS EDITOR

April 8, 1964

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

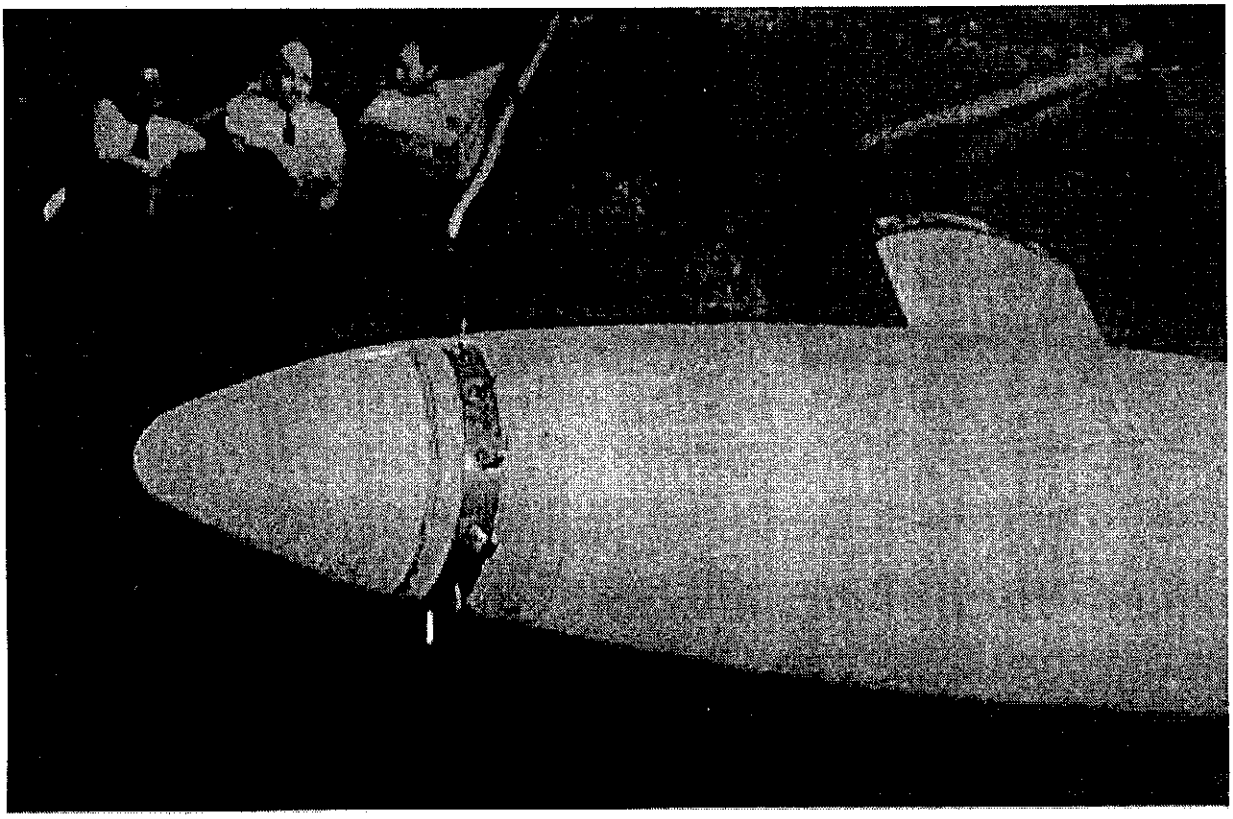
Dear Jerry:

Regarding your inquiry about the cave diving pictures, our records and your invoice received with the photographs show that the thirteen transparencies returned to you on March 20 of this year were the only cave transparencies we were holding. We are enclosing a machine copy of your invoice dated January 28, 1963. This invoice covers the material returned to you, and we can find nothing else.

Do you know specifically what two pictures you feel we're still holding? Do you know when you might have submitted them to us?

Best regards,

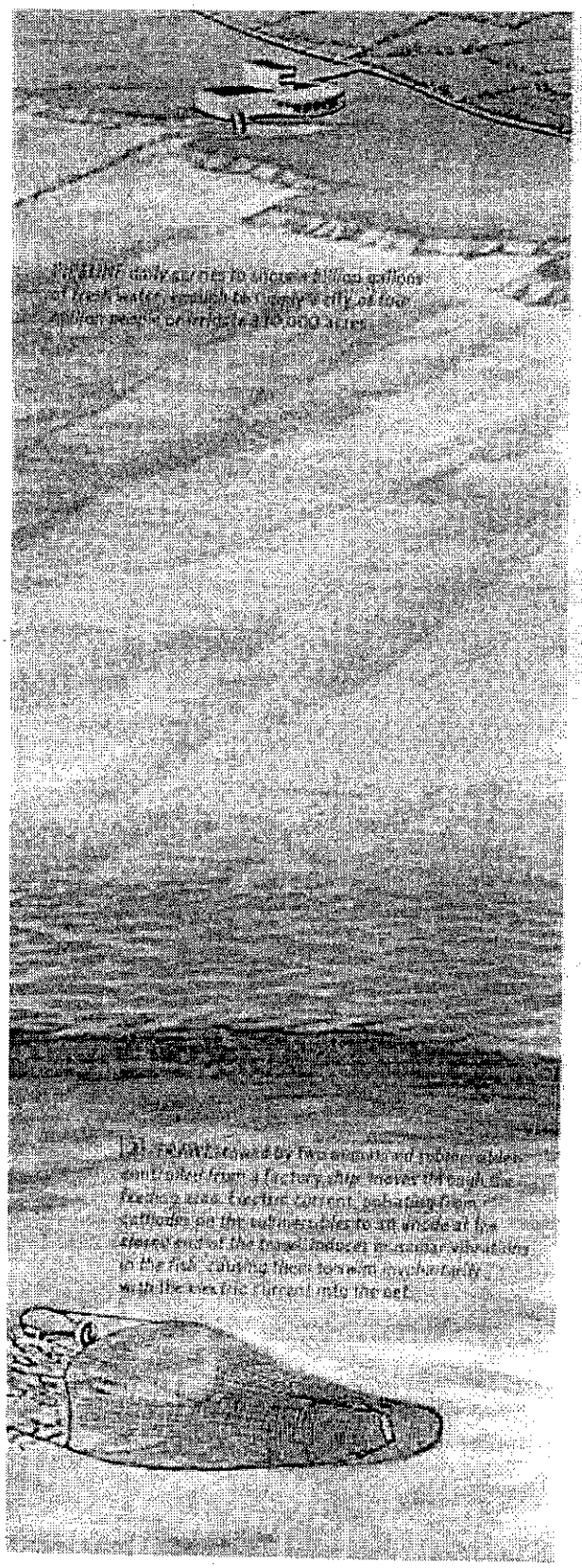
MSG:mlc
Enclosure



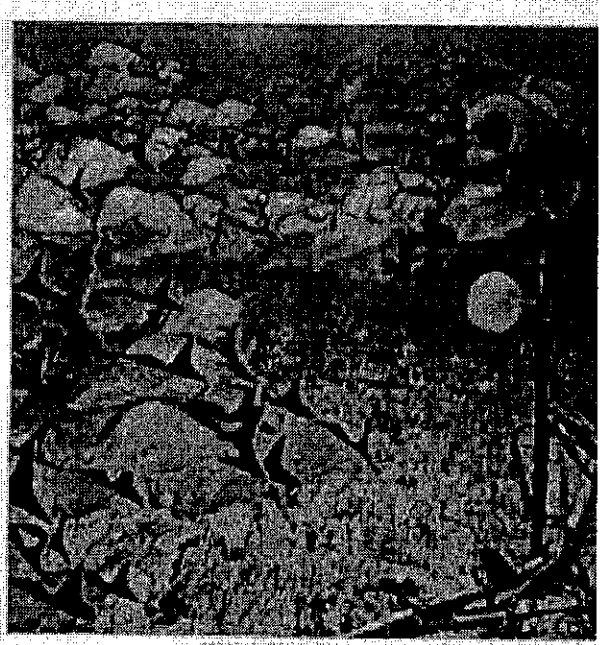
**Tandem propeller submarine** undergoes tests at the Naval David Taylor Model Basin at Carderock, Maryland. The 16-foot model is propelled around the nose and tail of the hull; elevator blades controlled by the operator protrude above a dark shelter. Cmdr. Frederick R. Haselton, Jr., the designer of eight other subs, built the prototype in his cellar and tested it in a bathtub. He says the craft can hover, turn around on a dime, and even stand on its tail.

**One of several** small submarines privately developed for civilian use, this Perry Submarine cruised down to Cape Kennedy last February. Scientists will use it to study reefs. The 22-foot, two-man battery-driven craft can be hauled on an automobile trailer. Here it brings a building engineer down to portholes to direct a diver working on a communications cable. Dark object under hull is a 110-pound grade weight which allows the craft to "hover" just above the sea floor.





Fisheries officials foresee remote-controlled underwater pens like this one. Some fishermen already use electricity to attract menhaden to suction hoses. With bubble curtains, fish have been corralled in waters too deep for conventional nets.



**Flood lamp and TV camera** serve as tools in the study of the schooling and feeding habits of fish and their reaction to various stimuli. The University of Miami in Florida maintains its Audio-Visual Observation Station off Bimini in the Bahamas. Silvery margate fish flash by the installation. Minnatee grass covers the sea bed.

but longer stays—has been used by Capt. Jacques-Yves Cousteau in the Red Sea.*

This July, too, Dr. Bond will attempt the first large job to be performed at depth. His four-man team will live for two or three weeks at the foot of a Texas tower off Bermuda while they inspect and clean its base—195 feet down—and perform scientific experiments as well. They will live in a steel cylinder.

Once we have proved that man can live in the deep for long periods, we must give our attention to the kind of house he will occupy. Fortunately, he will not require the heavy metal spheres and cylinders now in use.

### Dry Work Space at Sea Bottom

If inside and outside pressures are equalized, the undersea house might well be made of heavy-duty rubber, and thus be easily transportable when deflated. It can be designed in a bulbouslike shape with a small "door" in the bottom. Or it can be made with an open bottom like a tent. Pressure of the air or gases inside would keep the sea out.

*See "At Home in the Sea," by Capt. Jacques-Yves Cousteau, National Geographic, April, 1964.

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

April 1, 1964

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

Dear Jerry,

Happy days are here again! Herewith our check for $500.00 for the pictures we are using from your Underwater Research take. This represents the purchase of two transparencies, the shot of the Perry Cubmarine and the Bimini Audio Visual Observation Station of the Institute of Marine Science, for use in the National Geographic Society's Publications and for other purposes related to the Society's objectives. I am sure you realize this is a premium payment in recognition for the time and trouble you went to on the project and also because of the rush nature of the assignment.

As I told you over the telephone, I'll return all the film after we publish in June. In one of his letters, Mr. Bailey at the Cubmarine plant asked about some pictures for publication. Of course, I told him to contact you. I also told him that I was going to ask you not to release any pictures that were so very similar to the one we are using . that people would mistake an advertising picture for one that appeared on our editorial pages. OK?

I talked to Bob Gilka about your Nikonos and he said he would check on it to see when it will be ready and let you know. Our repair facilities are tied up with repair work on some equipment in the building which is, of course, priority but we'll get the camera to you as soon as possible.

Why don't you give Don Crump a call before you take off on the shark thing. He might be able to come up with a suggestion or two for you.

Keep in touch.

Best regards,

Take care

Robert S. Patton

Patton

RSP:mks
Enc. check #79219
voucher #26045
cc of letter to Mr. Bailey
cc: REG, WEG

VOUCHER No. 26045

CK NO. 79219

# NATIONAL GEOGRAPHIC SOCIETY

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

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.

| DATE | ACCT. NO. | DESCRIPTION | GROSS | DEDUCTIONS | BALANCE |
|---|---|---|---|---|---|
| MAR 26 64 | 735 | PAYMENT FOR THE PURCHASE OF TWO COLOR TRANSPARENCIES IN CONNECTION WITH UNDERWATER RESEARCH FOR USE IN THE NATIONAL GEOGRAPHIC SOCIETY'S PUBLICATIONS AND FOR OTHER PURPOSES RELATED TO THE SOCIETY'S OBJECTIVES. With warranty of authorship and ownership of material described herein and with authority to the National Geographic Society to use said material in its copyrighted publications and for any other purpose related to, and in furtherance of, the Society's objectives. | 500.00 | | 500.00 |

March 13, 1964

Mr. Vincent R. Bailey
Perry Submarine Builders, Inc.
2751 South Dixie
West Palm Beach, Florida

Dear Mr. Bailey:

Since the request in your letter to Mr. Cornish involves Illustrations, it was passed on to me because I am the picture editor responsible for our Underwater Research story.

First of all, let me express our appreciation for your cooperation in helping us get pictures of the Cubmarine in action, and for all the information and assitance given us by Mr. Bruce Parker of the Geraldines Lab. We are happy to have the Cubmarine represented in our story.

Since the pictures you mention were shot for us by a free lancer, we will return all of the unused pictures to him after the publication of our story in June. He will then be free to do with them as he pleases. In this case there are a number of pictures which are almost identical to the frame we used, so I will ask him not to market these as a courtesy to us. I am sure you understand that we would prefer not to have pictures used in advertising and promotion which could be mistaken for the picture we used editorially. There are a number of other pictures in the take which might fill your needs very nicely. I am sure Jerry Greenberg will be happy to talk to you about them.

Sincerely,

Robert S. Patton

RSP:mks

National Geographic Magazine
WASHINGTON 6, D. C.

MARY S. GRISWOLD
ASSISTANT ILLUSTRATIONS EDITOR

March 18, 1964

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

Dear Jerry:

The picture layout for our forthcoming article on American Caves has now been completed, but unfortunately we were unable to include any of your cave diving pictures. Therefore, we are returning all thirteen of them to you today.

Many thanks for making them available.

Sincerely,

Mary S. Griswold

MSG:mlc

Enclosed: 13 color cut film

National Geographic Magazine
WASHINGTON 6, D. C.

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

February 28, 1964

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

Dear Mr. Greenberg:

Here is the Society's check for $66.91 which represents payment of your expenses on the Underwater Research story above the expense advance we sent you. Thank you for your help on this assignment.

Sincerely,

Carolyn Roslund

Carolyn Roslund (Mrs.)
Secretary to Mr. Gilka

cr

NATION[illegible]. GEOGRAPHIC SOCIET
SIXTEENTH AND M STREET, N. W.
WASHINGTON, D. C. 20036

VOUCHER No. 25133

No. 78121

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.

| DATE | ACCT. NO. | DESCRIPTION | GROSS | DEDUCTIONS | BALANCE |
|---|---|---|---|---|---|
| FEB 26 64 | 785 | REIMBURSEMENT FOR EXPENSES JAN. 20- FEB. 5, 1964 FOR PHOTOGRAPHIC COVERAGE IN CONNECTION WITH UNDERWATER RESEARCH STORY..... | 566.91 | | |
| FEB 26 64 | 2100 | LESS NGS ADVANCE TOWARD EXPENSES... | 500.00 | ◇ | 66.91 |

National Geographic Magazine
WASHINGTON 6, D. C.

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

February 26, 1964

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

Dear Mr. Greenberg:

Here is the Society's check for $320.33 representing payment of expenses incurred on the shark assignment above the expense advances we sent you. We are sorry for the temporary confusion on this one.

The check for your underwater research expenses will be ready in a couple of days.

Sincerely,

Carolyn Roslund

Carolyn Roslund (Mrs.)
Secretary to Mr. Gilka

enclosure

NATION . GEOGRAPHIC SOCIET

SIXTEENTH AND M STREET, N. W.
WASHINGTON, D. C. 20036

VOUCHER No. 25034

< No. 78097

Jerry Greenberg

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

| DATE | ACCT. NO. | DESCRIPTION | GROSS | DEDUCTIONS | BALANCE |
|---|---|---|---|---|---|
| | 785 | EXPENSE ACCOUNT SETTLEMENT JANUARY 1 THRU 14th SHARKS ASSIGNMENT . . . . | $1,130.45 | | |
| | 2100 | LESS OUTSTANDING ADVANCE FOR SHARKS ASSIGNMENT | - 810.12 | | |
| | | BALANCE DUE | | | $320.33 |

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

February 24, 1964

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

Dear Jerry,

We still are awaiting some kind of answer from Dr. Warren Wisby concerning his plans for the SHARK series. We haven't received an answer to our December request for a broad story outline.

I'm afraid our position on pictures is no clearer now than it was when we asked that coverage be delayed. We don't want to end up with pictures of Dr. Gilbert's work that can't be used.

I know you are anxious to continue coverage, but in view of the uncertainty surrounding the manuscript, it is best that we not shoot anything else right now.

Your two rolls of film shot in January at Bimini of Dr. Sudak with his heart rate experiment yielded two or three adequate frames. The situation was not very exciting, but I think you handled it about as well as it could be done.

I talked to Gilka and he asked me to tell you to send in a breakdown on your expenses. He cannot get your $317.08 reimbursement without a day-by-day accounting.

Relax a while on Sharks. We'll put you to work when we get a better idea what pictures we need.

Regards,

Don

Don J. Crump

DJC:erc
Airmail

February 15, 1964

202
296 7500

Mr. Don Crump
National Geographic Magazine
Washington 6, D.C.

Dear Don:

Dr. Perry Gilbert has just written to me and has advised me that he will be working in Bimini starting February 26th on to March 5th. Dr. Gilbert suggested that I come over on March 2nd and spend a cople of days with him. Be-fore I answer his letter I thought that I would check with you and see if you want the coverage. It would only the topside type of photographs and maybe several shots in the pens. Please advise. If I get the ok from you I will fly over rather than take my boat.

Up to date I have received $3,000 from the magazine and have spent $3,317.08 on the assignment. Would you check with Bob Gilka to see if I would be able to receive $317.08 to cover the balance which came out of my pocket.

I was not able to get over to Abaco because of the very bad winds and sea conditions that we have been having in the Bahamas. I intend to try again on my own in the first part of spring. In any case I will keep you informed.

Would you please make a verufax copy of this letter and forward it to Bob Gilka. Thanks.

Sincerely yours,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

February 12, 1964

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

Dear Jerry,

How about that! The Benthos V people picked up their toys and went home without letting anyone know, so I guess we'll have to do without a Benthos V picture.

I hope the weather clears up sometime so at least a few of the projects can go ahead successfully.

I have passed the expense account along to Bob Gilka, so you should be hearing about it from one of us very shortly.

Sorry things didn't work out.

Best regards,

Robert S. Patton

RSP:mks

Feburary 9, 1964

Mr. Bob Patton
National Geographic Magazine
Washington 6, D.C.

Dear Bob:

I spent about 5 days on Bimini waiting to hear from the Benthos V people. I was also hoping that the underwater TV unit at the Lerner Lab might be in operation. No luck on either project. The wind and sea conditions have been so bad that I have decided to hold up enen on my own work until this spring.

I have enclosed the expense account so that you can see where the eight days went to. Would you pass a copy of this letter on to Bob Gilka and advise him of the following: I spent 8 days on the job. I received $500 admance for the work and spent $561.51 for the 8 days worked. In as much as I was not able to get anything decent in the way of pictures I will just be happy to get $61.51 from you folks.

Please, next time try to impress the wheels that turn that mofe time and better sea conditions are needed to the right kind of job on a submarine research piece.

By the way, did you see the art work layout on deep water units in the recent issue of TRUE or was it ARGOSY?

Best personal regards.

Sincerely yours,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 36, D.C.

ILLUSTRATIONS STAFF

January 17, 1964

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

Dear Jerry,

Here are our ideas on the pictures for the Underwater Research story. We need them as soon as possible and anything you can do to speed up the works will be helpful.

1. Underwater picture of the Perry Cubmarine.

2. Underwater picture of the Bentos V Submarine.

3. Underwater picture of the University of Miami's Audio-Visual station off Bimini.

4. Topside picture of the Audio-Visual monitor with an observer.

5. Possibly a picture to illustrate Dolphin research and I will write you if I can come up with something specific on this. If not, we may not be able to do it.

I have included some rough sketches of the ideas we think we want. They are not absolutely binding since I depend on your looking through the viewfinder to make a picture. But they do carry the idea that we are trying to get across in each case.

You seem to have Vincent Bailey and the Perry Cubmarine under control. Here is a polaroid of a picture we have in hand that you can easily improve. Better composition to include the bow of the sub, a light inside the craft and especially a dry man showing at one of the ports will help. A more interesting sea floor will help also. The American Cable Company is testing the Cubmarine as a cable inspection vehicle so the cable idea is good. You might have an idea that would show the subject to even better advantage.

The last word I had from Lear-Siegler was that Benthos V would be down there late next week. They know we want to make the pictures at Bimini and are trying to get the boat there.

The sketch on Benny is pure dreamwork so feel free to take a couple of cracks at it--we need a lead picture from it if possible. The drawing shows it apparently deep in a coral canyon with lighted windows and a man at one port, maybe with a number of fish around it (how's your porkfish call working these days?). The swimmer above is not necessary but may be used if you think it could indicate this thing can go deeper than a free swimmer, (except of course our photographer). Another idea you should try is that this sub looks weird enough a deep water picture of it from the bow, flying free through nothing but water space, windows lighted, etc. might be a stopper. Angles will be important here for effect. Anything else you might come up with will be welcome and coverage of surface handling might go on this boat, especially if they drop it overside from another boat.

The two sketches on Audio-Visual are ideas only--you can do much to improve both on the spot. Get a good underwater picture of fish around the camera, with or without a diver in the picture, at your discretion. In the monitor shoot the observer, probably Steinberg, looking at the same (or similar) scene on the TV screen. You might even set up a frame or so where you are on the screen shooting the outside picture--but I think we should have our choice on this both with and without Greenberg--if you want to try it.

The Dolphin idea is still working and if I can come up with something solid I'll let you know.

How about that. If you can manage good pictures on each of these we will be in good shape. If you have any special problems let me know.

Best of luck,

Robert S. Patton

RSP:mks
Enc. 3 polaroid prints
3 sketches

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

February 6, 1964

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

Dear Jerry:

Enclosed are the 28 duplicates. I think that these are the best of what you have shot so far. Naturally, as I said over the phone, we couldn't expect to use all of them because several are pretty much alike.

I'm still covered up on a late story and I apologize for not getting the material to you sooner. We still haven't heard from Dr. Wisby.

Best regards,

Don J. Crump

DJC:erc

Enclosed:
28 duplicate transparencies

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

January 27, 1964

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

Dear Jerry:

Here are some duplicates from the Perry Cubmarine stuff. As I said over the phone, I think we have a quite usable picture in the shipment. I hope the Benthos V comes out as well with the ideas we need on it. By the time you get this you may already have had a report on the Audio-Visual picture so here's hoping it's good also.

Best regards,

Robert S. Patton

RSP:rd
Enclosed:
22 dup. trans.

National Geographic Magazine
WASHINGTON 6, D. C.

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

January 27, 1964

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

Dear Jerry:

Bob Patton tells me he wants you to do underwater pictures of the Perry Cubmarine, the Benthos V Submarine, University of Miami's Audio-Visual Station off Bimini, and the Audio-Visual monitor with the operator.

How much time do you think this work will take? I would like to have some idea because it should be done on a minimum guarantee basis.

Regards,

REG:cr

NAT' NAL GEOGRAPHIC SOC :TY
SIXTEENTH AND M STREET, N. W.
WASHINGTON, D. C. 20036

VOUCHER No. 23591

ECK NO. 76705

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.

| V. O. | DATE | ACCT. NO. | DESCRIPTION | GROSS | DEDUCTIONS | BALANC |
|---|---|---|---|---|---|---|
| 29 | JAN 15 64 | 2,100 | EXPENSE ADVANCE FOR PHOTOGRAPHIC COVERAGE ON UNDERWATER RESEARCH | 500.00 | | 50( |

National Geographic Magazine
WASHINGTON 6, D. C.

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

January 17, 1964

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

Dear Mr. Greenberg:

Here is the $500 expense advance for your photographic coverage on underwater research for us.

Sincerely,

Carolyn Roslund

Carolyn Roslund (Mrs.)
Secretary to Mr. Gilka

enclosures

January 15, 1963

Mr. Don Crump
National Geographic Magazine
Washington 6, D.C.

Dear Don:

Thank you for your letter of January 14th.

Please find enclosed the results of 2 weeks work. As you know we were stuck in the harbor for most of this time. The one or two days that I was able to get into the water did not yield much in the way of photos. I have enclosed the expense account and the strip of 120 film shot from the 1st of January to the 14th. Just to keep you posted I have received $3,000.00 from NGS and have spent a total of $3,317.08. I have spent about 5 weeks on this job already in research and photography. Incidently, Dr. Wisby has not yet been able to get the shark research equipment moved into the new building as of this writing. There is a plumbing hold up. Just so that you will have something to compare my cost to I thought that you would like to know what the expenses were on my underwater park piece. The total expenses reached $4,324.84 and I spent 60 diving days on it. At least 35% of the photos used in the article were taken from my own personal file, that is they were done several years before I ever received the original assignment.

I agree with you on waiting until you get a definite story outline. My main reason for going to the Bahamas was to get the needed action on sharks to prevent this story from becomming another "cock of the rock".

I will wait around Miami and try to be of help to Bob Patton on this submarine material. On or about Feb. 1st I will be heading towards Abaco Is. in the Bahamas to do some additional shark work on my own time and money. I expect to be back in Miami about Feb.15 or 20th.

Thank you for your suggestions and best regards.

Sincerely yours,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

January 14 1964

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

Dear Jerry:

I just talked with Bob Patton, who said you were back from the Bahamas today. He said bad weather had wrecked your shark picture plans.

Your schedule must be tight at the moment since Patton has some rush work for you, but could you find a few minutes to drop me a note letting me know if you were able to shoot anything at all and if so, what. Letters are better than phone calls. I always have to summarize our conversations in a memo to the files, so everybody knows what is going on.

I am currently sorting through the material to get some dupes down to you on what I consider the best pictures. Give me a few more days. Both Illustrations and the photo lab have been in a mess moving into the new building.

I am beginning to worry about the expenses that are piling up on the coverage. At this rate, the story would cost us dearly. Some questions already are being asked about the costs..

Since Dr. Wisby has not yet given us his story outline it seems to me we should postpone our coverage for a while until we get some definite word from him.

There is little doubt that we can easily adapt the pictures we already have to his story, what ever it is. We should bear in mind, however, that the pictures must have some tie-in with Dr. Wisby's work, even though it might require an occasional stretching of the imagination.

This story got its beginning from the Society's special interest in Dr. Wisbey's work, so we must let his experiments be the heart of the story and "reach" out from there to get the extra-special pictures.

2...

I heard on the radio yesterday that a big shark mauled a skin diver off San Francisco. You boys bear this in mind and don't take any risks.

Give my regards to Gray and Idez,

Sincerely,

Don

Don J. Crump

National Geographic Magazine
WASHINGTON 6, D. C.

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

December 23, 1963

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

Dear Jerry:

Go ahead with your work at Bimini and Cat Cay. Another Society check for $1,000 is on its way.

I saw a couple of good shots in your hammerhead pictures. I don't cotton to the idea of petting a shark. It seems to me to be a dangerous way to make a living.

How is the shark cage working out?

Sincerely,

REG:iw

NATIONAL GEOGRAPHIC SOCIETY
SIXTEENTH AND M STREET, N. W.
WASHINGTON, D. C. 20036

VOUCHER No. 22568

CHECK NO. 15877

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 |
|---|---|---|---|---|---|---|
| 715 | DEC 20 63 | 2,100 | EXPENSE ADVANCE TO COVER WORK ON THE SHARKS STORY. | 1,000.00 | | 1,000 |

December 23, 1963

Mr. Bob Gilka
National Geographic Magazine
Washington 6, D.C.

Dear Bob:

Here is a time schedule for my Bimini trip just in case you want to get in touch with me. I can be reached by radio in care of the Miami marine operator. I will be living on the ketch "TALARIA". The call letters are WT 5583. Our radio will be open daily listening to the Miami marine operator from 0800-0830. That is 0900-0930 MBG time.

I plan to start out on the morning of December 26th. I will be in Bimini for fun diving until the 31st of December. On January 1st, 1964 I will start on the open sea portion of the shark assignment. From January 1 to 5 I will be working on shark hunting photos and any thing that may come up. On January 6 the Marine Lab boat will arrive and I will work with them for five days on sound recording photographs. I hope to be finished with them on the 10th. After that date I may work on some additional shark spearing shots if I am not happy with what I already have done.

The best time to set up any shots with ALVIN or Perry units would be after the 10th or 12th. As I have mentioned in the above paragraph the Institute of Marine Science of the University of Miami will be sending one of their boats to Bimini with the shark sounding gear. Is it in order for me to pay for their boat fees and per diem? Please advis me what NGS policy would be in this situation. The charges would be $100 a day. Please advise as to what your policy would be. In order to cancel the use of the Marine lab boat I must hear from you on or before January 1st. If I don't hear from you I will assume that it is alright to pay them out of the $1,000.00 that you are sending to be for expenses to cover 2-3 weeks in Bimini.

Well that's about all now.

Sincerely yours,

Herry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

CC: Don Crump
Bill Garrett

December 14, 1963

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

Dear Bill:

In regards to your submarine phone call last week. I have several suggestions to where the craft could be shot. They are as follows:

The Florida Springs: ie. Silver Springs, Weeki Wachee or Homosassa Springs. This would be the quickest and easiest waybto get a single picture. An underwater shot made at dusk with the inside lights of the submarine on. The backgrounds there are very well known and there is not much of a chance to get a true salt water setting. A single picture would take from 2-3 days to shoot. A dusk or night shot would be best.

The Florida Keys: The water when clear is about 5-6 miles from shore. I could tow the sub out there but in any type of sea conditions it would be difficult to transfer men into sub. I suggest the use of a mother ship to handle the movement of sub and its personnel. There is no guarantee that there will be clear water over the reefs and I may have to put the sub into Gulf Stream water. (depth-150-200 feet). The problems in photographing any underwater unit are in proportion to it's size. The larger the sub gets the clearer the water must be to get a good photograph.

Bimini: If marine backgrounds are important to the picture and the owners of the submarine want to shoot movies of their unit on a coral reef background I would strongly suggest that the Submarine be sent over to Bimini via a charter boat from Miami. This is how I set up camp on the Life magazine assignment on the Loral units. Very clear water is just 1 mile off shore. The docks and rooms at the Avis club were used on the last job. I will be planning to go over on the 26th of December to do additional work on the shark assignment. I could work the submarine photos in before the 1st of January. May I suggest that if the Bimini location is used that NGS not get involved in paying for the rental of the charter boat to bring the sub over. If I remember Loral had close to $1,500 invested in a four day set up. The only advantage to Bimini is the clear water and the marine backgrounds. If coral reefs are not important I believe that one of the Florida Springs would be your best location.

Jerry Greenberg

L amber 6, 1963

Mr. Bob Gilka
National Geographic Magazine
Washington 6, D.C.

Dear Bob:

Up to date I have put in about 35 days on the shark assignment including a week and ½ diving time in the Fla. Keys. The water there was not very clear and we had a cold snap in the middle of the shooting. Needless to say we kept on shooting. I have sent up the better items to Don Crump sealed in white envelopes. The rejects were also sent up to him in a separate carton. I have also forwarded to you a listing off all of my expenses up to date. As things stand now I have received $2,000 of MBG's hard earned money and have spent $2,188.13 give or take a quid or so.

If Don can find from 10-12 photos that he likes I will feel that the money and effort will be well spent. As I have mentioned before the conditions in the keys were far from ideal. I did get several very nice Hammerhead shark photos on Ektachrome X. My plans are as follows: I intend to take off for the Bahamas the early part of January. I hope to photograph the shark sound recording work the Marine Lab is doing while in Bimini. From there I will try to finish up the shark hunting sequences as well as any odds and ends which may come up. The trip will take about 2-3 weeks. I believe that I will need about $1,000 to cover my expenses for this period. If Luis Marden or Bates Littlehales are not doing any thing the middle part of January the welcome mat will be out for them to come along.

Before this job is finished I believe that the expenses will total to about $3,500.00 to $4,500.00. My shooting time will total out to about 60-70 days.

I have enclosed some samples of topside tests taken with the Calypso and the Nikonos. If you use a 8x magnifier you will see that the Nikonos is a bit sharper overall and especially at the edges. I have returned your meter to you Via Don Crump.

I would appreciate it if you would take a peek at my material that Don now has and give me your comments.

Sincerely yours,

Jerry Greenberg

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 6, D. C.

ILLUSTRATIONS STAFF

December 5, 1963

Mr. Monk Monkhauser
P. O. Box 1157
Coral Gables 34, Florida

Dear Mr. Monkhauser:

Thank you very much for sending your projected story on the underwater prospecting for diamonds in south Venezuela. The story sounds very interesting and I am sure that it has some excellent possibilities; however, I regret that at this time we cannot commit ourselves. If you decide to continue coverage on this subject we will be happy to view your photographs purely on a speculation basis.

I remember seeing your name in connection with many exciting stories, such as, the ABRAHAM LINCOLN BRIGADE YEAR BOOK - a fine job indeed. In regards to your other story you mentioned, I do not think that the marriage of the Indian Chief to his fifth wife is a fit subject for the National Geographic Magazine. Happenings of this sort are not a rarity any longer. We strive to present to our readers unusual stories.

Thank you for the suggestions and interest in the National Geographic Society. Hope to hear from you again.

With best wishes,

Sincerely,

Lee E. Battaglia
Picture Editor

LEB:bs
Enclosed: 1 DIAMOND RIVER manuscript
20 8X10 black and white photographs

December 1, 1963

202-296 7500

Mr. Bob Gilka
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Bob:

Thank you for your call yesterday in regards to the Berry Cubmarine.

This miniature submarine was covered in the special double issue of life magazine back in 1962. The Cubmarine was featured on page 52-55. I have enclosed a copy of the Christmas issue of Sea Frontiers which also carried a piece on this submarine. You might be able to get a couple of ideas in regatds to what kind of coverage you would like to have on this machine. I have also enclosed a 5x7 color transparency of another underwater devise to show you what might be done underwater.

Please return the above items to me after you are through using them.

I will return your meter to you next week as well as a sample negative taken with the Honeywell Fish-eye lens.

Best regards,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

NATIONAL GEOGRAPHIC SOCIETY
SIXTEENTH AND M STREET, N. W.
WASHINGTON, D. C. 20036

VOUCHER No.

NO. 74674

#21405

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 CHE

| DATE | ACCT. NO. | DESCRIPTION | GROSS | DEDUCTIONS |
|---|---|---|---|---|
| 10V1863 | 2100 | ADDITIONAL EXPENSE ADVANCE TO COVER APPROXIMATELY A WEEKS WORK IN THE FLORIDA KEYS ON THE SHARK STORY | 500.00 | |

National Geographic Magazine
WASHINGTON 6, D. C.

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

November 20, 1963

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

Dear Mr. Greenberg:

Enclosed is the Society's check for $500. This is the additional expense advance you requested to continue your photographic work on the shark assignment.

Sincerely,

Carolyn Walker

Carolyn Walker (Miss)
Secretary to Mr. Gilka

cw
encl.

November 7, 1963

Mr. Lee Battaglia
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Mr. Battaglia:

My name is Monk-Monkhauser. I am a German photo-journalist who in the past 10 years has been doing word and picture coverage in South and Central America. I have come from a long line of photo-journalists. My father was an assistant to the great Eric Solomon. My work has appeared in DU, SPEIGEL, PRALINE, PARIS MATCH, CAMERA, EPOCA and ARGOSY. I am also the photo editor of the ABRAHAM LINCOLN BRIGADE YEARBOOK.

Recently I have had the chance to come upon a real scoop which I would like to offer to the NATIONAL GEOGRAPHIC MAGAZINE on an exclusive basis.

There are indications that Venezuela is on the brink of a diamond boom that will make the Kimberely tract look like a 5 and 10 operation.

Several years ago an American adventurer named Ed Hartley who had a full time job as an oil rigger in Maracaibo, was spending his spare time doing some underwater prospecting for diamonds in the interior of Southern Venezuela. The early discovery work that he has done in this field has mushroomed into a multi-billion dollar business and has been a shot in the arm for Venezuelan economy. You might say that Hartely has been a modern day Sutter.

I have enclosed some photographs and a 1,000 word text on this subject. Would National Geographic Magazine be interested in assigning me to do exclusive color coverage on this story?

I also have another story query to place before you. A major indian chief in the Rio Apure region is going to marry his fifth wife. If I can get permission from the Bureau of Indian Affairs would you like to come down here and cover this colorful ceremony with me. I hear that you are very big on weddings lately.

Please let me hear from you on the above matters,

A su ordenes,

Monk-Monkhauser
PO Box 1157
Coral Gables 34, Fla.

National Geographic Magazine
WASHINGTON 6, D. C.

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

November 6, 1963

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

Dear Jerry:

Thank you for your letter about expenses on the shark assignment. If you keep within $85 - $95 a day there should be no complaint by any one.

The sky blue underpants are not mine. It's been a long, long time since I've forgotten such an important piece of apparel.

Please give my best to your late-sleeping wife and to Marie.

Thank you for the Nikonos samples. The underwater views are much more interesting than those on the surface.

Regards,

Bob

REG:cw

November 3, 1963

Mr. Robert Gilka
Director of Photography
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Bob:

Thank you for your letter of October 31st.

Please find enclosed a photograph showing a major portion of the equipment that I will be using on the shark assignment. I believe that the the shark expenses will run very close to the expenses which were listed for my first assignment on the underwater park. I believe it will be safe to say that the per day cost for myself and 1 or 2 assistants plus the equipment shown in the photograph will be about $85.00-$95.00 per day. This doesnot include film and processing. I have broken down the boat, compressor and personnel expenses as follows:

BOATS: 23' Seabird powered with twin 110 Volvo inboard-outboard engines. Fuel and dockage additional. — per day $35.00, per half day $25.00

13' Boston Whaler powered with 25 hp Evinruide outboard. To be used as a tender to Seabird or to sail boat and will be used as diving boat. No charge except for fuel and dockage.

COMPRESSORS: Mako K-14 mounted on trailer — per day $10.00
Mako K-10 mounted for boat — weekly rate $50.00

SHARK CAGE: To protect Greenberg from sharks. — per day $ 5.00

DIVING ASSISTANT: SHARK PROTECTION — daily rate $35.00
plus per diem — weekly rate $95.00- $100.00

TOPSIDE ASSISTANT-CAMERA HANDLER: — per day $ 5.00
plus per diem

AIRPLANE RENTAL: Dr. Wisby suggested the use of an airplane which he will pilot for high angle view of his shark studies. — per hour $14.00

The only piece of equipment that I will request that you folks send me is a Heiland 72A Electronic flash unit.

I will use your meter for a week or so and then return it to you along with the lovely pair of sky blue underpants which were left on my boat.

Sincerely yours,

Jerry Greenberg

National Geographic Magazine
WASHINGTON 6, D. C.

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

October 31, 1963

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

Dear Jerry:

I have not recovered from the reef experience last Monday. I am sorry that I could not have a longer exposure to that exciting business. Next time out I won't be such a coward and promise to try more of the fancy equipment, maybe even a tank.

I left a Lunasix meter in one of the seat boxes on your boat. If you can use this meter please keep it. If not, return it to me by mail when convenient. It is a good meter although a bit bulky and perhaps not as rugged as a G.E. or Weston.

Please let me know what your prospective expenses will be on the shark assignment. We should have no trouble here on that score, but I want ammunition to show people what equipment and precautions are necessary on this assignment.

Thanks again for a fascinating morning on and in the sea. It was quite an experience for a landlubber.

By the way, please send pictures of your first test with the shark cage.

Regards,

Bob

REG:cw

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 36, D.C.

ILLUSTRATIONS STAFF

October 10, 1963

Dr. Warren Wisby
Institute of Marine Science
of the University of Miami
1 Rickenbacker Causeway
Virginia Key
Miami 49, Florida

Dear Dr. Wisby:

I am picture editor on the Shark article you will be doing for us and it is my job to gather the illustrations to accompany it.

Jerry Greenberg, who will be taking most of the pictures, sometime ago submitted the broad outline of picture possibilities you and he compiled, and he has been shooting some of the suggested situations. He has shot some Sequarium visitors viewing sharks through a window, and he went out with the Sequarium boat and photographed the taking of sharks from both topside and underwater.

You are aware, I'm sure, that the Geographic places a great deal of emphasis on the illustrations accompanying every story and that we will be looking at the Shark article from every angle to find new and interesting photo possibilities.

Since we will be taking some of the pictures before the manuscript is in hand, I certainly will want to work closely with you to insure that the illustrations and manuscript develop along the same lines.

I would appreciate it very much if you would be thinking about pictures and pass along any new ideas you might have. If you have your story line worked out and could jot down a more specific list of things that will be dealt with in your manuscript, I would be in a better position to plan picture coverage. You undoubtedly will have some ideas for picture possibilities that won't be included in the manuscript. I would like for you to pass along to me any information you might have about interesting shark research projects, exhibits, etc., anywhere which are unusual enough to make good pictures - whether or not they are mentioned in your manuscript.

I understand that you have been kept busy making some new facilities ready for occupancy these past few weeks. If you would list pictures you would like to see in the story, perhaps we could be working on some of them.

Best regards,

Don J. Crump

Don J. Crump

DJC:erc

Airmail

cc: Jerry Greenberg

October 10, 1963

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

Dear Bill:

Thank you for your letter of October 7th in regards to the Plankton story. I think that it would be a shame to kill this project at this point. The original idea of divers going into the Gulf Stream to observe and photograph plankton which in many cases cannot be collected by conventional methods. These pictures plus coverage of regular plankton collecting, study and photography would make a useful and interesting articlea

Last night I ran off a few sketches and have enclosed them along with 1 color slide of Ed Fisher using his plankton camera in the stream.

As I may have mentioned to you before, I will be more than happy to have the monies already paddto Ed Fisher deducted from the final page rate when the story is finished. My reasons for doing this assignment are three fold. I think the original idea is a good one and would make a first rate Geographic article, I would like to get another NGS assignment under my belt and last of all I would like to get some use and rental out of my new boat.

Thanks for your interest in this project.

Sincerely yours,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

Enc: 3 art
1 35mm slide

# National Geographic Magazine

WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

October 7, 1963

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

Jerry,

Right now I can't give you an answer on your offer to take over the Plankton story. I will try to get action on it as soon as possible. It may be that we will need just a few more pictures. There is some thought of running the pictures we now have by Ed Fisher in with another story, in which case we would consider this assignment dead.

Bill Garrett

WEG:LE

Herb is a bit cool on this subject right now and understandably so. Will push it. Got the case - enjoyed the job a C-3 on behalf and get it to work - thanks for the leads.

National Geographic Magazine
WASHINGTON 6, D. C.

MARY S. GRISWOLD
ASSISTANT ILLUSTRATIONS EDITOR

October 2, 1963

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

Dear Jerry:

As you know, we've been holding for quite sometime the material you sent to Bill Garrett on cave diving. The prospective story on American caves that he's been working on has been reassigned to me because of a lot of hectic scheduling we've had around here recently, and if it's all right with you, I'd like to continue holding the thirteen duplicate transparencies for a while longer. There's a good chance that one or more of them might find their way into the cave series.

In the meantime, we'll return to you a color contact sheet and one black and white print.

Cordially,

MSG:mlc

Enclosed: color contact
b & w print

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 36, D.C.

ILLUSTRATIONS STAFF

October 4, 1963

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

Dear Jerry:

I have gone through the 22 slides of the hammerhead and find several which are pretty good.

I am pulling seven pictures to hold in the workbox until we get down to the dummy-making stage. You had two or three pretty good looks at a hammerhead and at least two fine shots of the shark working over a ray.

I am returning with this letter the 15 other slides.

Best regards,

Don

Don J. Crump

DJC:erc

Enclosed:
15 35mm transparencies
signed receipt

P. S. Len Grant is going to review my selects and see if he will be interested in any of them for the book.

DJC

October 1,1963

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

Dear Bill:

I talked to Ed Fisher last week in regards to the reassignment of the Plankton Story. It is agreeable with him that I talk over the photographic end of this assignment.

If the story is reassigned to me I would like to photograph 1/2 of it in the blue water of the Gulf Stream and the balance of it thru the microscope. In either case I will be working with living plankton. I suggest that the copy portion of this piece be handled an expert in this field. My choice in this field is Dr. Harding Orwe of the Marine Laboratory at the University of Miami.

If you decide that you would like to have me finish this intriguing project I would require the following: $1,000 for expenses, 2 Calypso underwater cameras and 1-55mm Auto Micro Nikor lens for my Nikon F.

I have about 2-3 months that are open and if you get the go ahead I would like to start on this assignment as soon as possible.

Thanks for your interest.

Best regards,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

Sept.25, 1963

Mr. Donald Crump
Assistant Illustrations Editor
National Geographic Magazine
Washington 6, D.C.

202
296 7500

Dear Don:

Please find enclosed 20 underwaterccolor slides of a hammerhead shark. This material was taken from my personal files and was originally photographed on assignment for Saturday Evening Post. It was never used and while checking thru my loose material I came across them. Why don't you look thru them and take what you like and show the rest to Len Grant.

Best regards,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

Sept 24, 1963

Mr. Joseph Baylor Roberts
Assistant Director of Photography
National Geographic Magazine
Washington 6, D.C.

Dear Mr. Roberts:

Thank you for your letter and check of September 23rd.

Please be assured that I will follow your instructions on the expense account listing, money, film or other supplies right to the letter.

The 70mm HS Ektachrome that Bob and you were soogood to get for me worked out very well in my magazine Rollei. I was able to bet about 50-60 shots on a loading. I would like to test the new Ansco 120 color films against the HS Ektachrome material. If the Ansco 50 or 100 is finer grained than the Kodak film I will standardize on the Ansco film. For the past 3 years the people at Ansco have been selling me 1008 rolls of 120 width Anscochrome for use in my magazine Rolleis. I usually load these special cameras with 30' of color film and get about 125 exposures in one loading.

Thanks againefor your help.

With best wishes,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

National Geographic Magazine
WASHINGTON 6, D.C.

JOSEPH BAYLOR ROBERTS
ASSISTANT DIRECTOR OF PHOTOGRAPHY

September 23, 1963

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

Dear Jerry:

Enclosed is a check for $500 additional advance expense money for your work on the shark assignment. Your vouchers and itemized list of first expenses amounting to $613.75 was sent to be audited. I feel it is safe to say it will go through all right. Your method of listing, however, leaves much to be desired and created considerable complaint from our auditors because the yellow legal sheets cannot be conveniently filed. Bob Gilka sent you expense slips in booklet form which covers a period of 16 days. This method of accounting is most desirable insofar as the Geographic is concerned.

We have not yet received the new Anscochrome in 120 size, so I can't supply you with film mentioned in your letter to Don Crump. In the future, Jerry, please correspond with Bob Gilka's office in matters concerning both money and film or other supplies. Don Crump's responsibility concerns the editorial and illustrative aspects of your work. Please be sure that either office is most anxious to help in every way possible.

With best regards,

JBR:cw
Enclosures

VOUCHER Nº 19311

K NO. 72684

# NATIONAL GEOGRAPHIC SOCIETY

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

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.

| DATE | ACCT. NO. | DESCRIPTION | GROSS | DEDUCTIONS | BALANCE |
|---|---|---|---|---|---|
| SEP\963 | 2,100 | ADDITIONAL EXPENSE ADVANCE FOR PHOTOGRAPHIC COVERAGE OF SHARK ASSIGNMENT. | 500.00 | | 500.00 |

Sept. 16, 1963

Mr. Donald Crump: Illustrations Editor
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Don:

Under separate cover I am mailing the Seaquarium portion of the proposed shark article. There are one or two additional shots I want to take to finish up this portion of the story. I can do them at the same time I am working at the Marine Lab. The better material that I feel should be looked over is marked with a red dot. I have put in 13½ days on the story so far and my expenses have been $608.74. I would like to receive an additional $500-$750 to keep my expense money up at a useful level.

There are three points of interest that I believe should be covered either by me or a photographer that Bob Gilka might have in the area. They are as follows: 1. Fishing for Mako sharks off of Montauk Point by Capt. Frank Mundus.

2. Tanning and working of shark leather at the Ocean Leather Co. at Newark, N.Y.

3. Research activity of Dr. Perry Gilbert at Scripps, La Jolla, Calif. I will cover the shark research of Dr. Perry when he is in Bimini.

In regards to the color film I mentioned to over the phone. I will need 2 rolls (120, 12 exp) each of Anscochrome 50 and Anscochrome 100. I will make a test against H.S. Ektachrome and decide upon the best. As you know, Ansco will cut special lengths of their film for me for use in the Magazine Rollies.

The 70mm film that Bob Gilka sent me was split down to 120 width and used in my special bulk film underwater rollies. I have a little front focus problem on the unit I used on the Tiger shark photos. They are not as sharp as they should be. I will get the cameras fixed to correct this.

I have enclosed several copies of my recently reprinted book on the Undersea Park. Would you be good enough to give MBG, Len Grant, Herb Wilburn, Bill Garrett and others a copy. Thanks.

Best regards,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

August 30, 1963

202
DIST 73330
296 1500

Mr. Leonard Grant
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Len:

Thank you for your letter and check of August 23rd. It was nice hearing from you even if there was no check involved. I hope that the finished FISH BOOK will be a quality product and will be able to hold its own against the LIFE and Chanticleer books on the same subject.

I wanted to check with you on something in regards to the items you purchased from me for sue in the fish book. Some of these color transparencies which have catalog numbers i.e. RC-10, RA-18, M-22 and some others are actually reproduction quality dupes which were made from originals that are permanently listed in my color catalogs. I thought that you should be advised of this matter, just in case you ever see one of these items used else where. The other color items that you now hold are originals and I understand that they are to remain in NGS files.

Color item RA-18 is of a Bull Shark or Atlantic Cub Shark, not a Tiger Shark.

Thank you for your interest.

Sincerely yours,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

# National Geographic Society

WASHINGTON 6, D. C.

LEONARD J. GRANT
ASSISTANT TO THE
PRESIDENT AND EDITOR

August 23, 1963

RC-10
PA-18
M-22
2-35mm
3-120

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

Dear Jerry:

It seems as if the Fish Book has gone on forever—at least to me—but I think we are beginning to see the light. In checking our records I find that we have been holding 15 of your color transparencies and that Art Terry sent you a check for $200 to be applied toward the purchase of this material.

I am enclosing a check for $300 which will make a total of $500 payment for three of your transparencies of parrot fish and three others of a silversides, a blenny and a lizard fish.

Also enclosed I am returning seven transparencies which leaves us holding only two—a tiger shark and a giant sea bass. I hope to clear this up very shortly.

When I started on this Fish Book I had no idea, Jerry, how tricky this fish identification can be. And that has created countless delays. For instance I was planning to use your "pompano" picture enclosed but was just advised it was of a permit which is sometimes called a round pompano. So we have to begin serching again for the regular variety, Trachinotus carolinus.

Hope all is well with you. I was thinking of you last time I was in Miami and stopped by Shorty's for a hot sandwich and corn.

Sincerely,

LJG:w
encls.
check
7 transparencies

VOUCHER No. 18328

ECK No. 71735

# NATIONAL GEOGRAPHIC SOCIETY

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

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

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

| DATE | ACCT. NO. | DESCRIPTION | GROSS | DEDUCTIONS | BALANCE |
|---|---|---|---|---|---|
| AUG2263 | 1,024 | TO COMPLETE PAYMENT FOR THE PURCHASE OF 6 COLOR TRANSPARENCIES OF FISH FOR USE IN THE NATIONAL GEOGRAPHIC SOCIETY'S PUBLICATIONS AND FOR OTHER PURPOSES RELATED TO THE SOCIETY'S OBJECTIVES. | | | |
| | | THIS IS FOR 2 1/2 PAGES OF COLOR AT $200.00 PER COLOR PAGE | 500.00 | | |
| | | LESS ADVANCE PAYMENT OF JULY 16, 1962 | 200.00 | | 300.00 |

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 6, D. C.

ILLUSTRATIONS STAFF

August 14, 1963

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

Dear Jerry:

Thanks for the info copy of the letter to Dr. Gilbert. Let me know what he has to say.

I am just cleaning the desk off so I can get away for a month's vacation and I wanted to say that I got your shots of the shark in front of the window at the Seaquarium. You have a couple of frames here that look pretty good. I'm currently in the process of reading through the magazine clippings. I have already seen some of them from our library, but hadn't seen the Sports Illustrated piece.

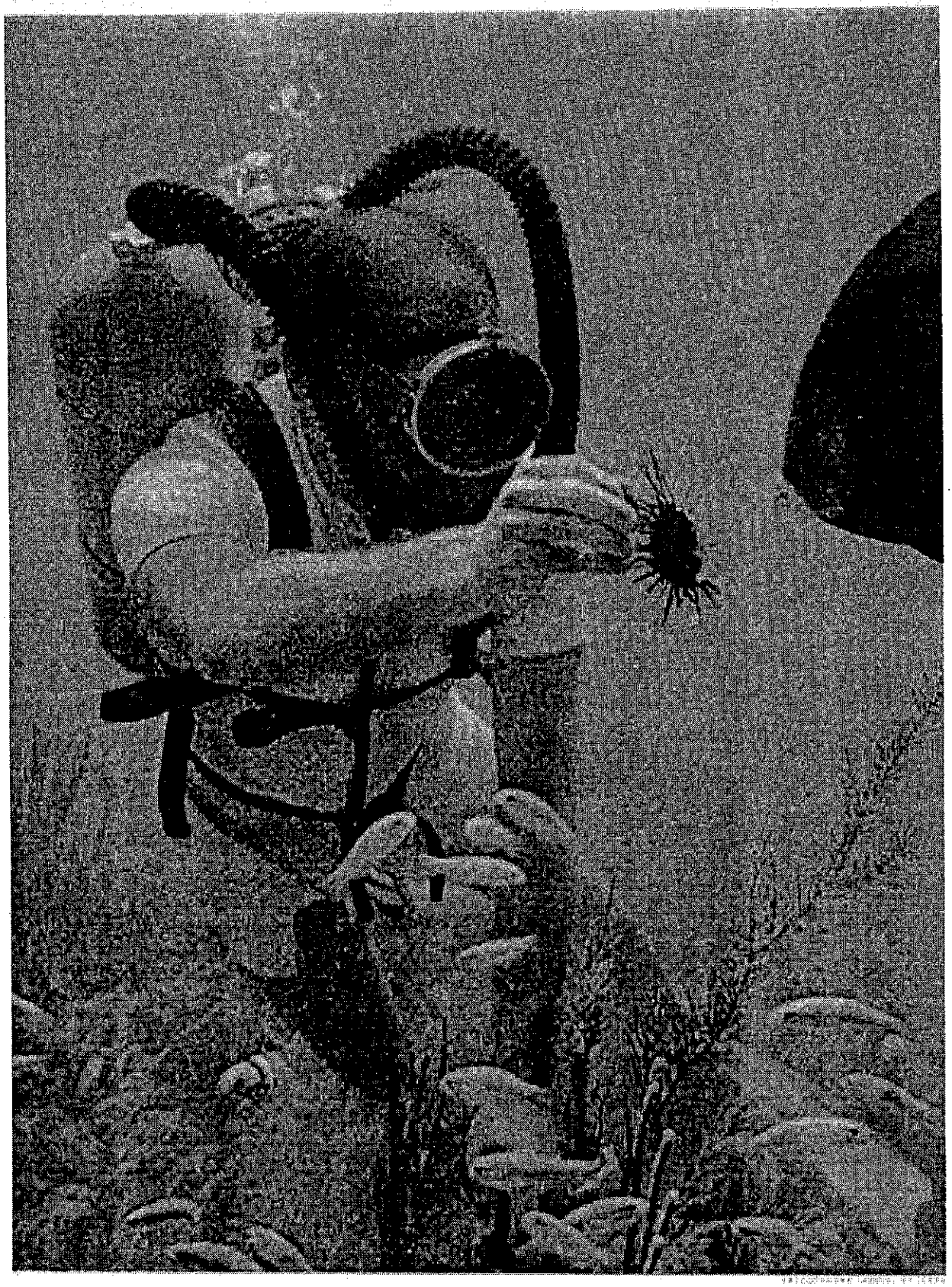
I'll be in touch with you in about a month. If there is any question about the coverage while I am away, direct your inquiry to Bob Gilka. Good luck.

Best regards,

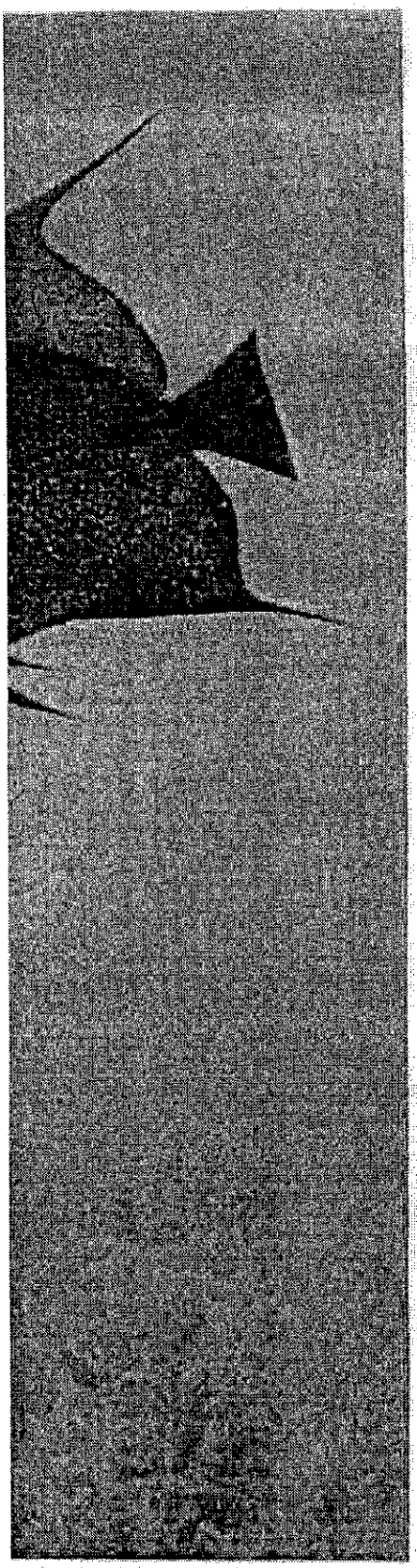
Don

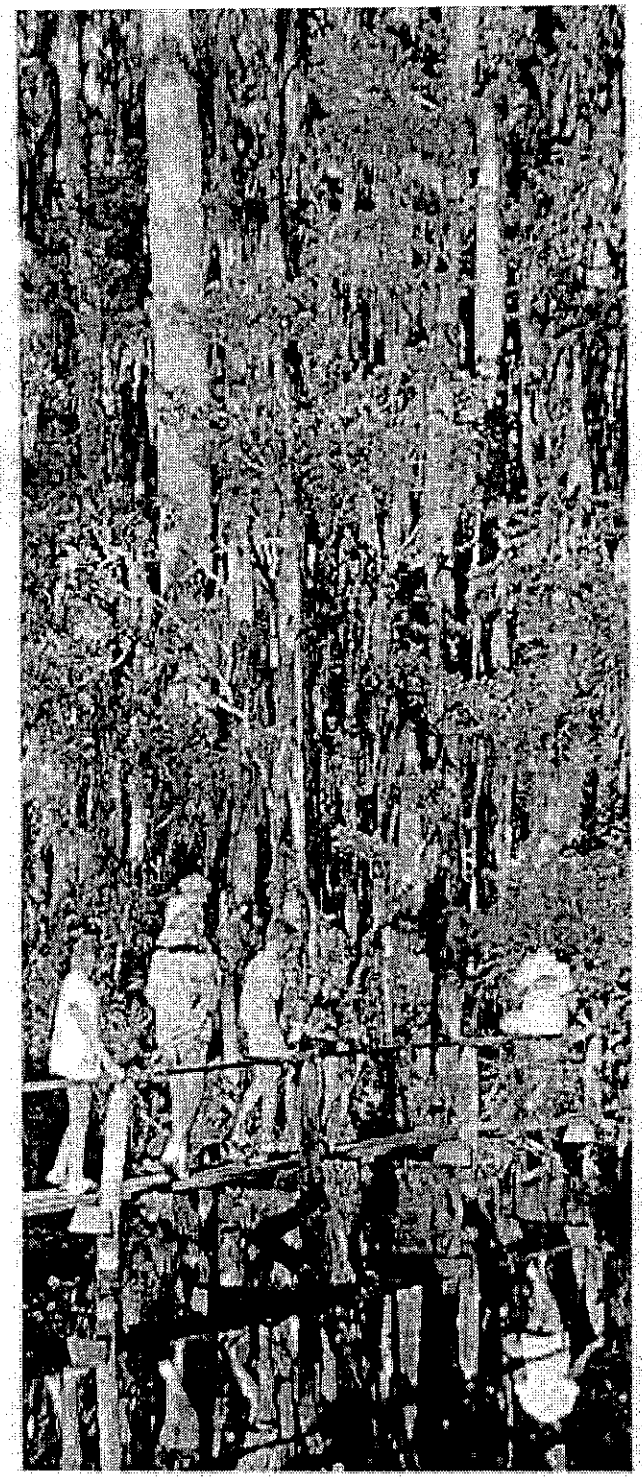
Don J. Crump

DJC:erc
Airmail



**Savory sea urchin** tempts an angelfish. Bright ocean fish by the hundreds of species dart through the waters of John Pennekamp Coral Reef State Park, 30 miles south of Miami. Corals and sponges sprout in weird guises. Such sights lure true divers to America's first all-underwater park.





**Gray festoons of Spanish moss** drape shaggy bald cypresses in Highlands Hammock State Park, near Sebring, Florida. Three visitors follow a catwalk across Little Charley Bowlegs Creek, a name of Seminole origin. Their reflections walk upside down in the coffee-colored water, dark with tannin and organic matter. Herons flap through the wilderness, and alligators size up for marshmallow handouts. Strips of land protect the park against encroaching suburbs.

# Watery parks draw divers and hikers

National Geographic Magazine
WASHINGTON 6, D. C.

THOMAS R. SMITH
ASSISTANT ILLUSTRATIONS EDITOR

August 8, 1963

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

Dear Mr. Greenberg:

Once again the Geographic is purchasing a Greenberg coral reef shot for use in a story. This time the article deals with state and local parks. It will appear in November. Because the **Pennekamp** Coral Reef State Park is so unusual in the field of parks we felt it ought to be represented. A black and white print of the selected shot is enclosed along with a check for $300. The payment covers the purchase of one transparency used as one and one half pages in the Parks story and for use in the National Geographic Society's publications and for other purposes related to its objectives. The payment is at the premium rate of $200 per page.

Sincerely,

Tom Smith

TRS/mkf

Enclosure:
Check #71010
Voucher #17471
1 black and white print

VOUCHER No. 17471

CK NO. 71013

# NATIONAL GEOGRAPHIC SOCIETY

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

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.

| DATE | ACCT. NO. | DESCRIPTION | GROSS | DEDUCTIONS | BALANCE |
|---|---|---|---|---|---|
| JUL3\63 | 735 | PAYMENT FOR THE PURCHASE OF ONE TRANSPARENCY OF PENNEKAMP CORAL REEF IN CONNECTION WITH THE STATE PARKS ARTICLE FOR USE IN THE NATIONAL GEOGRAPHIC SOCIETY'S PUBLICATIONS AND FOR OTHER PURPOSES RELATED TO ITS OBJECTIVES. USED AS 1½ PAGES OF COLOR BASED ON THE PREMIUM RATE OF $200. PER COLOR PAGE. | 300.00 | | 300.00 |

TELEPHONE
DISTRICT 7-3330

202

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 6, D. C.

ILLUSTRATIONS STAFF

July 30, 1963

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

Dear Jerry:

Just a note to ask how things are going with your Shark coverage. Have you had a chance to shoot anything yet? And what are your plans for the near future?

Someone told me in a conversation this past week that there was some kind of shark hunt off Bimini either now or in the near future. Will there be other opportunities for good shark hunting action later in the year that you can cover?

I was thinking that if you were unable to cover this Bimini hunt and it was important to our story, I would try to make arrangements for someone else to shoot a few pictures of it for us.

What did you think of John Dominis' humpback whale pictures in this week's LIFE. I've never seen anything like them. Let me know how things are going.

Best regards,

Don

Don J. Crump

DJC:erc

Airmail

July 31, 1963

Mr. Don Crump: Assistant Illustrations Editor
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Don:

Thanks for your letter of July 19th.

I was very pleased to hear about the start of your shark reading. It will definately be an aid to us in producing a first class shark piece.

By this time you have probably found out that there are not any decent articles on sharks on the popular level. What I have in mind for our project is not so much a piece on shark research but a very throughly done article which will be the last word on this subject for a long time. A lot will depend upon the illustrations which we can put together. I have enclosed several clippings from my files. As you can see the only ones that are really well illustrated are the ones from LIFE magazine and SPORTS ILLUSTRATED. Also check the pages from 77-89 in LIFE Nature Library edition of "FISHES". The best part of these articles is the art work. I think it would be a good idea aththis time to kick around the idea of using art work to supplement my photographs in the scientific part of the article. From what I can see from the previous pieces there are tow methods that we can consider.

... 1. The use of art work along the styple of the LIFE article which will show the various types of sharks in action in their natural habitat. I would be able to get a very good selection of photographs of sharks in various positions and angles by utilizing the many mounted specimens in the Miami area. These photographs would be excellent references for the artists working on these paintings.

... 2. The second choice for supplementary art work would be a generous selections of the various species of sharks but showing only the profile views. Naturally they would be in color. I don't think that any national publication has done this cataloging in color. These illustrations would be similar to the line illustrations I have enclosed. They were photocopied from Biglows & Schroder's Sharks & Rays of the Atlantic Ocean which is considered to be a classic in its field. It lists for about $15.00.

Please let me hear from you on the above ideas. I think good art work will turn this National Geographic shark article into a very important piece of reference for the marine scientist for some time to come.

At the present time I have been working in Fort Lauderdale on Naval contracts. It is mostly photo-diving work. I have enclosed a shooting schedule on the first portion of the shark article. As you can see I have already finished the top photograph on the list.

Please keep in touch and any ideas you may come up with would be a help.

Sincerely yours,

Jerry Greer

202

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 6, D. C.

ILLUSTRATIONS STAFF

July 19, 1963

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

Dear Jerry:

Things have calmed down a bit around here, and at last I'm finding time to get some of the long overdue letters written.

I've reviewed your story outline and am trying to brush up on sharks by going through a stack of shark books a foot high on my desk. I must confess that as a land lubber Okie, my encounters with sharks have been mainly with the pool hall variety. I'm sure that I'll be a real expert by the time my association with you terminates.

I just chatted with Bob Gilka, and he tells me that he was having some trouble getting the Ektachrome you requested through the local outlet. He went directly to the factory and says they are sending it. He will ship it to you the instant it arrives.

We didn't get down to details when I last talked with you. Could you give me some idea at this point what and where you will be shooting in the near future?

I will be focusing my attention on the shark piece now and will want to have some idea of how things progress. I'd like to have a look at the marine lab and the shark hunt, but I don't know if I'll be able to get down to see them.

As I look at the outline, it looks to me as if there is enough material here for a book. The tough part will be wrapping it all up in a neat little package for the Magazine.

The mangos arrived in fine shape, and everyone joins me in a great big thank you. Everyone enjoyed them.

Let me hear from you on how things are going.

Best regards,

Don

Don J. Crump

DJC/kmk

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

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

June 28, 1963

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

Dear Jerry:

In all probability Bill Garrett and I won't be able to get together for a few days. However, I intend to look at the Silver Spring Cave pictures and to give more thought to the Key Largo aspect of Florida. When I need to see your color catalog on the latter, I will drop you a note. That should be within a couple of weeks. However, things are rather hectic at the moment and I wanted mostly to acknowledge your letter.

Thanks for hosting one of our poor, bewildered photographers.

Sincerely,

Arthur A. Terry

AAT/mkf

June 30, 1963

Mr. Don Crump: Illustrations Staff
NATIONAL GEGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Don:

I have just runesome test using the new Ektachrome X at asa 125 and have found that it is sharper and warmer than the previously used High Speed Ektachrome. I feel that it will be ideal for underwater use with my Nikon sequence camera. Would you there fore add the following to the list that I mailed to Bob Gilka on the 25th of June.

3 - 100 foot rolls of 35mm Ektachrome X daylight type, asa 64.

I intend to start photography at the Seaquarium after the holidays. Thank you for your help.

I hope that the illustrations staff and Bob Gilka likes mangos. I sent up a box to you folks last week.

Best regards,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

National Geographic Magazine
WASHINGTON 6, D. C.

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

June 25, 1963

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

Dear Mr. Greenberg:

Enclosed is the National Geographic Society's check for $1,000 which represents an expense advance for your shark assignment.

Also enclosed are several expense accounting booklets which are to be used for monthly accountings and returned to Mr. Gilka.

Sincerely,

Carolyn Walker

Carolyn Walker (Miss)
Secretary to Mr. Gilka

cw
enclosures

VOUCHER No. 16204

CK No. 69899

# NATIONAL GEOGRAPHIC SOCIETY

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

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.

| DATE | ACCT. NO. | DESCRIPTION | GROSS | DEDUCTIONS | BALANCE |
|---|---|---|---|---|---|
| JUN21 63 | 2100 | EXPENSE ADVANCE FOR PHOTOGRAPHIC COVERAGE FOR THE ARTICLE ON SHARKS. | 1,000.00 | | 1,000.00 |

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

202 -

National Geographic Magazine

WASHINGTON 6, D. C.

ILLUSTRATIONS STAFF

June 25, 1963

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

Dear Jerry:

Enclosed is a receipt for your six pages of artwork and eight underwater transparencies which you sent in connection with the Shark story. They were passed along to me this week from Bob Gilka since I am acting as picture editor on the story.

Things have been busy around here on the Mount Everest project, and I apologize for not being able to take the time to write you a letter about the shark coverage. I promise that I will do this within the next couple of days.

The sketches were darn good; maybe we should just do a story with them.

Best regards,

Don

Don J. Crump

DJC:erc
Enclosed:
Receipt

Airmail

June 25, 1963

Mr. Art Terry: Illustrations Editor
National Geographic Magazine
Washington 6, D.C.

Dear Art:

I had a chance to spend the evening with Tom Blair. He suggested that I look thru my files and advise you on the material that you might have a need for in your Florida layout.

In January 28th 1963 I sent Bill Garrett about 13 cave diving color transparencies. They were shot in the caves of Silver Springs which are located in the central part of Florida. I can give you additional caption material on these photographs.

As you know I have a very large file of color material on the Key Largo Underwater Reef Preserve (Pennykamp Park). If you would like to see my color catalog on this subject please advise.

Sincerely yours,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

June 25, 1963

Mr. Robert Gilka: Director of Photography
National Geographic Magazine
Washington 6, D.C.

Dear Bob:

Thanks for your letter and shark assignment of June 20th. I understand and accept the terms of assignment as outlined in the above letter. There was one point which was not covered by you. It concerns color material already in my color catalog. If any of this material is used by NGS in the shark piece I would like to have an understanding with you that the transparencies would be returned to me after publication of the piece. If you desire, you can retain a duplicate of the transparency in question for your files. Please advise me of your feelings on this matter.

As soon as I recieve the advance for expenses I will start on this assignment. Have you assigned an illustrations editior to work on this story yet?

I believe that I will need some film from you for this job. It is long length Kodak material for special cameras. What I need is...

3 - 100 foot rolls of 35mm Kodachrome II daylight KR-404 for use in Nikon 250 magazine rigs.

2 - 100 foot rolls of 70mm unperforated High Speed Ektachrome (asa 160) daylight. I will take preforated material in a pinch. I will slit this color film to fit my special bulk film Rolleiflex underwater housing.

Thank you for your help.

Best regards,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

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

June 18, 1963

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

Dear Jerry:

We have been holding the enclosed transparencies for some time. Since they are of no further use to us I thought you might like to have them.

How is the photography business in Florida?

Best regards,

Robert S. Patton

RSP/mkf

Enclosure:
4 rolls 35mm color transparencies
minus 4 transparencies

National Geographic Magazine

WASHINGTON 6, D. C.

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

June 20, 1963

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

Dear Jerry:

Thank you for your letter about the shark project. I am turning over the transparencies and the art work to the Illustrations Division for evaluation.

I would like to have you plan to do the shark photography. Your outline seems to cover the project adequately but the illustrations people may ask for more emphasis in one place or another and may ask for photographs of new subjects.

We are prepared to offer you a minimum guarantee of $3,200 for 16 pages of publishable photographs for the shark story.

We are also prepared to pay your expenses -- within reasonable limits -- in connection with your obtaining these photographs. We will forward a $1,000 expense advance and we ask that you keep a detailed account of how this money is spent using the Geographic expense booklets which we will provide.

Unused or unpublished photographs will be returned to you. After the publication of our Magazine story all rights on those pictures not held by us will become yours.

The assignment will be termed complete when all photographs are in hand accompanied by satisfactory caption information.

You will undertake the assignment as a free agent and independent contractor. 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.

Sincerely,

Bob

REG:cw

June 7, 1963

Mr. Bob Gilka: Director of Photography
National Geographic Magazine
Washington 6, D.C.

Dear Bob,

As per your instructions I have had a dicsussion with Dr. Wisby and we have more or less worked out a tentative outline which should yield a satisfactory set of illustrations. The theme would be basically on shark research and would run as follows:

1. SURVEY OF SHARKS: The different species, what we know of them, where they are found, when they attack, etc. The illustrations can be taken from my files (see transparencies F-28, N-2, RD-11, RD-12, RD-13, RD-15, RD-17) or I can shoot additional material on assingment. I believe that we should also check the files of other u-w photographers for good color shark photographs as well as check into the possibility of having top quality illustrations done by one of your staff artists. If there is any underwater photography to be done it should be set up for the months of June, July August or September. I would require several weeks of work on getting additional photos of this subject and would require the services of a diving assistant.

2. SHARKS IN CAPTIVITY: TCollecting and captivity of sharks by the Miami Seaquarium. This postion of text would cover the problems and research done with sharks in captivity. The photos would follow the enclosed art page #1. These photos should be done in the spring or summer and would require 1½-2 weeks. 1/3rd underwater and the rest topside. I would require a diver assistant on the underwater work.

3. SHARK TOURNAMENT: Dr. Wisby has a special source of sharks for for his experiments. There is a special shark fishing tournament in Palm Beach, Fla. where the local sportsmen spend several days fishing for sharks. Would require 3-4 days of topside photography.

4. SHARK RESEARCH: Photo coverage of Dr. Wisby in Miami, Dr. Perry Gilbert in Bimini and possibly Dr. Eugneie Clark at the Cape Haze Marine Lab. (The photographs would more or less follow the themes on the enclosed art work pages #2,3 and 4) Photos should also cover the work of Dr. Wisby under a NGS grant, which would be done in the new Controlled Environment Building. Constuction on this building will be finished this Fall. This portion would take from 3-5 weeks of work. 1/3 underwater and 2/3 topside photography.

more

I personally would like to do a special action feature on divers stalking and killing sharks in their natural habitat. The information on this project is covered on art work page #5 and color transparency F-32. Both Dr. Wisby and I agree that this piece should not be used as part of his article but rather either preceeding it or it could be used at a later date. I have a special underwater sequence camera to do the job with and if the photographs are sucessful it will be the most exciting underwater piece I have ever done. If you like the idea please advise me and I will give you more details and an estimate on expenses involved. This story could be shot at the same time that #1 and #4 are being done. This material could also be used in your forthcoming BOOK OF FISHES. This ends up the information in the Wisby project as you requested in your letter of May 22nd.

There are two other things that I wanted to check with you on.

1. How is the BOOK OF FISHES coming along? Does Art Terry need additional material for it?

2. Do you require any additional underwater photographs to supplement the Walter Starck night diving piece.

Thank you for your interest.

Sincerely yours,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

CC: WARREN WISBY

May 27, 1963

Mr. Bob Gilka: Director of Photography
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Bob:

Thank you for your letter of May 22th.

I know Dr. Wisby already and the work that he is doing with sharks at the Institute of Marine Sciences. I talked with him yesterday and we have an appointment for next week. I will send you a full report and sketches after we have out talk.

In as much as I have done some research on this shark business (see letters from Herb Wilburn, Dec.4,1962 and my letter to him Dec.10, 1962). I feel that I have a pretty fair idea of what can be done in the way of pictures on this subject. I feel that the photographic and text can be handled in one of two ways.

1. By following only the work done at the Miami Institute of Marine Sciences by Dr. Wisby, I feel that adequate photographic coverage could be done to produce a package which would probably run 8-12 pages. This piece would more than likely be balanced along the same lines as the recently published Geographic piece on Portugese Man O War by Dr. Lane.

2. As stated in my letters to Herb Wilburn I felt that the best possible photogcoverage on the Shark would be a general overall piece on the newest aspects on shark research with added information on the different species, capturing them for marine exhibition tanks, shark repellers, underwater shark hunting,etc. All of this material was covered in my outline of Dec.1962. The research and technical text could be done by Wisby and the sporting and diving end of the copy could be covered by Wisby or a diver-writer of your choice. With broader editorial coverage as this I feel that there is a much greater potential as far as illustrations go. What I visualize is a very thoroughly done job in words and pictures which would be the last word on this subject for some time. to come. The illustrations that I anticipate being done for this job would not only utilize my own work but also the very best color photographs that other divers might have of sharks. I also feel that a very important portion of this feature should also contain some top quality art work on sharks from the NGS art department.

If you would like to have me re-submit my original drawings and some recent underwater color shots of sharks please let me know. I will get in touch with you next week after my talk with Dr. Wisby. Thank you for your interest.

Sincerely yours,

National Geographic Magazine
WASHINGTON 6, D. C.

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

May 22, 1963

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

Dear Jerry:

It seems that we do have a shark piece in prospect. The writer is Dr. Warren Wisby of the University of Miami Institute of Marine Science.

Our editorial people - who contracted with Dr. Wisby for the word article - talk of having him do it this fall. I suggest, though, that you stop in and talk with him to get his ideas of just what he is going to write about so we can illustrate it. Perhaps photography can be started now. You would know better than I.

At any rate, I would like you to case the project and report back to me in rough outline form what the picture line will be, about how long coverage will take, when it can best be done, etc. We should have no trouble coming to agreeable financial terms.

I'll write Wisby to tell him you will stop in to see him.

Regards,

Bob

REG:cw

National Geographic Magazine
WASHINGTON 6, D. C.

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

April 26, 1963

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

Dear Mr. Greenberg:

Would you please send 8 copies of your book "Underwater Photography Simplified", 3rd edition, to the Photographic Department of the National Geographic Magazine, Sixteenth and M Streets, N.W., Washington 6, D. C., Attention Mr. Robert E. Gilka. Please enclose the bill and we will immediately forward a check to you.

Sincerely,

Carolyn Walker

Carolyn Walker (Miss)
Secretary to Mr. Gilka

W

National Geographic Magazine
WASHINGTON 6, D. C.

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

April 25, 1963

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

Dear Jerry:

Thanks for the kind note and the copies of your books. I am ordering some of the revised edition of "Underwater Photography Simplified" for our photographers, many of whom I am sure will be interested in the book.

Regards,

Bob

REG:cw

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

April 19, 1963

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

Jerry:

Nat Kenney tells me you gave him the brush off. He is one of the good ones. I told him to rent your boat and go to Cuba and bring back a fresh supply of girls and take a look at Key Largo Park on the way.

I gather from my snooping that you are teed off at our fish book editor.

Bill

WEG:LEd

We almost had an assignment for you - should in future. It was with Cousteau. My former secretary - Charlene Murphy is coming to Miami (over)

Convention - If you are there any Hello. She will carry greetings and can answer any questions. - See here

but be a gentleman!

April 22, 1963

Mr. Herbert Wilburn, Jr.
Illustrations Editor
National Geographic Magazine
Washington 6, D.C.

Dear Herb:

On a recent trip to Bimini in the Bahamas I had a chance to stop by the Lerner Marine Lab and have a talk with Dr. Perry Gilbert, the shark expert. He mentioned to me that just recently he had an interview with one of the senior editors from the GEOGRAPHIC, in regards to gathering material about sharks. If the magazine should like to do a piece on sharks I would like to suggest that the best time to get good illustrations on this subject in the Florida-Bimini area is within the months of May, June, July and August.

I have been spending my spare time in getting additional material (Kodachrome 11) on close-ups of colorful creatures of the coral reefs. May I send you some samples?

With best personal regards, I am

Sincerely yours,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

April,7,1963

Mr. Robert L. Breeden
Assistant Illustrations Editor
National Geographic Magazine
Washington 6, D.C.

Dear Bob:

Thanks for your letter & check of April 4th.

Would you be kind enough to forward me a photostat of the underwater photograph of mine which will appear in your August 1963, Marine Bio-florescence story.

The reason I would like to see it, is because I have had a number of loose underwater photographs which were circulating at NGS since the appearance of my January 1962 Geographic piece, and I want to make sure that none of my recent material got mixed up with the selects that NGS retained for its files.

Thanks for your interest and your cooperation.

Best regards to yourself , Bill Garrett and the other "young turks".

Sincerely yours,

Jerry Greenberg
6840 SW 92nd St.
Miami 56, Fla.

P.S. How is the Book of Fishes" getting along? I will be in Bimini for the next week on a fun trip. JG

# Fluorescent Gems From Davy Jones's Locker

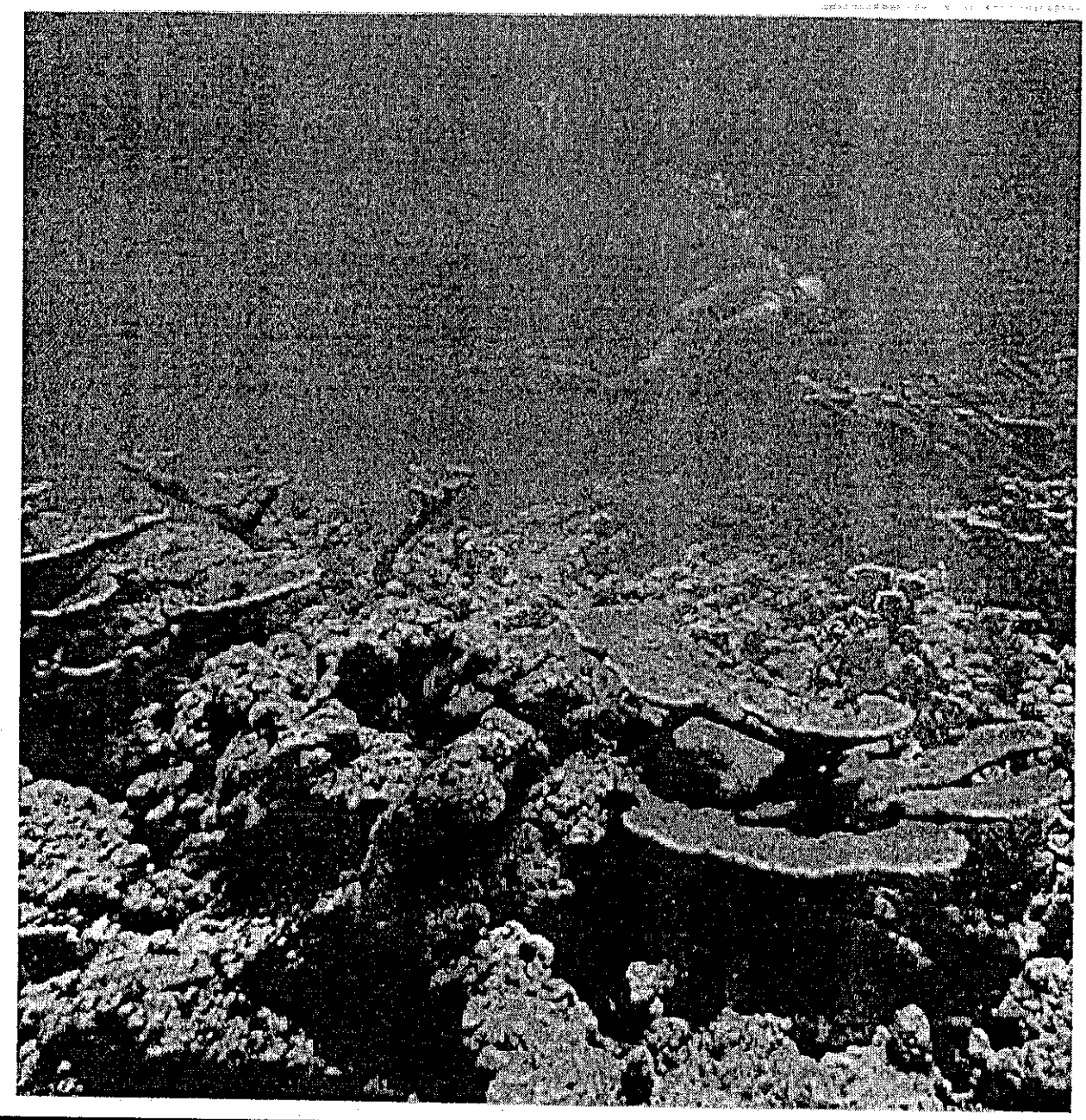
Article and photographs
by PAUL A. ZAHL, Ph.D.
Senior Editorial Staff, National Geographic

ODD REQUESTS from her scientist-husband don't often surprise my wife Edie. But she was taken aback one evening when I marched into her kitchen, ultraviolet lamp in hand, and asked her to turn out all the lights—even the bulb in the refrigerator.

"Whatever for?" she asked.

"You'll see," I answered.

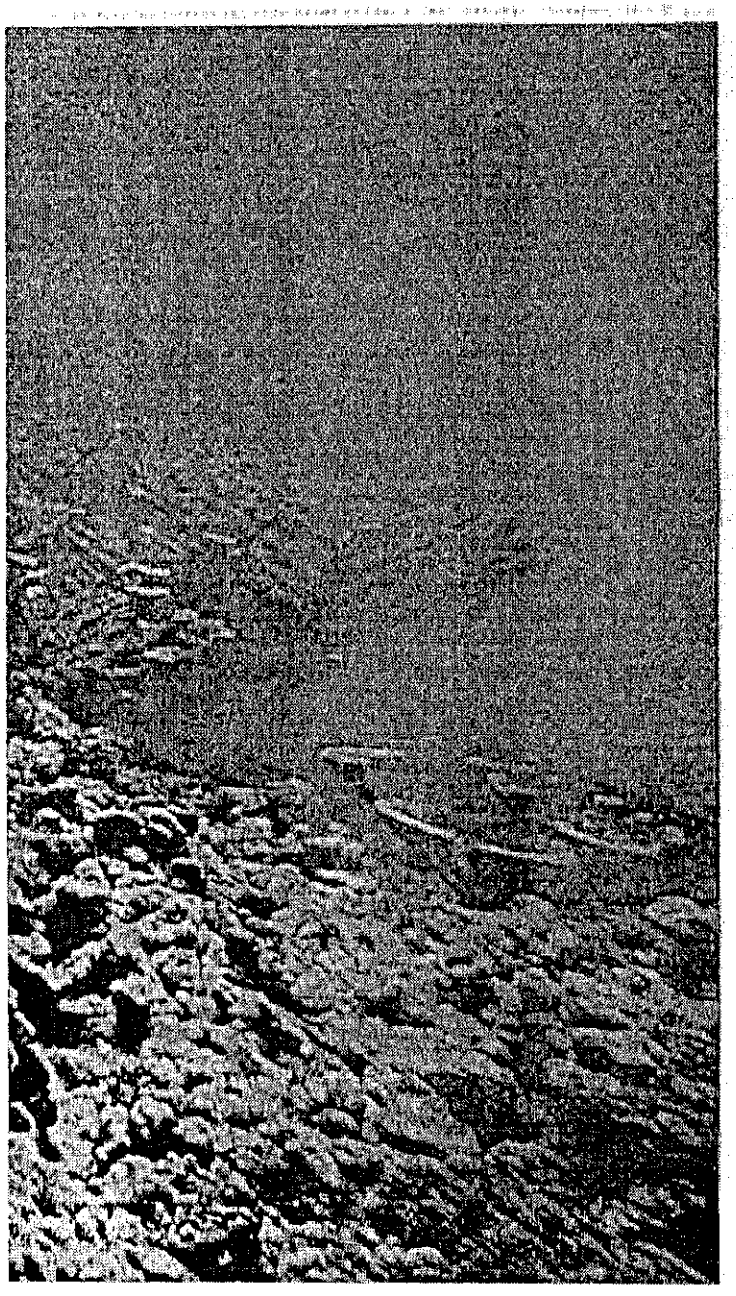
In the darkness I played the invisible beam to and fro across the refrigerator



shelves. Instantly eggs became deep pink. Bottles of milk took on a yellow tinge. Lettuce showed traces of vermilion. By a process known as fluorescence, the contents of our icebox showed in a variety of eerie colors. Under the stimulus of ultraviolet rays, the objects created vivid light of their own.

The same phenomenon can occur almost any place—in your home, among plants in a garden, in living things of the sea. I had become intrigued by the appearance in nature life, and wondered if it could be recorded in color photography. The refrigerator experiment was a test for a hoop I was trying. And the pictures on these pages—showing living things of the ocean in rarely photographed splendor—are the result.

Luminescence, of which fluorescence is a form, has







**Corals glow** with eerie beauty under ultraviolet light days in contrast to the same organisms under natural light. Exposed to ultraviolet, bits of substances fluoresce, and coral shines bright green; frilly flower coral, vivid blue. Brown prong of a stinging coral envelops stone algae.

**Stone antlers** and fan spout in Key Largo Coral Reef Preserve, Florida. Ultraviolet lamps reveal fluorescent colors in coral growth.

National Geographic Magazine
WASHINGTON 6, D. C.

ROBERT L. BREEDEN
ASSISTANT ILLUSTRATIONS EDITOR

April 4, 1963

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

Dear Jerry:

One of the photographs from the selection we held of your Key Largo pictures has been included in a Marine Biofluorescence story which will appear in our August issue.

Enclosed is the Society's check in the amount of $200 as payment for use in the Society's publications and for other purposes related to the Society's objectives. Payment is based on the $200 page rate which was established for the Key Largo article.

Sincerely yours,

Robert L. Breeden

Robert L. Breeden

RLB/mcs
Enclosures-
check #67440
voucher #13486

CHECK NO. 67440

VOUCHER No. 13486

# NATIONAL GEOGRAPHIC SOCIETY

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

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 |
|---|---|---|---|---|---|---|
| 4 | MAR2963 | 735 | FOR THE PURCHASE OF ONE COLOR TRANSPARENCY BASES ON THE RATE OF $200.00 PER COLOR PAGE IN CONNECTION WITH MARINE BIOFLUORESCENCE FOR USE IN THE NATIONAL GEOGRAPHIC SOCIETY'S PUBLICATIONS AND FOR OTHER PURPOSES RELATED TO THE SOCIETY'S OBJECTIVES. | 200.00 | | 200.00 |

January 28, 1963

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

Dear Bill:

Thanks for your letter of January 18th.

I have enclosed 13 color transparencies on cave diving. You can hold them for a while, if you like.

I call off whatever deal I had with C.J. Bucher (publishers of Camera magazine, Lucerne, Switzerland) because of Martinez's poor follow-up and general lack of interest. I am now corresponding with Dave Duncan's associate, Edita, S.A. in Switzerland. As you may know, Dave was interested in my stuff during the last photo conference. I'll keep you informed as to what transpires.

Anything new on the NGS-TV venture or the new fish book?

Congratulations on your recent magazine photographer of the year. Do you think you will be down here for the photo conference?

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

January 18, 1963

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

Jerry

When I got back from a two months tour of India's northern border I found two letters from Jerry Greenberg. I knew this talk of throwing in the face mask was baloney. My only regret on your book was that you couldn't use color. With this book you have committed yourself to at least another ten years on the bottom (of the reef).

Enclosed are your cave pictures. We still haven't given up, but on the other hand the story isn't ready yet. When it is ready, I will give you another call for the pictures if you don't mind.

the book is really great!

Bill

WEG:LE
Enclosed: 4 color cut film

Stands for Lloyd Ely - she's back in the saddle after a tour of Europe. Come see us. Bill

National Geographic Magazine
WASHINGTON 6, D. C.

HERBERT S. WILBURN, JR.
ILLUSTRATIONS EDITOR

January 4, 1963

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

Dear Jerry:

Bill Garrett was unable to find any laundries in the Chinese quarter of India and has returned to snow and low temperatures here in Washington. I will pass on your regards to him.

I am forwarding your outline on Sharks to our Editorial Council and when a decision is reached we will let you know.

With best wishes for the coming year, I am

Sincerely,

Herb Wilburn

HSW:BAS

December 31, 1962

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

Dear Bill:

Thanks to you and Lucy for your Christmas card.

The NGS article on the underwater park has been a real shot in the arm to the people and business in the upper keys. About three different motels in that area have invested in air compressors and now cater especially to the diving trade. There are several signs along the highway extolling the beauties of the underwater park "as featured in National Geographic."

In my preparation of my new book on the underwater park, I took the liberty to lift some of the type which appeared in the original NGS underwater park map. I did this to cut down on any additional typesetting expenses. It occurred to me that I should have first checked with you. What I want to know is if it is okay or should I get new type set. What is involved is the word "Florida," "John Pennekamp...Key Largo Preserve" as well as the type in the small map insert and additional small local key name. If there is any doubt about the map in my book, I used the Geographic map as a basis and altered accordingly.

I have enclosed a copy of the book for you as well as some for Mike and Kenneth.

Sincerely,

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

October 12, 1962

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

Dear Jerry:

With this letter I am enclosing a check for $200 for the time you spent making underwater photographs for the Geographic Research article. Although the pictures did not turn out to be what we needed we realize that the working conditions were quite difficult. Very shortly I will reassemble all your film in one package and return it to you. I will hold 4 transparencies on the basis of the above payment for possible use in the future.

Here's hoping we have better luck the next time we try an assignment.

Best regards,

Robert S. Patton

RSP:erc
Enclosed:
check & voucher $200

AIR MAIL

December 10, 1962

Mr. Herbert Wilburn Jr., Illustrations Editor
National Geographic Magazine
Washington 6, D.C.

Dear Herb:

Thanks for your letter of December 4th.

Why send Bill Garrett to Northern India to look for Chinese. Don't you have any hand laundries in D.C.?

In regards to securing photographs for the proposed shark article, when I originally sent in the five pages of shark drawings I also included four pages of outline. On the first page of this outline I suggested how the first portion of this project might be be illustrated. Due to the unusual nature of the subject, I felt that it would be practically impossible to do a thorough photographic coverage in recording the majority of the most important species of sharks in their natural habitat. For this reason I felt that the story would be immeasurably enhanced by the use of top quality art work. This would be for general indentification only and would probably cover the items I mentioned on the first page of my outline (see enclosure).

The other aspects of shark habits and activities could be photographed in the Bahamas and South Florida in natural color. I would also be able to get broad photographic coverage on all phases of the art work which I sent up to you last summer.

This may sound strange coming from a photographer, but I don't think that this type of story could be properly done without a proper blend of art work and photography.

Incidentally, at the present moment there isn't a well-illustrated, factual book on sharks which is available to the lay reader. If NGS ever does decide to do such a piece I am sure that it will be of extreme value and interest.

Sincerely,

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

National Geographic Magazine
WASHINGTON 6, D. C.

HERBERT S. WILBURN, JR.
ILLUSTRATIONS EDITOR

December 4, 1962

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

Dear Jerry:

In the absence of Bill Garrett, who is presently somewhere in northern India trying to find Chinese, I am returning the shark drawings sent in by you this summer.

The possibility of an article on sharks has been discussed and it was the consensus that it could indeed make a very interesting presentation for the National Geographic. One common question arose -- how and where do we get the variety of photographs. The suggestion was made that inquiries should be made to locate possible sources of photographs on sharks. I hesitate to do this since you came up with the firm proposal and preliminary outline. Perhaps one way to start the ball rolling would be to let me see all photographs of sharks that you have in hand and we can determine where to go after reviewing them.

Let me know your thoughts on this.

With kind regards,

Herbert S. Wilburn, Jr.

HSW:BAS

Enclosed:
5 drawings

Jerry Greenberg

Outline of suggested photo-story

The following is an outline for a suggested two-part article about sharks which can either be used separately or be integrated into one large piece.

FIRST PART TENTATIVE TITLE "LORDS of the SEA".

FIRST PART: Would cover the shark from a scientific point of view and should be written by an acknowledged shark expert. Copy would treat the prehistoric and extinct species of sharks as well as the more interesting of the 150 species which exist today.

Besides their physical structure, distribution, food and breeding habits, etc, I feel the emphasis should be put on the many fascinating types of sharks which most people din't even know exist:

a) Carpet shark of Australia
b) Greenland shark which lives in the Artic
c) Whale shark, largest fish in the world
d) Lake Nicaragua shark, a dangerous fresh water species
e) Those epecies of Mako shark which can leap 15 feet into the air
f) Thresher shark, who uses his great tail fin to herd schooling fish together for his meal.
g) The five to six species which are known to be dangerous to man

Illustrations

a) The bulk of the illustrations for the first part should be presented via art-work by a specialist in marine life, e,g, Kenneth Grosner of the Newark Museum who did the shark illustrations for Life's Nature Library book The Sea, or his equivalent at the National Geographic.
b) Other aspects of shark habits and activities can be photographed in the Bahamas and South Florida in natural color. Nearly 50 of the worlds 150 species of sharks can be found off the coast of South Florida.

Jerry Greenberg

Outline of suggested photo-story

The following is an outline for a suggested two-part article about sharks which can either be used separately or be integrated into one large piece.

First Part: Would cover the shark from a scientific point of view and should be written by an acknowledged shark expert. Copy would treat the prehistoric and extinct species of sharks as well as the more interesting of the 150 species which exist today.

Besides their physical structure, distribution, food and breeding habits, etc., I feel the emphasis should be put on the many fascinating types of sharks which most people don't even known exist:

a) Carpet shark of Australia
b) Greenland shark which lives in the Arctic
c) Whale shark, the largest shark in the world
d) Nicaragua shark, a rare fresh water species
e) Certain species of the Mako shark which can leap 15 feet into the air
f) Five to six species which are known to be dangerous to man
g) THRESHER SHARK WHO USES IT GREAT TAIL FIN TO HERD SCHOOL FISH TOGETHER FOR HIS MEAL.

Illustrations

a) The prehistoric or extinct species of sharks, or sharks that aren't readily photographed can be presented via art by a specialist in marine life, e.g., Kenneth Gosner of the Newark Museum, who did the shark illustrations for Life's Nature Library book The Sea. OR HIS EQUIVALENT @ NGS.

b) Other species and aspects of shark habits and activities can be photographed in the Bahamas and South Florida in natural color. Nearly 50 of the world's 150 species of sharks can be found off the cost of Florida.

---

Second Part: (Tentative title "Man Against Sharks") Would cover the shark in a more popular vein and would give the reader a fish-eye view of the latest wrinkles in shark research. Where in centuries past Mediterranean sailors tossed loaves of bread into the sea in a futile attempt to discourage sharks, recent developments by marine scientists, inventors and fishermen give promise of greater understanding as well as deterring sharks.

Illustrations

(See accompanying layouts for suggested picture possibilities)

1) One of the more significant shark research projects is being conducted at the Institute of Marine Science, University of Miami, where marine biologists are studying the shark's sensory system. Dr. Warren Wisby, who heads the long-range study of sharks at the Institute, has constructed a 16-foot long, 3-foot wide tank into which small lemon sharks are placed for experiments. The shark, wired for sound with an electrode, is tested for its response to predetermined sounds as it swims down the tank. One theory that Dr. Wisby is pursuing is that a sound similar to the low-frequency vibration that wounded fish emit may guide the shark to its victim.

2) Another controlled study - the feeding and attack patterns of sharks - is underway at the Lerner Marine Laboratory in Bimini. One of five continuing shark projects at Lerner, the study began last summer under the direction of Professor Perry W. Gilbert of the department of zoology at Cornell University. Working with an underwater photographer, Prof. Gilbert conceals himself inside a shark cage, only eight feet away from the bait (usually large fish). While the photographer takes motion pictures of the shark attacking the bait, Prof. Gilbert observers and dictates the action into a tape recorder. They are thus able to provide a unique movie record and dictated account of the attack. The study has already punctured one misconception about the shark: "Contrary to popular belief," Prof. Gilbert said, "a shark rarely rolls on its side to bite even a large fish; rather it attacks head on. Once the shark establishes a good grip on the flesh with its teeth, it then shakes its head violently and tears off 15-20 pounds of flesh." Prof. Gilbert ultimately hopes to compare the attack patterns of several species of sharks and correlate those patterns of attack with the anatomy and dynamics of the jaw apparatus.

3) A more frontal attack against sharks is being waged by John Hicks, a 34-year-old Miami skin diver and inventor. Hicks recently demonstrated his electronic shark repellant in the shark channel at Miami's Seaquarium. The device (called a

"shark-shocker") is an 11-ounce electronic packet about the size of a package of cigarets that can be attached to a life jacket. By pressing the botton, a continuous series of electrical shocks (completely harmless to man), cause the sharks to lose their equilibrium by affecting their nervous system. When stung by the vibrations, the shark throws its mouth open, spits out anything it's eating and flees in confusion. The demonstration was witnessed by representatives of the U.S. Navy, National Space Agency, and British and Australian navies.

4) A little-known but colorful facet of man's battle against sharks are the shark collectors, the modern-day version of the 19th century whalers. Catching sharks is a tough enough job, but bringing them back alive is a risky operation. Every six weeks, the Seaquarium I, a 72-foot boat, makes a week-long shark collecting expedition to the edge of the Gulf Stream to re-stock Miami Seaquarium shark channel. (The channel keeps 75 to 100 sharks in captivity). These aquatic Frank Bucks drop a half-mile long "fishing line" that bristles with 25 jumbo-size shark hooks. The real battle begins when they pull the fighting and flopping sharks from the water and dump them into the live well aboard the boat. Catches have ranged from a two-pound baby shark to an angry 1,200 pound, 15-foot tiger shark, so big that it had to be towed home. Once they land their quota - about 25-35 sharks - the hunters start for home to finish their job - walking the sharks. They are placed in a shallow tank at the Seaquarium, and one by one grabbed by its fins and walked around and around the tank to force water through its gills and start the blood pumping in its body.

5) Less obviously scientific but highly effective shark deterrents are the amateur underwater and surface fishermen who hunt sharks for sport.

a) Although most skin divers give the shark a wide berth underwater, some of the more adventurous divers give the shark little sleep. Armed with underwater lances or spears packing a two-piece head which utilizes a 12-guage shotgun shell, these divers are able to kill or stun sharks with one accurate shot. The new

12-guage shell is rated as a vast improvement over spears that sometimes required a quiverful to do any damage to the shark. Underwater big game hunters in South Florida embark on shark safaris almost every weekend.

b) Surface shark hunters are also getting into the act. Working on a modified aquatic Malthusian theory, these fishermen are convinced that sharks can be thinned out by intensive campaigns to depopulate them. The results of three local shark-fishing clubs (Miami Beach, Palm Beach and Naples) have been impressive. One interesting sidelight is the "one-man shark club" consisting of Herb Goodman of Lake Worth, who is considered Florida's leading shark-exterminator. In the past three years he has caught 91 big sharks with rod and reel (he refuses to include any under 6 feet long in his total).

National Geographic Magazine
WASHINGTON 6, D. C.

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

November 7, 1962

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

Dear Mr. Greenberg:

Before leaving on assignment Mr. Garrett asked me to write you and ask if you, perhaps, have any information about Ed Fisher's plankton photographs. If so, we would certainly appreciate hearing.

Sincerely,

Suzanne Jette

Suzanne Jette
Secretary to Mr. Garrett

October 12, 1962

Dear Jerry:

A personal note from me: I hope in about two weeks to take about a fourteen-day vacation in Florida and I'm looking for some place deep in the sun country where I can set up a tent on the beach with my wife and family and won't be bothered by anyone and vice versa. I wonder if any place like this exists down there. It would have to be accessible by car and I don't suppose it could be too far out in the outback, but I would like it to be on a beach where we could swim and let my 3½ year old run around in the sand. If you know of such a place I would sincerely appreciate it if you would drop me a line.

Thanks

Bob Patton

VOUCHER No. 8021

CHECK NO.

# NATIONAL GEOGRAPHIC SOCIETY

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

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 |
|---|---|---|---|---|---|---|
| | OCT9 62 | 704 | PAYMENT FOR TIME SPENT MAKING UNDERWATER PHOTOGRAPHS FOR CONSIDERATION WITH OUR GEOGRAPHIC RESEARCH ARTICLE. | 200.00 | | 200.00 |

PAID Oct. 16 62

October 1, 1962

Mr. Robert S. Patton
Illustrations Staff
National Geographic Magazine
Washington 6, D.C.

Dear Bob:

Thanks for your letter of September 24th.

Here's the rundown on photo coverage on marine lab fiasco:

August 9th : Went out on large marine lab boat. Got half way out and one motor burnt out. No underwater photos shot; shot topside only. Started out 0700, returned 1400.

August 10th : Went out on small marine lab boat. Got half-mile from dock and had engine trouble. Motor worked on and only able to work two miles from dock because of clutch trouble. Shot low angle pix of rocks being dumped overboard. Started out 0700, returned 1300. Topside photos also shot.

Best regards.

Sincerely,

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

September 24, 1962

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

Dear Jerry:

In order that I can make payment for the coverage you attempted for us on Dr. Gilbert Voss' Coral Reef research project I need some information. Will you please drop me a brief letter outlining the time and circumstances of the two trips you made with Dr. Voss.

Right at the moment I can't give you any additional information on whether or not we will use any of the pictures. As you know from our telephone conversations, they were not very successful but I am quite aware of the almost impossible difficulties you faced.

Here's hoping we have a better situation the next time.

Best regards,

Robert S. Patton

RSP:erc
Air Mail

National Geographic Magazine
WASHINGTON 6, D. C.

September 10, 1962

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

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

Jerry,

Your needle got through the callouses and into the soft part. I must report however that this story idea is not new and has not gone unconsidered. Several people have wanted to do sharks and the Magazine is interested but the editors have not been able to come up with the approach we hope to take. There is no question you are qualified to take the pictures. We just haven't decided what pictures.

I hope we can resolve it soon. Perhaps you can fill in in the meantime with some UDT work for the Cubans. It would be safer than shark shooting.

Bill

WEG:ssj

MELVILLE BELL GROSVENOR
PRESIDENT AND EDITOR

MELVIN M. PAYNE
EXECUTIVE VICE PRESIDENT AND SECRETARY

ROBERT V. FLEMING
VICE PRESIDENT AND TREASURER

FREDERICK G. VOSBURGH
VICE PRESIDENT

ROBERT E. DOYLE
VICE PRESIDENT AND ASSOCIATE SECRETARY

THOMAS M. BEERS
VICE PRESIDENT AND ASSOCIATE SECRETARY

GILBERT GROSVENOR
CHAIRMAN OF THE BOARD

THOMAS W. McKNEW
VICE CHAIRMAN OF THE BOARD

National Geographic Society
WASHINGTON 6, D. C.

August 28, 1962

Dear Mr. Greenberg:

The National Geographic Society is presently at work on a revised edition of its Book of Fishes and we are pleased to tell you that a condensation of your fine article on Florida's city beneath the sea, published in the January 1962 National Geographic, is to appear as a chapter in the book.

Enclosed is a set of first proofs for you to read. I am sure you realize that space is at a premium in such a comprehensive book on fishes, and that there are many problems when cutting a story to fit an assigned space. However, we feel this new presentation is as interesting and informative as the original and hope you will agree.

I look forward to receiving your approval with any corrections you may care to make on the enclosed proofs as soon as possible. Our thanks in advance for your cooperation and for taking the time to assist us in this matter.

Sincerely,

Jeanne Davis

Jeanne Davis

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

enc: Florida's City Beneath the Sea proofs

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 6, D. C.

ILLUSTRATIONS STAFF

August 22, 1962

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

Dear Jerry:

I am returning your Nikon magazine under separate cover. I just talked to the processing people and they assure me that the difficulty with your film was their responsibility. The magazine is in the clear.

As far as the pictures are concerned I'm happy to say that we didn't loose anything, even though I have to add, as you know too well, there wasn't very much to loose. I'm afraid this time the obstacles were just insurmountable and the pictures prove it. Nevertheless, we do have frames in hand from your coverage to show the situation you were working under. As far as right now is concerned, I see no advantage to pursuing the pictures further at the moment. Perhaps by the middle of next week I can be more specific about any additional needs we may have.

Thanks for trying and I'll get some money off to you very soon.

Best regards,

Robert S. Patton

RSP:efr
Separateley:
1 Nikon magazine

Air Mail