III 1964 - 1966 III

SEA LAB ASSIGNMENT

1964

NEVER PUBLISHED IN NATIONAL GEOGRAPHIC MAGAZINE. THEY HELD 59 SELECTS FOR POSSIBLE USE IN MAGAZINE. ONE OF THESE ITEMS WAS USED LATER IN "WORLD BENEATH THE SEA."

VIRGIN ISLAND NATIONAL PARK ASSIGNMENT

1965

PUBLISHED IN NATIONAL GEOGRAPHIC MAGAZINE, NOV., 1966. (2- ITEMS USED). THEY OWN THE © ON THESE TWO ITEMS. THEY ALSO PULLED UNAUTHORIZED SELECTS FROM THIS ASSIGNMENT WHICH WERE USED LATER IN SPECIAL PUB BOOK. 4 OF THESE "SELECTS" WERE RETURNED TO JG IN 1989 W/ ASSIGNMENT OF COPYRIGHT

GREEN TURTLE ASSIGNMENT

1966

NEVER PUBLISHED IN NATIONAL GEOGRAPHIC MAGAZINE. THEY KEPT SOME "SELECTS" FOR FUTURE USE IN MAGAZINE.

RECEIVED SHARK

1000.00	JUNE 63
500.00	SEPT-63
500.00	NOV-63
1000.00	DEC-63
320.33	JAN 14, 63
1500.00	JUNE 64
1099.37	APRIL 65
[illegible]	TOTAL
5919.47	TOTAL
300.00	JULY 65
166.67	JULY 65
228.57	JULY 66

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

VOUCHER

K No. 8580

-202- 296 7500

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	BAL
5	JUL 20 66	785	REIMBURSEMENT FOR EXPENSES INCURRED IN IN CONNECTION WITH PHOTOGRAPHIC COVERAGE FOR THE SHARK STORY.	228.57		

PAID

TELEPHONE
296-7500

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

May 20, 1966

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

Dear Jerry:

Enclosed are your negatives and two applications for an official National Geographic grant. Submit one to Barry Bishop and keep the other for your files. These grants don't go through Bob Gilka directly, but are handled completely by the Research Committee.

Nat Kenney has just returned from Durban and got a few shark activity photographs that might work into the story. The next leg of his shark journey will take him both to Eugenie Clark's place and also to Marineland in St. Augustine. The photographic coverage will undoubtedly be surface work in both places. The job is yours if you want it, and I shall give you some more or less firm dates when Nat sorts out his schedule. These dates will be subject to negotiation between you and Nat, and most certainly between you and Nat and Eugenie Clark.

Cheers,

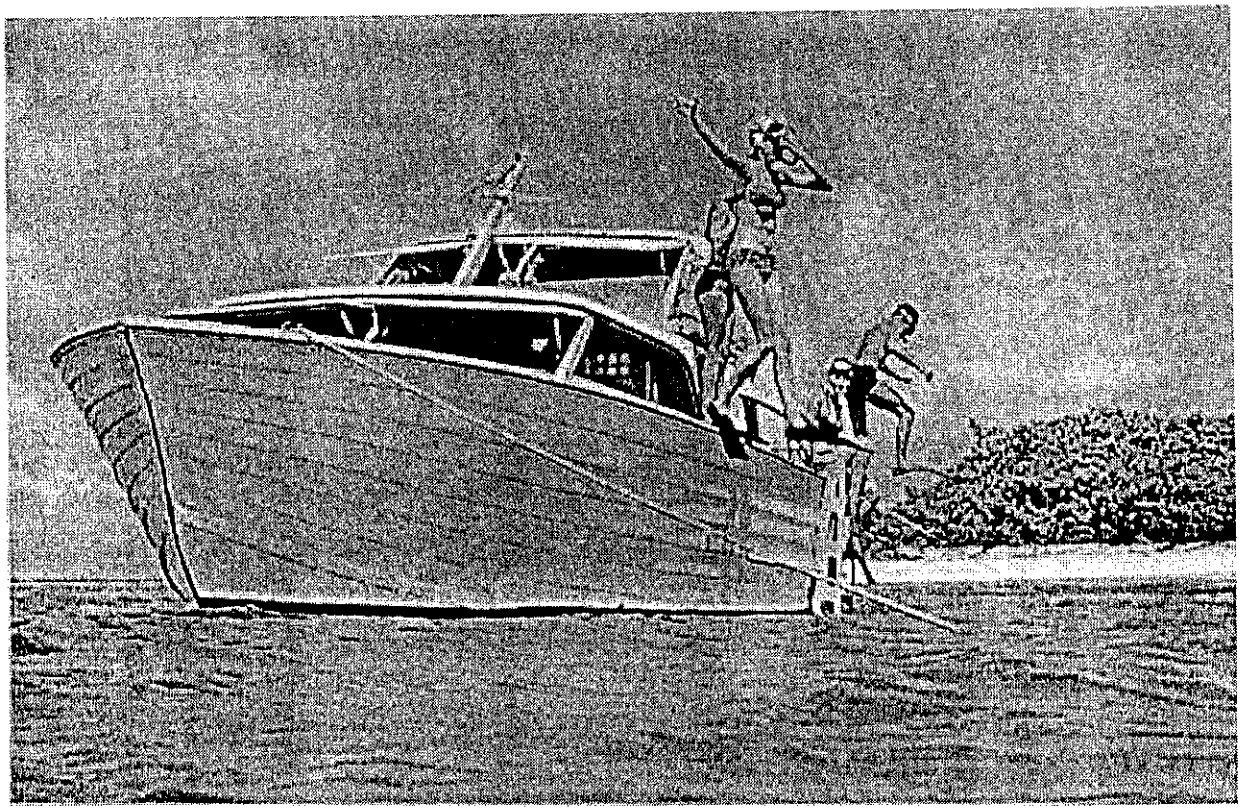
Bates

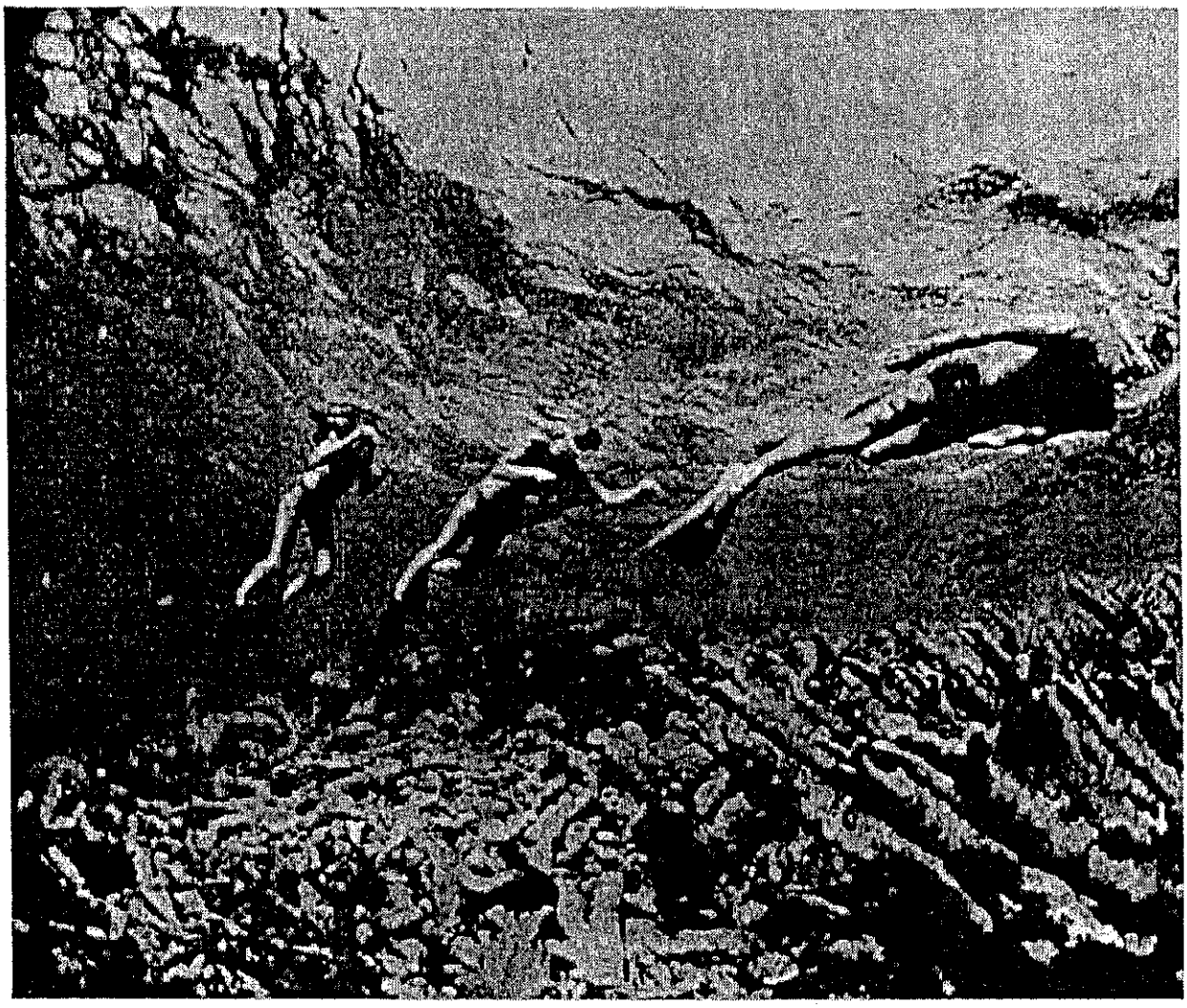
Bates Littlehales

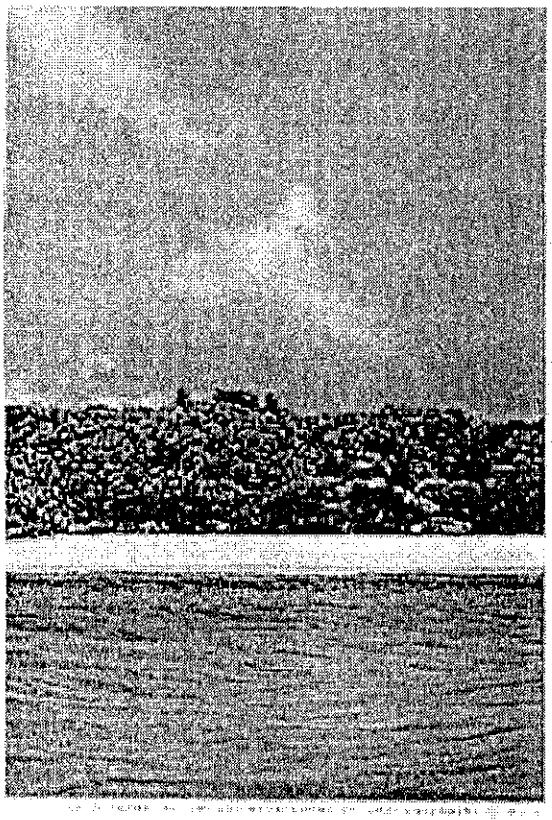
BL: sb

Enclosed: 3 negatives
2 applications

SHARK ASSIGNMENT









Heave ho! Vacationing sailors help haul their craft at Cinnamon Bay Plantation in Virgin Islands National Park.

National Geographic Society—Laurance S. Rockefeller donated the first 5,000 acres for the national park, which now embraces two thirds of St. John Island and extends offshore to include a dazzling world of marine life.



Snorkelers leap overboard to explore another underwater preserve in the American Virgin Islands, now Buck Island Reef National Monument.

Gliding face down, they drift above gardens of living coral in waters so clear they can see a hundred feet ahead. They follow a trail marked by submerged signs, occasionally stopping to rest on giant brain corals that grow almost to the surface. The more adventurous snap on scuba tanks and swim down into the iridescent Caribbean.

A barrier reef protects this calm spot that lies between only five miles east of Christiansted on St. Croix Island. The Park Service plans similar preserves in the Florida Keys, where John Pennekamp State Park already safeguards some of the reefs.

TELEPHONE
296-7500

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

April 27, 1966

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

Dear Jerry:

Art Terry delivered the message, so I'm delivering the film along with apologies for the delay.

We are using two of your shots in the July NATIONAL PARKS story--a shot of the bikinis jumping from the boat and the underwater shot of the same group swimming over the reef. I am also keeping five pictures for our permanent file.

Art Terry tells me you are leading a dramatic life these days with the Navy. Sounds fascinating.

Best regards,

Bryan Hodgson

BH:erc

Enclosed:
943 35mm transparencies
5 2¼ transparencies
72 Widelux transparencies

TELEPHONE
296-7500

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

March 31, 1966

Mr. Jerry Greenberg
6840 South West 92nd Street
Miami, Florida 33156

Dear Jerry:

Just a note to tell you that I have accepted a new position as Illustrations Editor for the magazine Amerika Illustrated starting April 4th. I hope that we will continue to have an opportunity to work together; in fact, I look forward to it.

My new address will be:

Chief, Picture Section
Amerika Illustrated
United States Information Agency
1776 Pennsylvania Avenue
Washington, D. C.

Sincerely,

Lee E. Battaglia
Picture Editor

LEB:mfb

TELEPHONE
296-7500

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

March 18, 1966

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

Dear Jerry:

With this letter I am returning your turtle film, with the exception of the selects for our GREEN TURTLE story. Thank goodness Life didn't use it, I don't think our story has been damaged, and you do have a couple possibilities from this take.

I'll let you know how things go, later on.

Best regards,

Robert S. Patton
Picture Editor

RSP:sd
Enc: 138 transparencies (35mm)
11 transparencies (16mm)
3 cut film

TELEPHONE
296-7500

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

February 28, 1966

Mrs. Jerry Greenberg
6840 S. W. 92nd Street
Miami, Florida 33156

Dear Mrs. Greenberg:

Thank you for submitting Jerry's material so promptly after our telephone conversation. Unfortunately it is not quite what I need to round out the Sea Shell story; therefore, I am returning all the transparencies and cut film, enclosed.

I would appreciate it if you would please have Jerry telephone me at 296-7500 when he returns. Thank you.

Sincerely,

Lee E. Battaglia
Picture Editor

LEB:MFB
Enclosure: 3 Panorama reef scenes
2 35mm. I-27
2 35mm. fish-eye MG
2 120 fish-eye diver and reef

NA' ONAL GEOGRAPHIC SO 'ETY
SIXTEENTH AND M STREET, N. W.
WASHINGTON, D. C. 20036

VOUCHER No.

K No. 3381

Jerry Greenberg
6840 SW 92nd Street
Miami 56, Florida

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BAL
FEB 25 66	785	REIMBURSEMENT FOR ADDITIONAL EXPENSES NOT ACCOUNTED FOR IN PREVIOUS SETTLEMENT FOR PHOTOGRAPHIC COVERAGE IN THE VIRGIN ISLANDS IN CONNECTION WITH THE NATIONAL PARKS ANNIVERSARY ARTICLE	62.59		

PAID

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

March 2, 1966.

Mr. Jerry Greenberg
6840 SW92nd Street
Miami 56, Florida

Dear Mr. Greenberg:

Enclosed is the Society's check for $62.59. You were right, the three vouchers you enclosed had not been included in the previous reimbursement of expenses for your underwater photography in the Virgin Islands, for the National Parks story.

Sincerely,

Lilian Davidson

Lilian Davidson
Secretary to R.E. Gilka

encl.

NAT NAL GEOGRAPHIC SO ETY
SIXTEENTH AND M STREET, N. W.
WASHINGTON, D. C. 20036

VOUCHER No.

: No. 2156

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	BA
JAN 19 66	735	PAYMENT OF MINIMUM GUARANTEE FOR PHOTOGRAPHY OF GREEN TURTLES IN FLORIDA.	200.00		
JAN 19 66	785	PLUS REIMBURSEMENT OF EXPENSES	149.53		

PAID

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

January 20, 1966.

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

Dear Mr. Greenberg:

Enclosed is the Society's check for $349.53. This represents $200 minimum guarantee for your color photography of green turtles in Florida, plus $149.53 reimbursement of expenses.

Sincerely,

Lilian Davidson

Lilian Davidson
Secretary to R. E. Gilka

encl.

January 13, 1966

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

Dear Boss:

Thank you for your assignment of the Green Turtle epic of December 23rd. When I got down to the Florida Keys there was a huge crowd of people (about 50-60) ready to go out with Drs.Schroder and Carr. The day was like a C.B.DeMille production with 6-7 boats in the procession. Because of the great mass of people involved I didn't get exactly what I wanted to do. I went back a second day (January 7th) and did some inside close-up of turtles and tried to re-do the releasing photos of the 23rd. As it ended up there was no sun to light up to area.

Anyway, I have enclosed the results of 2 day's work. These are selects. I didnot bother to send you the very bad stuff as it will only mean more handling for poor old, overworked Bob Patton. The balance of the procedded slides are on hand with me in Miami. If you want to see them drop me a line.

No charge for the enclosed art work....

Regards,

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

January 3, 1966

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

Dear Bob:

Just a little note in regards to my photographs of the Virgin Islands underwater park area. What I tried to do was give an overall view of the massive coral reef area which was the most impressive part of the park area. Therefore the bulk of the underwater coverage was blue in nature. In my "art work layout" which I sent up to Bob Gilka I sketched in several inserts of colorful reef fish which I already had on hand in my file which could be used in this project. Rather than try to do any marine life photos in V.I. I only worked on the underwater photos that I thought would be necessary as an important part of the piece. If you need some bright colorful fish in the layout please let be know and I will shoot them up to you.

Sincerely yours,

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

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

November 17, 1965

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

Dear Jerry:

I would like to write something like: "So the worm has turned," but that would be uncomplimentary and unfair.

Now you tell us that you want to do something besides underwater photography! In the past when I have talked to you, you have always insisted that underwater photography was your forte and that you didn't want anything to do with any other kind of photography.

For my part I will be glad to give you the chance for some top-side photography, but right this minute we don't have anything cooking in any of the areas you mention in your letter.

Sincerely,

Bob

REG:ld

PS - I'll check on your lens idea, but I can't see our buying it — too limited in application

BG

November 15, 1965

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

Dear Boss:

Please find enclosed a clipping from a recent issue of Skin Diver Magazine, November-1965. As you can see the National Geographic Magazine is mentioned once or twice. I have been discussing the potential of re-mounting the 9.8mm f1.8 Kinoptic lens (Alpa) for use on the Nikon F and Nikonos. I feel that this optical system will be better than the Nikon Fish-eye unit we are both using. The fast f1.8 lens opening will allow the use of K11 or allow the use of the camera in deeper water or in condidtions where the light is not so bright. I believe that this is the same lens which was used (on 35mm motion picture cameras) for the production of "World Without Sun".

This lens is distributed by Karl Heitz in NYC. It comes in several mounts, They are as fellows: for the Alpa 6amera with the mirror in the up position, for the Arriflex and in the plain barrel mount. I believe that the Alpa model when altered will work on the Nikon F. When I talked to the Heitz people they gave me little or no information on the "specs" on this lens in regards to whether it could be mounted on cameras other than the Alpa. Obviously they are interested in seeing this lens used only on Alpa cameras. I do think that the use of the 9.8mm lens would be of immense value in difficult underwater photographic situations. Do you think that you can secure one of these lenses for me on loan? It should be mounted for use on the Nikon F.

Sincerely yours,

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

National Geographic Magazine
WASHINGTON, D. C. 20036

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

November 9, 1965

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

Jerry,

Your "topside" shark pictures were fine. Glad to see you're broadening. Nat should get back on sharks soon. Dr. Grosvenor announced he's hot on the subject.

This summer Hal Powers and the Garrett families spent three weeks on Lake George on an island--great vacation. Lucille going to Katmandu on a tour in February by way of Moscow. No good clues yet on getting the ball-and-chain loose from the desk here for a while.

Jacques Cousteau and his son Philippe are in town. We're getting their CONSHELF III story together. Not bad for 400-feet down. Worked on a false oil rig to prove they could. Both Cousteau and Link are looking for the oil money.

Poor Dickey stood in the wrong place. We'll really miss her. Hope to run a tribute in the March issue. She was unique and one of the great ones.

Better send Idez to Katmandu with Lucy--you can baby sit!

Fred should be back in the glades by now. Someone broke into his car in the N.G.S. parking lot. He should be encouraged to do a book of his bird stuff.

I'm so damn busy I can't seem to get any time free. It's bugging me a bit--I'm a slave to the blizzard of paper, memos, etc., generated by too many staff people.

Hope to see you before the winter's over.

WEG:jv

Love + Kisses

Bill

* To Idez

November 3, 1965

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

Dear Bob:

I've been meaning to drop you a line on a subject which has been on my mind the past year or two. Since 1959 I have been fortunate enough to receive five assignments from the National Geographic. Three of them were major pieces (Underwater Park, Sealab 1 and Sharks) and the other two were fillers for stories in the works (Submarine Research and Virgin Island Park). As you can see they were all underwater assignments. The problem with being an underwater photographer is that after a while you get "type casted" in that role. Strange as it may sound I was a pretty fair topside photographer before I ever got my camera wet.

What I would like to do is to get back into doing some "dry" photography again. Do you think you would like to take a chance on Greenberg to do some work for you in South Florida, the Caribbean, Mexico or the Central and South American areas? If you think that you might be able to use me as a stringer for National Geographic in the above locations please drop me a line with any ideas you might have. Best personal regards.

Sincerely yours,

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

cc: WEG

NAT NAL GEOGRAPHIC SO ETY
SIXTEENTH AND M STREET, N. W.
WASHINGTON, D. C. 20036

VOUCHER No. 461

CK No. 98777

Jerry Greenberg
6840 SW 92nd Street
Miami 56, Florida

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

	DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BAL
5	OCT 20 65	735	PAYMENT OF MINIMUM GUARANTEE FOR UNDER-WATER PHOTOGRAPHY IN THE VIRGIN ISLANDS NATIONAL PARK.....	1,000.00		
	OCT 20 65	785	EXPENSE ACCOUNT SETTLEMENT IN CONNECTION WITH THE NATIONAL PARKS ARTICLE	1,247.02		
	OCT 20 65	2,100	LESS ADVANCED BY THE SOCIETY	500.00	◇	1,7

$ 1,747.02

PAID

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

October 21, 1965

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

Dear Mr. Greenberg:

Enclosed is the Society's check for $1747.02. This represents payment of $1000 minimum guarantee for your underwater photography in the Virgin Islands for the Magazine's National Parks story, plus $747.02 reimbursement of expenses.

Sincerely,

Lilian Davidson

Lilian Davidson
Secretary to R.E. Gilka

encl.

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

October 18, 1965

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

Dear Jerry:

Thank you for your shipment of film on the Virgin Islands National Park.

We are putting your expense account through the Audit Department wringer. With any kind of luck we ought to be able to shrink it by about 100 per cent!

We will pay you a minimum guarantee of $1000 against a page rate of $200 for your work on this assignment.

Thanks again for your help.

Sincerely,

REG:ld

TELEPHONE
296-7500

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

October 13, 1965

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

Dear Jerry:

Bob Gilka passed your letter with the negatives on the Widelux on to me. It looks as if you've come up with a promising piece of equipment for the Virgin Island story and I'm looking forward to seeing it in action over some interesting underwater subjects. Here are your negatives back.

How do your plans shape up at this point?

Best regards,

Bob Patton

Robert S. Patton
Picture Editor

pal
enclosures

October 14, 1965

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

Dear Boss:

Please find enclosed the finished and edited color transparencies for the Virgin Island segment of the National Park feature. I have marked the selects with a red "X". I have also enclosed the 140° panorama strips. Some of the things that came up on the assignment are as follows: My air freight was late in comming in to St.Croix and I lost 2 days in my underwater photography, the water was not real clear as I had hoped it to be for the use of the 140° panorama camera, the girl models were not able to swim below the 2-3 foot depth nor could they use bottles, for diving I mean. In all I spent about 4 days photo-diving, 2 days for air photos of Buck Island and Trunk Bay, 1 day for topside photos and 2 days for travel.

The photos that I have sent to you are divided into the following sections: Underwater fish-eye views which may be cropped for general use. As you know Walter Starck is planing to use a fish-eye underwater view in his up and comming story, so it might be better to crop my stuff and leave the first fish-eye view for Walter's story. There are also general underwater shots and one very nice slide of a girl in a red bikini swimming over a stand of coral. I went ahead and photographed a group of young people jumping off of a National Park boat also some tourists snorkeling off of a native boat off of Buck Island. I tried to round off my coverage with air photos or the Buck Island and Trunk Bay areas. By the way the best diving is off of Buck Island while the most seenic topside is off of Trunk Bay. In as much as I didn't get a chance to get over to do any topside coverage of Trunk Bay I contacted Fritz Henle to send some of his material to Tom Smith for possible consideration. My total expenses for everything including film and processing, air fare, boat rental and services as well as airplane rental came up to $1,127.02. I have already received an expense advance of $500.00. I hope that the enclosed material will be of use in your forthcomming National Parks feature.

Thanks again for repairing my Nikon 250 exposure rig. I will let you know how my work on the navy contract is comming along.

Sincerly yours,

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

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

October 6, 1965

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

Dear Mr. Greenberg:

Enclosed is the Society's check for $1000. This is the third and final portion of the $3200 minimum guarantee for your photographic work in connection with the Magazine's shark story.

Sincerely,

Lilian Davidson

Lilian Davidson
Secretary to Mr. Gilka

encl.

Sept. 28, 1965

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

Dear Bob:

Thank you for your recent assignment on the Virgin Islands National Park area. I hope to leave on October 2nd and be gone from 3-6 days. In the past 3 days I have been putting a lot of time and money to to perfect an underwater housing for my Widelux 35mm circuit camera. As you know it will yield a negative 1" x 2¼" and a field of view of 140°. I purchased this camera about 5 years ago and have made two different cases for it. Walter Starck has recently been working with me on this project and I am happy to report that I have been able to produce high quality underwater panorama views on a single strip of film. I have enclosed a sample strip shot in a pool and a few frames showing you what the case looks like. I am giving Walter Starck my original housing so he will be able to produce some underwater views for his forthcomming undersea piece. I hope to use my unit on the Virgin Island Park story.

While getting my equipment together for the Virgin Island assignment I burnt out the 250 exposure motor Nikon magazine. The camera on it Is also defective as the mirror will not lock up for 4 fps. I am sending to you in hopes that your find repairmen will be able to make all systems go.

Sincerely yours,

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

NA')NAL GEOGRAPHIC SO ETY
SIXTEENTH AND M STREET, N. W.
WASHINGTON, D. C. 20036

CK No. 97923

VOUCHER No. 46;

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

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

	DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BAL.
1	SEP 30 65	735	THIRD AND FINAL PAYMENT TOWARDS MINIMUM GUARANTEE OF $3,200.00 FOR PHOTOGRAPHIC WORK IN CONNECTION WITH THE SHARK STORY.	1,000.00		1,(

PAID

NAT NAL GEOGRAPHIC SO ETY
SIXTEENTH AND M STREET, N. W.
WASHINGTON, D. C. 20036

VOUCHER No. 4569

< No. 97654

Jerry Greenberg
6840 SW92nd 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	BAL
SEP 22 65	2100	FIRST EXPENSE ADVANCE FOR UNDERWATER PHOTOGRAPHY IN THE VIRGIN ISLANDS, IN CONNECTION WITH THE NATIONAL PARKS ARTICLE.	500.00		

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

September 23, 1965.

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

Dear Jerry:

Enclosed is the Society's check for $500 as a first expense advance for your color underwater photography in the Virgin Islands for the magazine's National Parks article.

Sincerely,

Lilian Davidson

(Lilian Davidson)
Secretary to Mr. Gilka

encl.

TELEPHONE
296-7500

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

September 22, 1965

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

Dear Mr. Greenberg:

Tom Smith asked me to write to you to find out if you were available to do the Virgin Islands Underwater Park coverage for us.

I've seen your color sketch, which contains some good ideas. Nat Kenney, who'll write the story, has been down there and gave me some notes which I'll pass along to you with this letter.

If you can take this assignment, could you call or write as soon as possible?

Sincerely,

Bryan Hodgson

Bryan Hodgson

BH:erc

Enclosure

Airmail

Sept. 20, 1965

Mr. Bill Garrett
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Bill:

Thanks for your letter of September 15th in regards to the hold up on the copy on the shark story. Yes, I agree with you on the contents of your letter. As its stands now I have not done any additional work on the shark story since my trip to Bimini back in July of this year. I don't think that any of the shark research photos that I have shot up to date will be outdated for a couple of years. What I am concerned about is the fact that the sharks themselves might become extinct before the editorial department ever finishes up the copy end of this assignment. In any case there is no real problem to wait a while. I would appreciate it if you would speak to Herb and Bob andsee if I can be paid the last third of my minimum guarentee of $3,200.00. Thanks....

Sincerely yours,

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

National Geographic Magazine

WASHINGTON, D. C. 20036

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

September 15, 1965

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

Jerry,

This letter presumes that you were not swept up the bayous with Betsy and that you still have a passing interest in the National Geographic story called SHARKS.

As the late President Kennedy said, "Every great idea has its time." We are still looking for that time for the shark piece. Our former author Dr. Wisby has now been appointed director of the new national aquarium to be built here. Nat Kenney has been diverted to a major project which will keep him tied up until this spring. I have suggested, and Herb has agreed, we should stop immediately work on the pictures until a manuscript is at least in preparation. It doesn't make any sense to keep shooting pictures which will stand a chance of being outdated.

I realize this is a disappointment to you, but I would rather not compound disappointment.

No doubt the hurricane did a great deal of damage to the reef. I hope Walter's place wasn't ~~too~~ damaged in any way.

Love + Kisses

Bill

WEG:erc

Airmail

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

No. 95834

VOUCHER No.

Jerry Greenberg
6840 SW 92nd Street
Miami 56, Florida

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS
AUG 5 65	785	EXPENSE ACCOUNT SETTLEMENT FOR PHOTOGRAPHIC COVERAGE IN CONNECTION WITH THE SHARKS STORY	466.67	
AUG 5 65	2100	LESS ADVANCE BY NATIONAL GEOGRAPHIC SOCIETY	300.00 ◇	
			$166.67	

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

August 5, 1965

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

Dear Mr. Greenberg:

Enclosed is the Society's check for $166.67. This represents payment of additional expenses for photographic coverage in connection with the Sharks story.

Sincerely,

Karen Edwards

(Miss) Karen Edwards
Secretary to Mr. R. E. Gilka

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

VOUCHER No

No. 95432

Jerry Greenberg
6840 SW 92nd Street
Miami 56, Florida

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS
JUL 20 65	2,100	PAYMENT OF ADDITIONAL EXPENSE ADVANCE FOR CONTINUED PHOTOGRAPHIC COVERAGE IN CONNECTION WITH THE SHARKS STORY.	300.00	

July 30, 1965

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

Dear Bob:

Thank you for your letter of July 28th. Please find enclosed the processed color and the expenses for the Bimini trip. I received $300.00 from you and the total expenses for the entire trip came up to $466.67. You might be able to find something in this batch to use but I doubt it. Thank you for your interest.

Sincerely yours,

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

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

July 28, 1965

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

Dear Jerry:

Thank you for your note about the trip to Bimini. I trust you are billing us for expenses even though it didn't pan out.

all best!
Bob

REG/cro

July 26, 1965

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

Dear Bob:

I left Miami on July 20th for Bimini. I brought enough of equipment (8-9 pieces) for very heavy coverage both topside and underwater. I also brought along an assistant. As it turned out I could have gotten by with a box brownie and one roll of film. With the exception of one item there was not very much to photograph that would lend itself as a strong contender for inclusion into the shark research story. Dr. Gilbert is by far far the most cooperative of the shark people that I have yet to work with. Unfortunately the bulk of his Bimini time was commited to a film unit working on a National Science Foundation project. There were three cine cameras running in a not too wide working space. When there was an interesting situation to photograph (not many) I did what ever I could by working around the movie boys. The use of electronic flash was prohited. The only photograph of real merit I was unable to get because the shark was out of the water for a very short time and I was not able to get in for a tight close-up due to the field of view of the movie cameras. I have enclosed a sketch on a file card of the photograph which I feel might be of some use in the article. It is a tight close-up pf a shark's eyes before and after the eye eclusiors were put on. After you check on the previous Gilbert material (last year's) and the new stuff I shot this trip you might be able to see something of value in it. I was hoping to be allowed into the shark cage during an experiment. Dr. Gilbert failed to clear it with the movie people so I was left out of the experiment. As it turned out it didn't really matter. The sharks who were not fed for a week or so did not even touch the bait offered to them.

Beacuse of the problems and very long time which everything was taking I did not feel that any additional time past the three days already put in would be worth while. In as much as the movie team and Dr. Gilbert were closing shop the following day I left on the afternoon flight to Miami. I still have $85.00 of film and electronic flash batteries on hand for the balance of the work on this project. I will forward the processed film to you in about three days.

In my spare time in Bimini I made a sketch for you showing one method of photographing the Virgin Island underwater park. Well thats about all now boss.

Sincerely yours,

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

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

July 21, 1965

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

Dear Mr.Greenberg:

Enclosed is the Society's check for $300. This represents payment of additional expenses for continued work on the Sharks story.

Sincerely,

Karen Edwards

(Miss) Karen Edwards
Secretary to Mr. R. E. Gilka

National Geographic Magazine
WASHINGTON 6, D. C.

NATHANIEL T. KENNEY
SENIOR EDITORIAL STAFF

July 7, 1965

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

Dear Jerry,

As you see by the letter copy I attach, I have to foreflush on the Bimini trip.

However, I've memoed Bob Gilka and told him I'd made the date with you, and suggested we swap you over to some work in Virgin Islands National Park. We're working on a right big layout on national parks for an issue next spring; one of the stories will be by George Hartzog, Jr. new director of national parks (I'll probably ghost it) on parks of the future--and surely an underwater park is a switch.

If Gilka okays the switchover, and I can make it, I'll join you in the Virgin Islands, but I can't be sure quite yet when I can swing it.

I expect you'll hear from Bob on this shortly.

We'll get together yet. I had some office diving gear overhauled and have been trying to learn to use it in anticipation of going out with you. So far so good: you see I haven't drowned, anyway.

All best regards,

NTK:deb

P.S. You phoned right after I'd dictated this, but I let it stand.

NTK

National Geographic Magazine
WASHINGTON 6, D. C.

NATHANIEL T. KENNEY
SENIOR EDITORIAL STAFF

May 26, 1965

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

Dear Jerry,

Perry Gilbert says he'll be working at Bimini most of July, plans a "number of rather interesting experiments with large sharks at the shark pens," and says we'll be most welcome. He says the best time for him is July 19-23 (a Monday-through-Friday) for then he can give us as much time as we need.

I thought I'd come to Miami say a week ahead, or about Monday July 12, and buzz around there a bit. Meanwhile, I'll see a lot of people here.

These dates suit you?

All the best,

NTK:deb

National Geographic Magazine
WASHINGTON 6, D. C.

NATHANIEL T. KENNEY
SENIOR EDITORIAL STAFF

May 17, 1965

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

Dear Jerry,

The subject is sharks. Bill Garrett or Al Moldvay may already have told you that we've written off Dr. Wisby as the story author, although counting on him for consultation; that I'm to do the writing as a staff project; and that we are of course banking on you as the fotog. Bill, in fact, told me last week he wanted every pix in the story to be done by you, so far as that turns out to be possible, and that will be my thought all the way through.

The enclosed memo I whipped up for the brass who wanted to know what I planned to do about all this. It's not a "must," but something we can start on. I welcome your comments.

I thought I'd whack out a batch of letters--to Perry Gilbert, to Fred Wood at Marineland, to Cousteau, to the Ocean Leather people, etc. Somebody on a top level will square things with Wisby (hence if you run across him, you'd best make sure he's heard from NGS before you let on you know we won't be using the mss he finally turned in). If you think it best, I'll let you handle Dr. Eugenie Clark and the Miami Seaquarium, or I'll write them from here. It's mostly a matter of letting them know I want to talk to them, and seeing when's a good time. Let me know on this point.

Next, I'll go see the Armed Forces people here in Washington--probably this week. After I see them, and get some answers to my letters, maybe I'd better come on down to Miami. I can go to Woods Hole and that Ocean Leather outfit almost any old time.

I'm sure it'll take a week or two to finish with the Pentagon and get set up here. Among the things I want to do, if I can clear it with our people who use the stuff, is assemble a set of diving gear to bring along with me. I don't know one damned thing about it, but thought I should have the stuff along just in case; maybe you can show me how to use it in case I need it.

I figure that after Florida I might just hop over to Bimini, provided I can set this up with Gilbert. You should certainly go with me if you can make it.

This ought to do for a starter. Let me know your summer commitments and advise me when I can most conveniently see you.

for Jerry Greenberg

May 12, 1965

To all concerned:

Re: Sharks

My assignment to the project is tentative to date. It is also quite recent, hence the following notes are mainly preliminary thoughts.

The story should cover the whole tribe of sharks, especially the ones that affect man in all possible ways. We should emphasize and use as examples, wherever possible, the ones found in U. S. waters.

Story should be constructed as an updating of our knowledge of sharks. Largely, of course, we're interested in how this knowledge can be applied to the man-shark relationship, for in the case of any beast that elicits strong emotional responses from humans, the humans don't care so much about what his teeth are made of so much as what they do to the human when the animal bites.

So what are the latest findings? There seem to be quite a few I didn't know anything about, and as a matter of personal interest, I keep up with sharks as much as the next man. For example, low-frequency sound appears to attract them. They have sensory apparatus in all sorts of places, including on their flanks. Shark repellents, explosives, air bubbles, shouts, splashings, not only don't always repel them, but sometimes seem to attract them.

What is the latest thought about shark danger to man? Years ago they were believed universally savage, and were dreaded even to a superstitious degree. Of late, skin divers have belittled the danger from sharks. The latest thought is best summed up by Cousteau: never trust a shark; he is completely unpredictable.

And why should new knowledge of sharks be important? Skin-diving is putting more and more people into the shark's environment. Cousteau and Link build underwater houses, between which men may have to swim. The Navy may establish underwater bases. We may have to farm the sea for food as human population increases, and the sea-farmers may have to swim about. Further, as we farm the sea, we may find the shark a serious competitor for the harvest--and there are some unexpected, fascinating ecological problems becoming apparent in this connection.

We will need, of course, a decent, objective history of shark attacks upon humans, and what has been done in the past to minimize them. There are now quite a few records, which show in general that sharks do attack people, that the attacks are quite horrible to human beings, who are out of their element--and that you are more apt to be hit by lightening than bitten by a shark unless maybe you are a pearl diver.

As to the things that are being done, Sydney, Australia, and Durban, S.A., string simple gill nets along their beaches. International scientific shark-study organizations will give you the worst and best possible conditions for swimming in sharky waters, studies into the triggers of shark attack are being relentlessly pursued, especially by the U. S. military.

The general trend of the story should be apparent from the above paragraphs. The lead should be quite specific: a dramatic adventure in which a shark battles a man, but not a simple attack upon a bather or a drunk who fell off his

MEMORANDUM from MR. KENNEY

yacht. Rather the man should be a modern underwater man--skin diver, Navy frogman, young Lindbergh. I think we have the lead ready-made: Jerry Greenberg, our photographer, had the shark fight, and even Wisby tried to lead on this incident.

Other little bits of information I've run across might show the potentiality of the story. For example:

A company in New Jersey uses shark leather commercially. But commercial shark-fishing has all but ceased all over the world, with the exception of Mexico. And cessation of commercial shark-fishing raises the danger at swimming beaches, for the fishermen made telling inroads upon the shark population while they were working.

A woman in Miami has trained sharks to ring bells for food.

Sharks are among the most primitive animals, and have never even developed bones; they remain primitive because they long ago adapted almost perfectly to their environment and did not need to change further.

The widely-publicized recent shark attacks in California waters seem to have come through a change in general water temperature and a consequent migration of great white sharks, not before known off northern California. In this connection, the scientists can now map the world as to shark danger: shark attacks take place only in water between 65 degrees and 80.

Sharks eat nuts and bolts, tin cans, even packages of shark repellent. Sharks will jump into a boat or flap onto land when in feeding frenzy.

From Wisby should come some darned good paragraphs on his studies into shark behavior.

"Rogue sharks" may be responsible for most of the dirty work.

There follows my preliminary listing of people and places to see, in order of importance.

Essential to see Dr. Gilbert of Cornell and the Lerner Institute, probably world's leading shark authority. I think he should be visited at Bimini where he has his shark pens; I consider Bimini the only off-continent "must" place to visit.

Spend quite a time in Florida. See:

1. Miami Seaquarium, which has a shark channel for tourists.
2. Dr. Wisby
3. Dr. Eugenie Clark (Haze Point) who trained the lemon sharks to ring bells.
4. Our photographer Jerry Greenberg (Miami)
5. Marineland, especially F. G. Wood, Jr. (St. Augustine)

In Washington, D. C., the armed forces' shark people should be seen, and of course Dr. Schultz.

In Massachusetts, see Woods Hole, which appears to have quite a bit of shark data.

In New Jersey, for the commercial side, see the Ocean Leather Company (for address see Wisby file).

MEMORANDUM from MR. KENNEY

May 17, 1965

We derned near met in Florida a year or so back--I phoned you, but seems to me you were PO-ed at our book service or something at the time and we didn't get together!

Jay Johnston sends his regards, plus numerous messages I hesitate to pass along. However, he does say he hopes you're staying out of the South Miami Hospital, and that he dearly loves your wife.

I'm looking forward to meeting you.

Sincerely,

Nat Kenney

NTK:deb

In California there are numerous places to visit, I think, including Scripps and the California Institute of Sciences aquarium in San Francisco, where the curator has worked on the Lake Nicaragua shark, a maneater and the only fresh-water shark. I think the universities are doing some work, and I will investigate further.

Also in California I think some veteran tuna captains should be interviewed. I know from personal experience that tuna boats always encounter sharks. I would like to meet, in addition, to the pole fishermen, some long-liners--and it would be good to find a Japanese long-liner, since Japan originated this fishery. Nobody seems to know how much damage the sharks do to tuna hooked at depths by long-liners. The tuna packing plant at Cambridge, Maryland, can give leads as to how Japanese long-liners can be most conveniently located, I think.

The next list of contacts I feel bound to mention, although it might take time and money to get to them. Perhaps we could work by mail or through the literature.

The big oceanographic institute at Durban, Republic of South Africa, started very early (1947) and may know more than anyone else about sharks. The same may be true of institutes and individuals in Australia; sharks are especially dangerous to humans in Australian waters and off Natal.

Hawaii University works hard on tiger sharks, probably second most dangerous man-killer, which is found also in our Gulf of Mexico.

If there is a Mexican commercial fishery in the Gulf of California, it might well produce something.

We should certainly get all we can out of Cousteau and Ed Link--and Luis Marden.

NTK

deb
cc: MBG
FGV
EJL
WEG
AM
REG

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

May 4, 1965

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

Dear Jerry:

Thanks for sending along the diamond fakery. I'm getting it out of here and back to you quick, so it does not get into the magazine by accident.

Garrett tells me that you went out diving the Tuesday after I left the Keys and everybody got sick. Serves you right! If I had been there, I would not have driven even to the boat launching site.

Sincerely,

Bob

REG:mlt

May 2, 1965

Mr. W.E.Garrett: Assistant Illustrations Editor
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Bill:

I am using this letter to officially request that Dr. Perry Gilbert be assigned to do the copy on the overall shark piece. If you remember my original idea was to have this shark assignment done in two parts. The first of which would be a general overall article (natural history) on sharks and some of the more interesting things which have been discovered about them. Dr. Perry Gilbert im in my opinion a natural to do this important article for the National Geographic. You could then devote the second part of the shark story to cover a specific type of shark research which is dohe at the Marine Laboratory in Miami. Dr. Wisby could do the copy on this portion. If you are interested in contacting Dr. Gilbert, he can be reached at 607 275 4101 (office) and 607 272 3374 (home). Thank you for your interest in this matter.

Sincerely yours,

Jerry Greenberg
6840 SW92nd St.
Miami 56, Fla.

cc: Dr. Perry Gilbert
Professor of Zoology
Cornell University
Ithaca, N.Y.

National Geographic Magazine
WASHINGTON 6, D. C.

MARY S. GRISWOLD
ASSISTANT ILLUSTRATIONS EDITOR

April 13 1965

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

Dear Jerry:

We're currently putting together a story on living mollusks (as opposed to dead sea shells), and I wonder if you could help us out.

Our collection of pictures is very good, but there are a couple of subjects missing which I feel would be very useful if we could obtain good color pictures. Perhaps you might have good color of these subjects in your files; if not, do you have any suggestions as to possible sources? Specifically, we are interested in giant clams (Tridacna gigas); octopus and squid; "flying" scallops (scallops actually propelling themselves through water); and, especially, paper nautilus and chambered nautilus.

The last two, as I say, are of special interest to us. I have yet to see good color of either living creature. As a matter of fact, I've only seen paintings of the living paper nautilus, or argonaut, as it's often called.

Any suggestions you can come up with would be greatly appreciated.

Best regards,

Mary

MSG:mlc

National Geographic Society

WASHINGTON, D. C. 20036

LEONARD J. GRANT
ASSISTANT TO THE
PRESIDENT AND EDITOR

April 12, 1965

Dear Jerry:

It was so thoughtful of you to telephone me about our new Fish Book. As I told you a large portion of the credit should go to you for your wonderful photographs.

As promised I am returning the original transparencies of the following illustrations: three parrotfish close-ups (page 211) redlip blenny (page 210) and silversides (page 201). You must have the originals of the bull shark (page 327) and the lizardfish (page 216) because we have always been working with duplicate transparencies.

I am looking forward to seeing your new shark pictures and that story in the Magazine. Dr. Grosvenor will be in Miami shortly and probably will be discussing the article with Walton Smith and Warren Wisby.

All best,

Sincerely,

Len

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

sl
Enclosures

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

VOUCHER No. 391

CK No. 91694

Jerry Greenberg
6840 SW 92nd Street
Miami 56, Florida

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BAL
MAR 31 65	785	EXPENSE ACCOUNT SETTLEMENT IN CONNECTION WITH PHOTOGRAPHIC WORK FOR THE SHARK STORY.....	1,309.60		
MAR 31 65	2100	LESS NGS EXPENSE ADVANCE	210.23		1,0

$1099.37

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

April 6, 1965.

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

Dear Mr. Greenberg:

Here is the Society's check for $1099.37. This is in settlement of your expense account for photographic work on the shark story.

Sincerely,

Lilian Davidson

(Lilian Davidson)
Secretary to Mr. Gilka

encl.

P.S. Could you next time you write, let me have your Social Security number? Our Audit people have asked for everybody's number!

Thanks.

L. D.

March 29, 1965

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

Dear Bob:

Please find enclosed 1 can of unmounted 35mm film and 5 sheets of 120 color. All of this material is the efforts of my trip to the Tongue of the Ocean. Please have all of the 35mm mounted. I have made my selections by notching the bottom portion of the strips on items I believe should held out as selects. The enclosed material will contain photographs of Silky sharks being fed from a shark cage, divers fending off over ambitious sharks and some fine studies of the White Tip shark, which is a deep water variety. I hope that you will be pleased with the results. I have also enclosed 200' of a work print, the original is in color, showing some of my activities on this trip. Perhaps you might want to show it to MBG.

I have enclosed the additional expenses involved for this trip. If you decide to use any of the enclosed material in the Wisby-Greenberg shark article I would appreciate payment for the above monies spent. The entire trip was sponsered by Marine Acoustical Services who do contract work for the Navy in the Florida and Carribean areas. There were no charges to me for the use of the boat or for the salaries of captain or crew with the understanding that if any of the resulting photographs from this trip are used in the National Geographic shark article a mention would be made in the captions somewhere that it is a Marine Acoustical Service diver comming in contact with the shark menace in the performance of his duties. I hope that this will be agreeable with you and will be a saving in boat and crew expenses.

Thank you for the original shark assingment and your past interest in my underwater photographic activities.

Sincerely yours,

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

cc: Mr. John Plogert
MAS, Miami, Fla.

March 23, 1965

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

Dear Bob:

Please find enclosed under separate cover the equipment that I have had on loan from the National Geographic for the shark assignment. The Lunasix meter #109992 is in good shape. I cant seem to find the Calypso body that I received from the magazine. I have therefore enclosed a Nikonos body with the 35mm Berthiot lens #03835 which originally came with the Calypso. I have had a camera repairman adjust the infinity focus to match the film plane of the Nikonos. As you know the lenses from the two cameras are not interchangeable.unless they are readjusted to line up at the infinety index. I hope that this replacement is agreeable with you. In the same box I have enclosed the photographs that I shot of the underwater sound recordings in relationship to shark research. This was the last items that I had to do in this assignment. The resulting photographs are only fair due to working in too deep of water and in a stiff current. I was only in Bimini for one days work with the Marine Lab's people and There is not very much to show for it. As you know I have had this assignment since June 20th, 1963. Because of the limiting aspects of the shark research done at the University of Miami Marine Lab I don't think that I can get much more out of the set-ups. The people involved with the work will be leaving soon and I think that this month is the best time to consider the story finished. This will have to be your decision not mine. I don't think that anything more useful can be done in the Miami area that will justify more time and money being spent. Please let me know your feelings on this matter. I think at this point we have a pretty fair story but not a classic piece on thesubject of sharks. As you know I am seldom satisfied with what I do. The photo coverage at this point is only fair.

Just last week I went on a trip to Tongue of the Ocean off of Andros in the Bahamas. The reason for this trip was to do some photo work on speculation for future government contract work. Atthe same time I was able to do some additional shark photography. If the results are what I think they are I will have some more material for you. I paid for this junket out of my own pocket. I had four divers in the water with me and lost some underwater photographic equipment. It was an expensive trip but I may have some very fine photographs. In any case I will forward the material to you along with the expenses. Talking about expenses I received up to date $4,820.33 for expenses on the shark story. I have spent $5,040.85 to finish up the story. I believe that this leaves a balance of $220.52 still due me. If you decide to use any of the Tongue of the Ocean material I believe that the monies spent will kick your total into the $6,000.00 bracket. There should be enough of material left over to really beef up the shark chapter in the revised edition of your Book "WONDEROUS WORLD OF FISHES". That's about all now Boss.

Sincerely yours,

Jerry Greenberg

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

VOUCHER No.

No. 83156

Gerald Greenberg
c/o Dick Billing
Life Magazine
Time/Life Building
New York, New York

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS
July 16	21000	ADDITIONAL ADVANCE FOR SEALAB STORY . .	$500.00	

National Geographic Society

WASHINGTON, D. C. 20036

LEONARD J. GRANT
ASSISTANT TO THE
PRESIDENT AND EDITOR

March 3, 1965

Dear Mr. Greenberg:

The first shipment of our new book "Wondrous World of Fishes" has just arrived from the bindery and I take great pleasure in sending you four advance copies.

I don't know what we would have done without all of your wonderful pictures. My only disappointment is that we did not have more room for tropical fish. I am hoping we can expand the fish biographies and use more of the pictures in a later edition.

Your story on the under sea park was one of the most popular articles we have published in the Magazine and all of us feel it adds greatly to the interest and value of our book, too. Even before opening the book your work is apparent on the jacket. We hope you will be as pleased as we are with the way it turned out.

Just as soon as I get the transparencies back from our engraving-printing department, I'll be returning the originals to you, as requested.

Warm personal regards.

Sincerely,

Len

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

lfr

Enclosures (4)

NAT ONAL GEOGRAPHIC SO ETY
SIXTEENTH AND M STREET, N. W.
WASHINGTON, D. C. 20036

VOUCHER No. 38

CK NO. 90423

Jerry Greenberg
6840 SW 92nd Street
Miami 56, Florida

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

	DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BAL.
5	FEB 24 65	735	SECOND PAYMENT TOWARDS MINIMUM GUARANTEE OF $3,200. FOR PHOTOGRAPHY ON THE SHARK STORY.	1,100.00		1,

PAID

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

February 25, 1965.

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

Dear Mr. Greenberg:

Here is the Society's check for $1100. This is the second payment towards your minimum guarantee of $3200 for photographic work on the shark story.

Sincerely,

Lilian Davidson

(Lilian Davidson)
Secretary to Mr. Gilka

encl.

National Geographic Magazine
WASHINGTON, D. C. 20036

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

February 18, 1965

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

Dear Mr. Greenberg:

As Mr. Garrett was preparing to leave for Saigon some three weeks ago, he reminded me to drop you a note thanking you for your help and ideas on the albums we are going to prepare. We have written Kim Color and have just received a reply. Also, your unique, secret-patented sample page has been quite helpful. Therefore, although belatedly, please accept my thanks for your assistance.

I have received your Aluminaut booklet and am holding it for Mr. Garrett's return.

Sincerely,

M. Jean Vile

(Miss) M. Jean Vile
Secretary to W.E. Garrett

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

February 11, 1965

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

Dear Mr. Greenberg:

Mr. Gilka asked me to let you know the number of the Geographic Lunasix light meter that you have. It is #109992.

Sincerely,

Lilian Davidson

(Lilian Davidson)
Secretary to Mr. Gilka

January 11, 1965

W.E. Garrett
National Geographid Magazine
Washington, D.C. 20036

Dear Bill,

Thank you for your letter of Jan. 6.

The lab that did my color work is Kim Color, 532 W. 20 St., Hialeah. Inasmuch as they have several departments, each catering to a different type of color printing operation, your best bet would be to call or write them directly and explain your needs. My contact there is David Lawrence.

Frankly, any good color lab (D.C. or N.Y.C.) would be able to handle your requirements if you did the following:

1. Make your color negatives on 35 mm. Kodacolor on your Repronar copying device.
2. Make color corrected duplicate transparencies of the items you copied in 1. This gives your color printer a guaide to work with.
3. Advise your color printer that electronic flash was used as source of light on copy negatives.

Using these three above suggestions, Kim Color or any good color printer can give you exactly what you want. The prints would cost about $.15 per run per print 2x3 size. They might first have to make a trial run of all 132 pictures to check for initial color balance. I have enclosed a sample Greenberg catalog page to act as your Bible. Geographic may have full reproduction rights to this revolutionary document.

After you Air Force story is out of the way, could you get Don Crump to make a rough layout of our shark story to see how it balances out? I could then take the shots needed to fill in.

Bob Gilka has already advanced me 1/3 payment of my minimum guarantee on the story. Would it be possible to get a second 1/3 payment soon? Would like to pay off my hospital bills so I can go skydiving.

Sincerely,

Jerry Greenberg
6840 S.W. 92 St.
Miami Fla. 33156

National Geographic Magazine
WASHINGTON, D. C. 20036

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

January 6, 1965

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

Jerry,

Would you mind contacting the lab that makes your little color prints and ask them to give us their rates. I'm going ahead with Fred Truslow's file now and hope to order three or four color prints each of the 132 pictures. We plan to make the color negatives here from the originals in the lab. Do you have any special suggestions on color negatives?

WEG:jv

Jay just called to say you are all bashed up. What happened? did some strut blow up as you turned a corner? Sorry to hear bad I always knew you would die at the hands of a shake (no hands) What would you like - a bed-size Playboy calender?

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

January 4, 1965

Airmail

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

Dear Jerry:

I have talked to Bill Garrett about the proposed trip to Tongue of the Ocean for a crack at some White Tips. Bill and I both are a little bit skeptical about such a trip. I think the odds are strongly against us getting good pictures.

Perhaps the White Tips could be one of the subjects we could cover in a painting.

Even if some White Tips did show up, chances are that it would end up being just another picture of a shark--the situation being rather commonplace. That is to say, there would not be any underwater activity other than photographers; and I'm afraid that it would end up being another shark portrait--and we have several of these in the workbox already.

I'm enclosing a clipping which might interest you. According to it, sharks are playing havoc with the commercial fishing industry in Florida. I'm sure this is greatly exaggerated, but I wanted you to see the clipping in case you missed it.

I hope to be able to do a rough layout in the next couple of weeks on the shark material we have on hand.

Let me know if anything develops on your end concerning the shark story.

Best wishes for the New Year.

Regards,

Don J. Crump

DJC:erc
Enclosure

December 26, 1964

Mr. Bob Patton: Assistant Illustration Editor
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Bob:

Thank you for your letter and film shipment of December 16th. They came just in time as three days later I received a frantic call from HOLIDAY MAGAZINE for material on man in sea and other items to illustrate an article by Jim Dugan.

When you get a chance Bob I would appreciate it if you would give me an evaluation of the photo work I did for Geographic on the Sealab 1 project. I'M not fishing for compliments; on the contrary, I would like to find out were the weak points were in my coverage as well as the good coverage.

Well that's about all now, I am going to Bimini for a diving vacation and will be back in Miami to finish up my shark assignment.

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

December 18, 1964

Dear Jerry:

Several members of the staff including myself received a copy of your book "Adventures of a Reefcomber" and a special issue of Réalités containing several of your wonderful photographs and I want to thank you very much for thinking of me.

I recognize a few of the pictures because we are using them in the new Fish Book. Some others that I have not seen are just great and I wish we had room for them.

Speaking of our book, the first forms go to press December 23 and the final product will be available by March 1. The engraver still has all the transparencies and as soon as they come back I will return your originals.

Warm personal regards and best wishes for the New Year.

Sincerely,

Len

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

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

December 16, 1964

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

Dear Jerry:

With this letter I am returning all of your rejects on SEALAB. We will continue to hold fifty-nine transparencies for possible use. As you know, I am sorry this didn't work out into something we could use right away because I thought the SEALAB experiment was quite exciting, but I'm afraid between the POST and LIFE they took the edge off. Here's hoping we have better luck next time.

Thanks for the magazine with your spread of underwater pictures. I thought it looked pretty nice.

Here's hoping you have a very merry holiday season.

Best regards,

Robert S. Patton
Picture Editor

RSP:mks
Enc.

Just saw some Sharks that looked pretty interesting so you must be keeping busy!
Happy Holidays
Patton

November 25, 1964

Mr. Don Crump
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Don:

Please find enclosed the material that I shot on shark eye research at the Palmer Eye Institute at Jackson Memorial Hospital in Miami, Fla. Assuming that you will receive the eye extraction photograph from Don Nelson the photos will follow the processing of a shark eye for vision research. The photographs are captioned as follows:

A. An eye of a tiger shark before it goes thru processing at the eye institute.

B. Shark's eye is split and the halves are placed in pan of hot paraffin wax.

C. Wax hardens and eye is now inbedded in wax blocks. Blocks are then placed on slicing machine and fine sections are cut from original specimen.

D. Slices of eye are placed in hot water bath and then placed on glass microscope slide.

E. Dr. Hamasaki and assistant prepare live lemon shark in special holding tank. Shark has been drugged to make it less active.

F. Dr. Hamasaki checks a reflected light source into eye of shark.

G. The majority of Dr. Hamasaki's work is done in complete darkness. I have tried to give this set-up a feeling of low key lighting. One of the shots on this page has a back-light going off for some background separation. The others do not have this backlighting. This set-up can be redone if needed.

This finishes up the inside lab photography on shark research. I hope that we will be able to get additional material from Dr. Perry Gilbert to round out the coverage. I have made some drawings of the additional work I have to do to finish up the story. Please drop me a line giving me your thoughts on the balance of work needed. I also have great hopes of doing something wild on the deep water white tip sharks off of Andros. Please give the Hydrospace people a ring to find out how we shand on their forthcomming tip the first part of 1965.

Sincerely yours,

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

NAT)NAL GEOGRAPHIC SO ETY
SIXTEENTH AND M STREET, N. W.
WASHINGTON, D. C. 20036

VOUCHER No. 3472

HECK NO. 87281

Jerry Greenberg
6840 SW 92nd Street
Miami 56, Florida

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

V. O.	DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BALAN
966	NOV 23 64	735	FIRST PAYMENT TOWARDS MINIMUM GUARANTEE OF $3200 FOR PHOTOGRAPHIC COVERAGE OF SHARKS STORY.	1,100.00		1,10

PAID

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

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

SF-1201 (4-60)

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

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

GBA312 AB524
RA496 A R WB108 PD
FAX WASHINGTON DC 17 454P EDT
JERRY GREENBERG
6840 SOUTHWEST 92 ST MIAMI FLO
NOTHING MUCH DOING AT MARINE LAB. FORGET IT FOR NOW. IF NEED HELP LATER WILL ADVISE. REGARDS
ARTHUR A TERRY NATGEOSOC
(08).

426P EST JUL 17 63

no 14051

Rec'd 5:46 p

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

November 24, 1964.

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

Dear Mr. Greenberg:

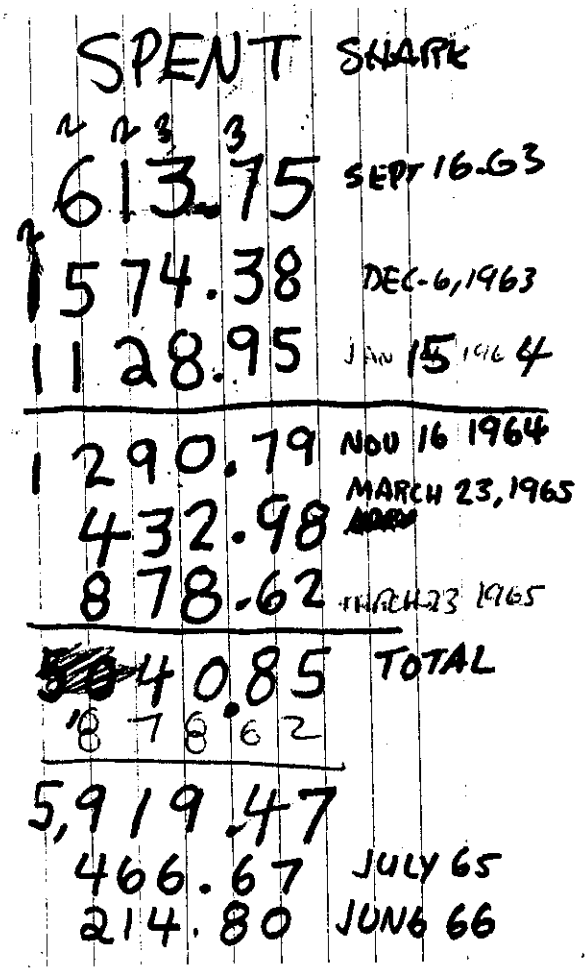
Enclosed is the Society's check for $1100. This is first payment towards minimum guarantee of $3200 for photographic coverage for the Magazine's shark story.

Sincerely,

Lilian Davidson

(Lilian Davidson)
Secretary to Mr. Gilka

enc.



Sharks Threaten Fisheries in Florida

Special to The New York Times

ST. PETERSBURG, Fla., Dec. 12—State and Federal agencies have started an offensive against schools of huge sharks, some up to 25 feet long, that are threatening to ruin south Florida's commercial fishing industry.

The United States Bureau of Commercial Fisheries at Palo Alto, Calif., and the Florida State Board of Conservation have sent marine scientists to the Florida Keys to investigate the situation.

Leon Kenney of St. Petersburg, president of a multimillion-dollar complex of commercial fishing enterprises, estimates his companies' normal annual production, worth $8 million, may be cut in half this year. Mr. Kenney says the shark population in waters off the keys and north along the Gulf of Mexico Coast as far as Naples is double that of last year.

"They are huge, ferocious sharks," Mr. Kenney said. "I have seen a school of them attack a gill net 600 feet long and 35 feet deep as it was being pulled in by a boat crew. They devoured 9,000 pounds of fish and punched 400 holes in the net before the terrified crew could do anything about it."

Nets Cost $3,000 Each

Mr. Kenney said the nets cost $3,000 each and many were being damaged beyond repair.

Robert Ingle, director of research for the State Board of Conservation, said a poisoning program has already been started. He said capsules of sodium perchlorate are put inside large bait fish. When a shark eats one of these fish, the capsule explodes on coming into contact with acid in the shark's stomach.

Another technique is to fasten a baited steel hook on one end of a heavy wire leader with the other end attached to a large board floating on the water. When a shark takes the bait and starts to swim away, the board thrashing in the water, frightens and excities it so that it swims faster and faster until exhausted. Meanwhile, its blood in the water attracts other sharks, which devour the injured one.

Mr. Ingle said 100 hooks attached to floating boards would be used as a beginning experiment.

"We must remember," he said, "that the worst enemy of any shark is another shark and if we can get them to destroy each other it would help control this problem."

He said, however, that the long-term objective was to develop commercial uses for shark livers, hides, fins and carcasses so that fishing for sharks could become profitable. He noted that California a few years ago encountered a shark problem and developed markets for shark products.

National Geographic Magazine
WASHINGTON, D. C. 20036

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

November 18, 1964

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

Dear Jerry:

I planted the seeds and ate the sprouts and Lloyd Ely has resigned to go to Aspen, Colorado. Would you please tell me what those seeds were. I haven't given any to Luis yet because I wanted to see what would happen first.

Our Editorial Council turned down the Reef Fishes of Hawaii story. It was almost a split decision, but split the wrong way.

Because of another commitment on a whale story we will pass up the whale idea too.

Aluminaut--not a chance.
Red Cuba Today being worked on but nobody has assignment yet.
Moon--no.
Plankton--Mr. Vosburgh has asked to see the selects to make his final decision. So far we have not been able to get together to do this. We should have an answer soon.

I had the slide ready to send when a jog from Gilka arrived; am enclosing it with this letter.

Sincerely,

Bill Garrett/jv

Bill Garrett

WEG:jv
Enclosure: 1-35 mm transparency

November 16, 1964

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

Dear Bob:

Please find enclosed my expense account booklet which cover the months of January 7, 1964 to November 16, 1964. The total amount spent for this period was $1,290.79. This leaves me $219.64 on hand to use for the balance of my work. I believe that it will be enough to cover me up to the air shots I have to make. I have been sending up the inside lab photographs on the shark research up to Don Crump.

In about 1 week from now I will be shooting air shots of the Marine Lab boat with sharks around it (I hope). I have a 250 exposure back for my Nikon F. I would appreciate it if you would airmail me a REMOPAK with coiled pistol grip cord NCR3. I also need 1 250 exposure cassette with 30' of Kodachrome II in it. After I am finished using it I will airmail it right back to you.

If you get a chance I would appreciate it if you would check over the work I have done on this assignment so far and give me your opinion on it. I have just made another shippment to Dan Crump. I have notched the items that I felt should be mounted. This will save a lot of extra handling of items that will never even be considered.

Sincerely yours,

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

November 16, 1964

Mr. Bon Crump
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Don:

Here is the balance of the inside lab setpups taken at the Marine Lab. This week I will be working at Jackson Memorial Hospital Eye Clinic and hope to get some more inside scientific work with sharks. Last week Dr. Wisby went to Palm Beach for the shark fishing event they have there every year. I could not get away so I gave two of my cameras to Dan Nelson. He came back with some decent shots of Dr. Wisby working on sharks and some fine eye removal items. He will be shipping these color shots to you soon.

Thank you for the letter to Hydrospace Inc. If you don't hear from them soon would you please follow up with a phone call? In the next twomor three weeks I hope to shot the air photographs of the sharks around the lab boat.

I would like to suggest that you get a copy of the fourth edition of the booklet entitled "The Shark Fishing Industry" from the Ocean Leather Corp. 42 Garden St. Newark 5, New Jersey. It might give us some additional ideas on filler material on sharks.

Sincerely yours,

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

November 10, 1964

Mr. Don Crump
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Don:

I will be working on shark eye research this week and hope to redo the long tube room with Dr. Wisby. The following week I will go to Jackson Hospital for a different angle on the eye research with sharks. I still plan to do the air shots, eye removal, and photo coverage on how the fish vibrations were originally made. No I have not forgotten to do the photograph thru the eye of a shark. I will work on that in December.

I believe that I have a chance to photograph deep water sharks off of the coast of Abaco Island. The reports that I have heard say that there are loads of these white tip sharks in this area. A firm which has a government contract to lay cable in this area (Tounge of the Ocean) will be going into back in January or February. I would like to photograph their divers doing their work with these sharks in the same picture.

I need your help in getting me and my assistant aboard their boat which will be leaving Miami the first of the year. Would you be good enough to contact a Mister Dorin c/O HYDROSPACE SERVICES, INC.
3900 Wisconsin Ave., NW
Washington 16, D.C.

I would like room and board for two people. I will bring my own diving gear and compressor. We will do their own diving and not get in the way of the regular work schedule of the crew or divers. Please do your utmost on getting the OK from these people. Thanks very much.

Sincerely yours,

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

November 9, 1964

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 on the shark research assignment. My main job now is to get some interesting inside the lab photographs that say, this is shark research. I sent up a batch of color to Don Crump last week. I am still making set-ups at the marine lab in Miami. I hope to get some very dramatic eye research photos this week. I intend to do the finishing touches on the lab photography this month and finish up any outside photography in the month of December. Don can look at the entire production in January and then decide on what additional material he needs. I have about $300.00 left. My daily expenses for work at the Marine Lab in Miami runs from $25.00 to $35.00 a day. This is for milage, food, film and processing. I have enough of money to finish up the inside photography. I will need $200.00 - $400.00 to finish up the remainding outside photographs. I will let you know when I run out of cash.

Is there any chance to receive a 1/3rd advance payment of the guarantee you mantioned in your letter of June 20, 1964?

Would you be good enough to check with Bill Garrett and see if it is possible to have my color slide of the Bahamaian child under the fishing returned to me. I left it with hime on my last trip up to DC. Before the Sealab assignment. Thanks very much.

Best personal regards,

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

October 28, 1964

Mr. Don Crump
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Don:

Please find enclosed the color inside work that I have done up to date on the shark assignment. I went on a vacation (the first one that I ever took) to Puerto Rico. This is the reason that the color was slow in getting to you. I would like to suggest that you notch the items that you are interested in before they are mounted. While they are being mounted have the person working the slide mounting machine keep the notched items separated as "selects". The enclosed color has been sorted and coded for identifaction. They are as follows:

A. Vision in sharks with Sam Gruber. I intend to do some more work on this set up. All of his research is done in the darkness.

B. Vision research in sharks. The animal is strapped into a special brace and then placed into a light-proof chamber.

C. Don Nelson with special electrode probes which are placed inside shark's body next to the heart. Both Nelson and Gruber use these probes on their animals for their experiments.

D. Mood shot showing shark in glass tube and under observation by Don Nelson. An electrode probe has been placed into shark's body. Curvature of glass is due to extreme wide angle lens (18mm).

E. Don Nelson and Sam Ha working together. They are placing an electrode probe next to the shark's heart. This was the very first day's work I did at the lab on inside shots.

F. The same set-up as E but with different colored shirts and more separation light.

G. A "b.s." set up.

H. A very poor set up with Warren Wisby in the tube room. I am goint to reshoot this at night using available light, type B High Speed Ektachrome and tripod from another angle.

Sincerely yours,

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

October 7, 1964

Mr. Don Crump
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Don:

Thank you for your letter of October 2nd.

Your comments on the Bimini stuff is true. If we can net two or three items from this batch I will be very happy. I know that the inside lab shots of Perry Gilbert we not much. I can always reshoot this next spring if it is important for the story. Considering that this was only one day's work with a subject (Perry Gilbert's work) I never did expect to cover in our photos, I am quite pleased to get something that we can use to build up the story. As you know, I am mainly an underwater photographer. I don't expect my very first inside lab shots to be as good as your own photographers. I am making a real effort to improve the quality of my inside lab set ups. In fact I started to donthe laboratory photography at the Miami Marine Lab last Monday. I hope to finish up the inside coverage here in about a week and will forward you the take then. I will then start on the outside coverage.If at that time you do not like my inside set-ups we can make other plans for its coverage. I have spent about 1 week making test shots and researching the activity in the inside lab work and I hope that it will pay off.

Yes, I am aware of the activity as covered in your clipping and intend to cover how the "dinner bell" noises were first recorded and also air shots of the play back of them. They made these air observations at the time I was packing up to go on sea lab for you folks.

I will do all future outside photos with K11. I didn't have any with me for my Bimini trip as it was on short notice.

Dr. Wisby does not have anything major on tap in the near future. My main work will be trying to get the photo-coverage done according to the list Wisby and I work out last year. I hope that this will answer all of your questions and I will send you a good part of the inside work by the middle of next week. Have faith in Greenberg.

Regards,

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

October 2, 1964

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

Dear Jerry:

The shark bite test material at Bimini may net us two or three pictures. I can see how we might use the underwater shot of the shark taking the bait, along with a couple of the details to tell the story.

The lab pictures of Perry Gilbert weren't much, as you know.

I see you have been using Ektachrome on most everything. Where you have adequate daylight--and you seemed to on most of the topside pictures--I sure wouldn't use anything but good old Kodachrome II. Kodachrome gives you a little better color rendition plus being sharper and less grainy.

I read a piece in the paper last week about Wisby's work. It said something about experiments in which he observed sharks being attracted by vibrations in the water--sounds of thrashing or distress. He said he had conducted these tests and had flown over water in a light plane observing sharks "homing" in on the vibrations and converging on the source. Is there a picture possibility here? There might be. I realize, of course, that a person might be able to see the sharks with the eye but couldn't record them on film, unless it was crystal clear water with a sandy, or light-colored bottom.

I'm enclosing a bundle of slides which are personal pictures of someone's youngsters.

What kind of work does Wisby have on tap in the near future?

Regards,

Don

Don J. Crump

DJC:erc

Enclosed:
14 35mm transparencies
1 copy of clipping

AIRMAIL

Sept. 24, 1964

Mr. Bill Garrett
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Bill:

Here are 4 story ideas. Some of them are not in my line, but I do think that they will make great Geographic stories.

ALUMINAUT: Photo coverage on the sea trails of this deep diving aluminum submarine. If you are interested I suggest that you contact the Reynolds people for exclusive coverage. Your contact would be Mr. O'Connel 212-El 5 7700. I have enclosed a clipping from Time magazine. The sea trails start off of Flamida sometime in November.

WHALES UNDERWATER: When I was in Bermuda on Sealab I found out that the LIFE team did their color piece on whales in the Argus Island area. What I propose to do is to photograph these giant mammals completely underwater, which would enable me to shhot from more dramatic angles. As you know the Life photographer used a glass bottomed boat which is very limiting. I have enclosed Owen Lee's report.

RED CUBA TODAY: No kidding. This can be a wonderful fiece. Due to the ban on travel created by your friends at the State Dept. no one has been able to do a thorough color feature on Cuba today. Recently Life did a color layout on Castro but little else has been done. This would be a natural text piece for Pedro Blanco (Peter White). You could balance up the story with coverage on the exiled Cubans in Miami and Central America and their counter revolutionary activities.

MOON IN COLOR: I suggest that you look at the work of Mr. & Mrs. Ralph Davis of Sarazota Florida. This couple are doing fantastic moon photographs on fine grained Adox KB14 and their Questar telescope. What can be done on slow B&W film can also be shot on Kodachrome II. I visualize a smashing color layout on moon close-ups. Why don't you drop them a line for some samples. They can be reached thru Questar Corp. New Hope, Pa.

PLANKTON PHOTOS: I would still like to do something to salvage the plankton story that Ed Fisher started to do for you. If you remember the last thing that NGS ran was Zaul's piece back in Feb. 1961. Maybe 1965 will be the year of the Plankton.

Well, thats about all now, See you in Havana.

Sincerely yours,

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

cc:Bob Gilka

BUCK ISLAND

ADVANCED - 1000.00
206.98

SPENT
AUG-69 - 1206.98

Sept.24, 1964

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

Dear Bob:

Thank you for your letter of Sept. 21st. Here is the information that you will need to answer the questions from the audit dept.

Monies received from NGS for shark story

$1,000.00	June,63
500.00	Sept.63
500.00	Nov.63
1,000.00	Dec.63
320.33	Jan.64
1,500.00	June.64
4,820.00	TOTAL

Monies spent on expenses for shark story: these amounts have been sent up to NGS for auditing purposes.

613.75	Sept 16, 1963....mailed up to Don Crump
$1,574.38	Dec. 6, 1963....mailed to Bob Gilka
1,128.95	Jan. 15, 1964....mailed to Don Crump
$3,317.08	Spent up to January 15 with expenses turned in as of that date.

$848.33 of your money has been spent after January 15,1964 on the shark assignment. This money has not been accounted to as yet because the book that it is recorded in has not been completely filled up to the last page.

My books show that I have a balance of $641.67 left. I believe that this will be enough to finish up this assignment for you. What I want to do is to get additional shark research work done in the labs rather than any more open water stuff. Well that's about all now. I hope that I have answered all of your questions.

Best regards,

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

RECEIVED NGS
SEALAB

1,000.00
500.00
597.26
1,609.12

3,706.38 TOTAL

1ST PHASE DAY RT. - 775.00
2ND PHASE DAY RT. 950.00

DAY RATE $1,725.00

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

September 21, 1964.

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

Dear Jerry:

I don't like you to think that I am writing to you solely because of money reasons. This is not the case, but I am reminded by a delinquent list which just crossed my desk that our Audit Division apparently has had no accounting for funds advanced to you in connection with the sharks story. I thought I had seen an expense account or two submitted by you on this story. Am I wrong? If I am wrong, will you please submit an expense account in connection with the shark assignment so that our Audit Division can get those records straight?

You did very well on the SEALAB job, as evidenced in the Life story. I don't know yet what we will do here with SEALAB. At the moment it is part of a larger story on the Navy. Perhaps that is the right place for it.

I hope all goes well with you.

Sincerely,

Bob Gilka

REG:ld

Sept. 21, 1964

Mr. Edwin Wisherd
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Boss:

Thanks very much for the use of the Nokonos power pak. I have gone ahead and made several plastic copies for my Nikonos. When I get up to Washington again I will show you what they look like. Under separate cover I am forwarding you the unit you were so good enough to send me. I am sure that you will find it in good order.

When you get a chance would you check with Bert Stimson to see if he still has the nylon insulators and the German Staeple underwater lens brochure on hand. I would like to have this material returned when he is finished with them.

Best personal regards,

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

September 11, 1964

Dear Jerry:

I just returned from a month's vacation and find your original transparency from the Florida coral reef story has come back from the engravers. You will recall that the conversion to offset from the original plates did not work out satisfactorily and so you kindly sent us the original.

I believe a number of your originals are still at the engraver and I will be returning them shortly.

With warm regards.

Sincerely,

Len

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

jad

August 31, 1964

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

Dear Bill:

Please find enclosed 3 black & white prints which were made from some color originals that I recently shot for Geographic in Bimini. I have already sent the color material to Don Crump. Since the original color was underexposed I thought that it might be a good idea to get some copy negatives made so that I could see the more important shots. After you get a look at them would you be good enough to pass them on to Don. Thank you. For your own information the photos show a Dusky shark grabbing a special "bite meter". Dr. Perry Gilbert of Cornell has been guaging the biting power of various sharks and rays by the use of a unique "bite-meter". This devise is wrapped up in a shark's favorite food, fresh bonita, and is then dropped into the shark pen at Lerner Lab. The force of the shark's jaw causes a stainless steel ball bearing to be pressed against a softer metal of a known hardness. The harder the bite the greater the impression the bearing will make against the center core.

I have also enclosed the "stats" from my forthcomming colur-B&W piece on SEALAB which will appear in LIFE the first week in September. It will consist of 3 color pages and 2 of black and white. I would also like to suggest that you take a look at the forthcomming SATEVEPOST Sealab piece that Gene Ciampi did for them. At the end of the Sealab project the Post had 1 photographer and 2 writers on the site. I have heard that they spent a total of $10,000 on this story. NGS share of the Sealab assignment came to $3,706.38. Of this amount $1,725 was paid out to me on the basis of a predetermined day rate. I think that it was a very smart move to spilt the expenses on this assignment with LIFE. As you can see the total expense for the entire project came up to $7,412.76. Well that's about all for now. I will be up in NYC on the 12th of Sept. and I will give you a ring then. If you need me for any information on the Sealab layout (if there is going to be any) I would be able to come in from NYC to kibitz.

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

August 27, 1964

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

Dear Mr. Greenberg:

This is to acknowledge the safe arrival of your latest shipment of shark pictures. Mr. Crump is presently away from the office for a few weeks' vacation. You should be hearing from him shortly after his return, September 14.

Sincerely,

Elaine Chisman

(Mrs.) Elaine Chisman
Secy. to Mr. Crump

Airmail

National Geographic Magazine
WASHINGTON 6, D. C.

EDWIN L. WISHERD
CHIEF, PHOTOGRAPHIC LABORATORY

August 19, 1964

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

Dear Jerry:

Today we shipped you, by Air Parcel Post, a flash power pack for a Nikonos Camera.

Please do not alter this pack in any way, and return it to us as soon as possible.

Sincerely yours,

Edwin L. Wisherd

EDWIN L. WISHERD

ELW:jss

VIRGIN ISLAND
PARK STORY

SEPT 27 - 500.00

1-

3 ~ 1
56.94
23.85
4.00
72.04
2 67.50
2 08.65

24
8
32

432.98

5,040.85 SPENT
4,820.33 RECEIVED

220.52

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

VOUCHER No.

No. 84103

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

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS
AUG 14 64	735	FINAL PAYMENT OF NGS'S SHARE OF FEE FOR PHOTOGRAPHIC COVERAGE OF PROJECT SEALAB	950.00	
AUG 14 64	785	PLUS FINAL REIMBURSEMENT OF NGS'S SHARE OF EXPENSES	659.12	
			$ 1609.12	

PAID

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

August 18, 1964.

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

Dear Mr. Greenberg:

Enclosed is the Society's check for $1609.12. This is payment of $950 as the National Geographic's share of fee for Phase Two of Project SEALAB, plus $659.12, being the Society's share of your expenses.

Sincerely,

Lilian Davidson

(Lilian Davidson)
Secretary to Mr. Gilka

enc.

August 18, 1964

Mr. Don Crump
NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D.C.

Dear Don:

The trip to Bimini that you authorized last week worked out fairly well. I believe that I have a very fine shot of a shark grabbing a special GRATHODYNAMOMETER (bite meter) which has a bonita wrapped around it. After the shark makes a bite on this device the inside portion of the meter makes an impression on a metal core of a known hardness. With this equipment, Dr. gilbert is able to record the biting power of various sharks and rays.

The best color items are in the seprate white wrapping are the best of the lot. The underwater color of the sharks in the pens should be recopied in Kodachrome 11 for additional contrast and made lighter. Every thing that I will send to you should be mounted.

I hope to finish the Marine Lab. shark stuff in Miami this fall and finish all of the other shark research the first part of 1965.

Please let me hear from you in regards to the material that I have shot in Bimini, Bahamas.

Sincerely yours,

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

National Geographic Magazine
WASHINGTON, D. C. 20036

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

August 14, 1964

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

Dear Jerry:

Just a note to let you know that we are gathering and holding onto your SEALAB film. As you probably know, Bill Garrett is in Alaska until the first part of September. I suspect the story will stay dormant until his return. He'll let you know what the situation is then.

Marvelous picture of you climbing the ropes.

Sincerely,

Lloyd

Lloyd Ely
Secretary to W. E. Garrett

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

VOUCHER No.

No. 83468

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

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS
JUL 30 64	785	REIMBURSEMENT OF NGS'S SHARE OF FEE AND EXPENSES FOR PHOTOGRAPHIC COVERAGE OF PROJECT SEALAB.....	2,097.26	
JUL 30 64	2,100	LESS NGS ADVANCE.....	1,500.00 ◇	
			597.26	

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

August 3, 1964.

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

Dear Mr. Greenberg:

Here is the Society's check for $597.26. This is the balance of payment of the National Geographic's share of the fee and expenses for your underwater photographic coverage of Project SEALAB.

Sincerely,

Lilian Davidson

(Lilian Davidson)
Secretary to Mr. Gilka

enc.

National Geographic Magazine
WASHINGTON, D. C. 20036

ROBERT E. GILKA
DIRECTOR OF PHOTOGRAPHY

July 28, 1964.

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

Dear Jerry:

Here are some black and white's which I think must be personal photographs, so I am sending them along to you.

We talked with Dick Billings of Life about the business of your back-up diver on SEALAB. It was our feeling that paying the back-up diver should rightfully be your responsibility, but we feel we should meet you half way so we split the difference. I hope this decision does not jar you too much.

We received the equipment we had loaned to Thompson. Needless to say it's a complete wash out. Even the Nikonos is shot since the lens was off when the chamber was flooded.

Sincerely,

Bob

atts.
REG:ld

National Geographic Magazine
WASHINGTON, D. C. 20036

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

July 14, 1964

Mr. Jerry Greenberg
c/o Lt. Hugh Golightly
SEALAB CIB
Tudor Hill Laboratory
U. S. Naval Station , Bermuda
Navy 138 FPO, YFNB12
New York, New York

Jerry,

Had a bit of a verbal clash with CHINFO the other day. Dick Billings told me there was talk of pooling all pictures. CHINFO denied it (at first), and then admitted there had been some talk but that it had been squelched. They said you were happy, then finally and rather angrily said they should have kept the whole thing classfied. We agreed and offered to help keep it a dark secret if we didn't get cooperation.

Anyway, they've got problems too. At least you're not being shot at on this assignment. I'm sure it will all work out. I hope by now the chamber is down, and all is going smoothly.

Your film is on the way.

Cheers
Bill Garrett

WEG:LE

National Geographic Society

WASHINGTON 6, D. C.

LEONARD J. GRANT
ASSISTANT TO THE
PRESIDENT AND EDITOR

July 15, 1964

Dear Jerry:

I am happy to enclose the Society's check for $200 as an additional payment to you for the use of your spadefish color transparency which originally was selected by Bill Garrett in 1961. You already have been paid our customary rate for this picture in connection with the magazine article on Florida's Undersea Park. But we feel it is only fair to pay an additional fee because of the special way it will be used on the jacket and probably on the title page as well of the Fish Book.

As soon as all your transparencies come back from the engravers we will return to you the originals that were received by Art Terry back in 1962. I assume it will be all right for us to keep in our files any duplicate transparencies in the batch such as the bull shark picture which you have used and sold elsewhere.

It certainly was nice seeing you here last month. I appreciate your taking the time to go over the color proofs of your Florida pictures with the engraver. I think you will be pleased with the final results.

It was thoughtful of you to send me a carbon of the two story suggestions you had discussed with Bill Garrett. I have warmly endorsed both ideas and look forward to including this material in the second edition of the Fish Book.

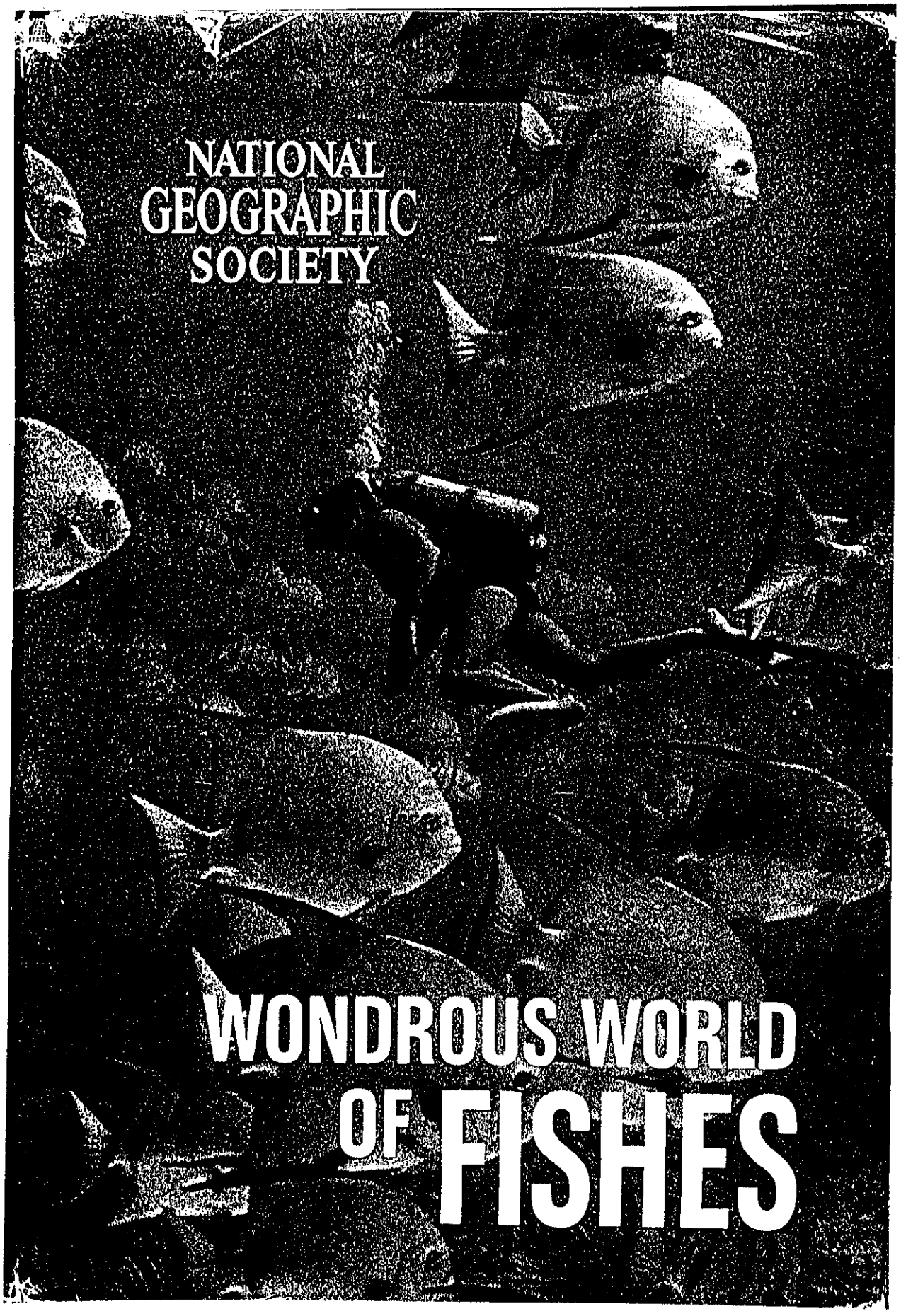
With warm regards.

Sincerely,

Len

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

jad


NATIONAL
GEOGRAPHIC
SOCIETY
WONDROUS WORLD
OF FISHES

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

VOUCHER No.

No. 82979

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 CHEC

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS
JUL 13 64	735	ADDITIONAL PAYMENT FOR ONE COLOR TRANSPARENCY OF SPADEFISH.	200.00	

NA ONAL GEOGRAPHIC SC IETY
SIXTEENTH AND M STREET, N. W.
WASHINGTON, D. C. 20036

VOUCHER No.

No. [illegible]

Gerald Greenberg
6840 SW 92nd Street
Miami 56, Florida

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS
JUN 25 64	2100	EXPENSE ADVANCE FOR UNDERWATER PHOTOGRAPHY OF SEA LAB EXPERIMENT OFF BERMUDA.	1,000.00	

National Geographic Magazine
WASHINGTON 6, D.C.

JOSEPH BAYLOR ROBERTS
ASSISTANT DIRECTOR OF PHOTOGRAPHY

June 26, 1964.

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

Dear Mr. Greenberg:

Here is the Society's check for $1000. This is an expense advance for your underwater photography of the SEALAB experiment off Bermuda.

Sincerely,

Lilian Davidson
(Lilian Davidson)
Secretary to Mr. Gilka

enc.

National Geographic Magazine
WASHINGTON 6, D. C.
202-296-1500

W. E. GARRETT
ASSISTANT ILLUSTRATIONS EDITOR

June 15, 1964

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

Jerry,

The Pentagon promises full cooperation, but they will answer specific points later today or early tomorrow morning. They thought you might have to bring your own safety diver.

WEG:ds

Cheers.

Bill

June 14, 1964

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

Dear Leonard:

Thank you very much for showing me the dummy of the new fish book. A good book on this subject is quite a project. Considering the fact that you had to use a certain portion of old material, I felt that the general appearance of the book was quite pleasing. In fact, the new lease on life you gave the old Chute color photos of Hawaiian fishes was well done.

The only thing that I did not like was the type style which was used on the dust cover. I felt that it was too heavy and not compatabile with your other titles. The other two suggestions that I had were sent to Bill Garrett. I also sent you a carbon copy.

Please find enclosed two receipts which Art Terry signed for back in 1962. Some of this material will be used in the forthcomming new fish book. I understand that these color items will be used in future editions of the book and "for any other purpose related to, and in futherance of, the Society's objectives". This is alright with me. As you know, it is a privilege for me to work for the National Geographic in any capacity. I would appreciate it if you could see your way clear to return the transparencies in question to me after the plates are made or after you make a satisfactory press run. Thank you very much for your help on this matter.

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, D. C. 20036

ILLUSTRATIONS STAFF

June 11, 1964

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

Dear Jerry:

I'm transmitting with this letter the Society's check in the amount of $1500 which represents another advance on your expenses for the Shark picture coverage.

I'm enclosing some expense account booklets which you must use in accounting for your expenditures.

I feel that our conference on the Shark pictures has been a big help and that now we can continue the coverage which will result in a fine article.

Best regards,

Don

Don J. Crump

DJC:erc

Enclosed:
check & voucher $1500
expense account booklets

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

No. 81829

VOUCHER No. 28987

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
JUN 10 64	2,100	EXPENSE ADVANCE FOR PHOTOGRAPHIC COVERAGE OF SHARKS.	1,500.00		1,500.00

June 12, 1964

Dear Jim:

Jerry Greenberg, 6840 South West 97th Street, Miami 56, Florida, will be in Bermuda later this month working on a sea lab project for the National Geographic. We have published many of his outstanding color pictures in the National Geographic. Any assistance you and your people might give him would be deeply appreciated.

Greenberg is a free lance operator who specializes in underwater work. It may well be that he could come up with some ideas for you people on other assignments in promoting Bermuda underwater.

Warmest regards.

Sincerely,

CA:pg
cc: Mr. Greenberg

CHARLES ALLMON
ASSISTANT ILLUSTRATIONS EDITOR

Mr. James Williams
Executive Director
Bermuda Trade Development Board
Hamilton, Bermuda

6840 S. W. 92nd Street
Miami 56, Florida
June 11, 1964

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

Dear Bill:

I have one or two suggestions to give you regarding possible additional use of material which I am now working on or would like to do in the future.

Sharks - In our plans to produce art work to supplement my photographs in this piece, I would like to suggest that we do as thorough a job as possible. I feel that we should plan to depict as many species as possible. I believe that this would be a very good investment for future use in a revised edition of the new Wondrous World of Fishes.

Reef Fishes of Hawaii - I feel that a reef story on Hawaiian fishes should be considered in the near future. It might have the same treatment as my coral reef story (January 1962). Here again after this material is used in the magazine the plates and selects could be used to good advantage in a revised edition of the fish book. I believe that the material that Leonard Grant was obliged to use is of old vintage, and new material would definitely enhance future editions.

cc: Mr. Grant
Mr. Gilka

May 30, 1964

202 - 296 1500

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

Dear Bob:

After spending two days at Panama City on assignment for LIFE magazine I have the following impressions to report.

1. The situation as it stands is that the underwater photo coverage of this submarine project will be done exclusively by navy photo team personel. If you get a chance, now would be the time to look over and review the quality of their work in b&w and color. This material can been seen in Washinton at ONR.
2. As far as I already know, no photographers from NGS, LIFE or SATEVPOST will be allowed underwater at the 200' level on Argus Island. Although the work of the underwater photo team will be of good quality for general release I don't think that it will be the stuff that Geographic photo essays are made of.
3. The magazine photo divers at the press conference were impressed with the dedication and quality of Capt. Bond and his staff. We were all very enthused with the SEALAB 1 project and proud that the Navy was getting involved in this work. We all felt very strongly that the Navy's type of coverage will not lend itself to the best magazine treatment and that there is a good chance that this project might not get the coverage and exposure that it so merits.
4. I would therefore recommend that you use the prestige and influence of the Society to guide the Navy and ONR so that the best magazine photo coverage can be secured. I will be willing to represent NGS and possibly Life. Elgin Ciampi would like to be on hand to cover the underwater activity of SEALAB 1 for SATEVPOST.

Even if I am not selected by the Geographic for the underwater photo coverage I strongly recommend that the magazine get interested in this project and start to do your planning now. Thank you for your interest.

Sincerely yours,

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

JG/jg
CC: LIFE-MAIMI,
SATEVPOST, NYC

TELEPHONE
DISTRICT 7-3330

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Magazine

WASHINGTON 36, D. C.

ILLUSTRATIONS STAFF

May 13, 1964

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

Dear Jerry,

Here are all of the remaining transparencies from your Underwater Research take. This wipes our books clean of this material.

Mr. Chamberlain was in today and selected ten transparencies to talk to you about. They are in a separate package in this shipment and he'll talk to you directly. Once again we'd appreciate your cooperation by not reusing the picture of the Cubmarine which we purchased.

Good to hear from you this morning. Best of luck.

Sincerely,

Robert S. Patton
Picture Editor

What are the current rumors about Link and the world around him?

BP

RSP:mks
Enc. 6 rolls film
23 cut film
212 35mm's