

IV

1966-1971

IV

MARINE  
RESEARCH  
ASSIGNMENT  
1967

ITEM USED (THEY HELD ©), 12 JG STOCK PHOTOS  
USED. THEY MAY STILL BE HOLDING ORIGINALS  
IF NOT 4X5 DUPES.

PUBLISHED IN 1967 SPECIAL  
PUBLICATION BOOK "WORLD  
BENEATH THE SEA". 12 PHOTOS  
FROM THIS ASSIGNMENT USED.  
THEY HOLD © ON THESE. 1 FILE

BUCK ISLAND  
ASSIGNMENT  
1969

PUBLISHED IN NATIONAL GEOGRAPHIC  
MAGAZINE, MAY, 1971. ASSIGNMENT  
OF © DEC. 18, 1995. THEY HOLD  
ORIGINALS + DUPES.

VACATIONLAND  
U.S.A  
SPECIAL PUBS  
1969

THAN LIKELY RETURNED TO ME. ARE THEY STILL  
HOLDING 4X5 DUPES? SEE MAY 1970 NGM USE.

PUBLISHED IN SPECIAL PUBLICATIONS  
BOOK "VACATIONLAND USA". 12  
JG STOCK FILE CHROMES USED. ONE  
TIME USE. ORIGINAL CHROMES MORE

MINERAL  
WEALTH  
FROM THE SEA  
1970

NEVER PUBLISHED IN NATIONAL  
GEOGRAPHIC MAGAZINE. BOB  
PATTON MAY HAVE PULLED "SELECTS"  
TO OFFSET MINIMUM GUARANTEE

# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER **Nº** 53

CHK No. **40213**

MR. JERRY GREENBERG  
 6840 S. W. 92nd St.  
 Miami, Fla. 33156

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.
77 FEB 11 70	735	PAYMENT TO COMPLETE THE \$3500 GUARANTEE FOR PUBLISHABLE PICTURES AND TEXT INFORMATION ON THE BUCK ISLAND ARTICLE AS OFFERED IN A LETTER FROM GMG TO MR. GREENBERG ON AUGUST 8, 1969. A MINIMUM GUARANTEE OF \$1750 HAS ALREADY BEEN PAID AS OF AUGUST 20, 1970. THE TOTAL PAYMENT COVERS THE PURCHASE OF SEVEN TRANSPARENCIES TO BE PUBLISHED IN THE MAY, 1971 MAGAZINE FOR USE IN NATIONAL GEOGRAPHIC SOCIETY PUBLICATIONS AND FOR OTHER PURPOSES RELATED TO THE SOCIETY'S OBJECTIVES. THIS PAYMENT COMPLETES PURCHASE OF BUCK ISLAND WORDS AND PICTURES.	1,750.00		1.
With warranty of authorship and ownership of material described herein and with authority to the National Geographic Society to use said material in its copyrighted publications and for any other purpose directly or indirectly related to, and in furtherance of, the society's objectives.					

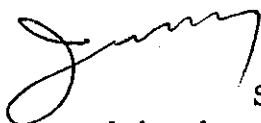
# National Geographic Magazine

WASHINGTON, D.C. 20036

W. E. GARRETT  
ASSISTANT EDITOR

February 26, 1971

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



Since you are branching out of Florida I've sent out a globe that may help you find new story ideas for us.

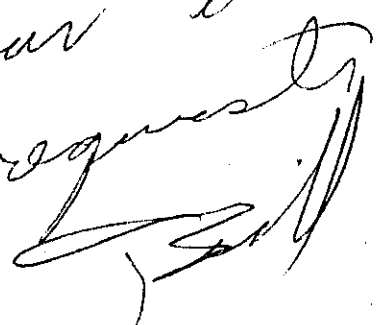
No thanks to you I've survived "vacation", barely. The cold which was coming on in Florida lapsed into the flu then back to the cold and it is just barely leaving.

Bob Patton passed on your question regarding publication of material returned to you in connection with Buck Island. It is our policy to request that no pictures similar to those that will appear in the BUCK ISLAND article be published elsewhere for sixty (60) days after our article appears.

WEG:JV

*Thank  
for slides*

*I'll be in  
touch again  
soon or  
your other  
requests*



# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT S. PATTON  
SENIOR PICTURE EDITOR

February 26, 1971

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

Dear Jerry:

Gil killed the Buck Island painting yesterday, and we substituted the coral forest picture which you have always liked. I hope this makes you even happier. It also proves that it's absolutely necessary that I hold the Buck Island workbox until there is no longer any possibility of changing anything again ever forever. That date is just around the corner so bear with us.

Regards,

*Bob Patton*

RSP:lar

*Bill will let you know about  
publication dates.  
Stimson tells me the lens is ready  
and Bates is testing it to see whether  
he wants one. It will be along  
shortly.*

*P*

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT S. PATTON  
SENIOR PICTURE EDITOR

February 12, 1971

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

Dear Jerry:

With this letter, I am enclosing the Society's check of \$1750. With your advance payment of \$1750 this completes the purchase of pictures and text information for the BUCK ISLAND article. Of course, if additional problems arise with the pictures or text, we expect your cooperation in ironing them out. This payment covers the purchase of the seven transparencies published in the May, 1971 Magazine for use in National Geographic Society publications and for other purposes related to the Society's objectives.

I realize you're expecting the rest of the transparencies back momentarily. However, just this week, we found it necessary to go through the entire workbook to make a nearly last minute substitution in the corals spread. It turns out that neither of the coral pictures are reef building corals, and we needed to find a frame to cover that point of information. With this incident as background, I will continue to hold the workbook for another two weeks against the possibility of a similar occurrence. As soon as the chance of any more changes is eliminated by the printer's deadline, I will return all the transparencies to you. In the meantime, I'll send off the yellow boxes which you may find useful.

Here's hoping the new book is progressing nicely, and I'm sure you will find many additions to it in this Buck Island material. Right now I have no idea when

(continued)

Mr. Jerry Greenberg  
February 12, 1971  
Page 2

I might get to Florida again, but I'll be looking forward to it.

Best regards,

*Bob Tatter*

RSP:lar

Enclosed: Check No. 040213  
Voucher No. 53507  
230 rolls of film (sent under separate  
cover, February 12)

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT S. PATTON  
SENIOR PICTURE EDITOR


February 4, 1971

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

Dear Jerry:

With this letter I am sending you the thirteen transparencies from your personal file which we received on August 13th and the three additional transparencies we received on August 17th. That should clean up all of our outstanding file material on BUCK ISLAND. The Film Library is gathering up your yellow boxes, and I will gather the work-box material together and get the BUCK ISLAND take out to you before long.

Regards,



RSP:lar

Enclosed: 16 35mm transparencies

February 15, 1971

Mr. Bill Garrett  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bill:

I hope by now that you have gotten over your trip to the keys and have the shop running at full speed. Next time you come down try to make it in the spring or summer. By the way, I managed to get some fairly nice photographs on our trip down there. My color book may expand out to 96 pages rather than the 80 planned. I have hopes of borrowing 2 previously used color items for my project. These slides were the ones used in our classic underwater story "Florida's Coral City Beneath the Sea"; January 1962. Remember it?? What I need is the original color transparency and a reproduction quality "dupe". The reason for the original is that I want to try to make an improved dupe with my own equipment and use the best possible one in my book. Your original will never leave my hands and will promptly be returned in 2-3 weeks in the same condition that I received it. The items that I am interested in are the follows:

Lemon shark, 10 feet of malevolence, seizes a snapper in razor....  
Pages 70-71 : January 1962

Sea Fan and Butter Hamlet Blend Their Beauty as in a Japanese...  
Page 77 : January 1962

Well Squire, be good and I may mention you in my next book.

Sincerely yours,

Jerry Greenberg  
6840 SW 93rd St.  
Miami, Fla. 33156



October 3, 1970

Mr. Bill Garrett  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bill:

Welcome back from your "Objective Burma". I hope that your trip went well. I have seen your Angel Son Mike about once a week and he seems to be doing well in school and making a good adjustment away from home. We had him over for supper once or twice and he has come over to do some work in the darkroom. I believe that he went down to the Keys for a little diving and homework. End of report.

I have received a layout from Bob Patton and I think that we have something nice in the works. In fact, it looks a lot better than I thought possible. It just shows you what a good picture editor can do once he gets the photographer off his back. When you get a chance take a fresh look at the new layout and make some mental notes on your feelings. Then look over my letter to Bob Patton of October 2nd. Maybe we might come up with the same answer. In any case, thanks for the opportunity to do another piece for the Geographic. You were right about the family angle to the story. It's that theme that will carry the story thru. Believe me, photographing sharks was a sight easier.

Here are four story suggestions that you might want to consider.

**THE BAHAMAS THAT WINSLOW HOMER KNEW:** Winslow Homer is universally regarded as one of the great American artists. He made painting trips to the Bahamas where he found inspiration for some of his finest water colors. Although the British Seagull outboard has largely replaced the long-bladed sculling oar on a Nassau dinghy, many of the isolated Out-Islands are virtually unchanged since Winslow Homer's visit at the turn of the century. The pink sand beaches and unbelievable water clarity are still there. So are the warm, friendly native Bahamians who still earn a simple but precarious living by going to sea in their rugged, picturesque sloops to fish and trap lobster. I'd like to do a photo essay on the beauty of the simple uncomplicated life in the out islands, using a photographic treatment with a hint of Homer in it, as well as my own feelings of the people and their islands.

**PLANKTON, THE FRAGILE OCEAN WANDERER:** The Geographic already has some fine Fisher plankton photos on file and some money invested in this project. I would like to finish up where Ed Fisher left off, with some additional plankton photos and some collecting and laboratory photographs. This should make a fascinating mini-feature.

**DIVING FOR FOSSIL TREASURES:** The fossilized remains of tremendous mammoths and mastodons, huge saber-tooth tigers, giant lion-like cats, bears, camels, horses and many other strange animals are being discovered by skin divers in Florida's caves, sink holes and springs. The abundance of these remains is incredible. Hundreds of specimens have been uncovered by divers and new ones are being found all the time. Dr. David Webb, paleontologist at the Florida State Museum says "Florida is perhaps the richest area in the world for prehistoric fossils". Relics now being found in Florida caves, are usually well preserved by the high calcium carbonate content of the subterranean water.

**MANFISH WITH A CAMERA:** An underwater "Businessman in the Bush", telling the adventures and amusing incidents that have taken place during my first 20 years of photo-diving. In the early days I explored the reefs and documented the efforts of other divers spearing fish and their quests for underwater endurance and depth records. Later on my subjects were sharks, dolphins, submarines and my own children. The manuscript for my book on this is finished and the illustrations drawn from my files.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

October 2, 1970

Mr. Robert Patton  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bob:

Here are my comments on your Buck Island layout. It's different from what I had in mind when I shot it, but both Idaz and I like it very much. There's only one problem as far as we are concerned. The first ten pages create a very high peak of excitement, the balance suffering by comparison, especially the last two pages.

Just to be sure our closeness to the project didn't blind us to it, I had an art director friend and his wife take a peek at the layout. Their feelings were similar to ours. He said the ending was "not of the same caliber as the beginning." Her comment was "the last portion lacks personal participation." All of us feel all that is needed is a strong ending. Here are my comments, page by page.

Gate fold: Terrific...everyone who saw it was very impressed. It would be Geographic's first underwater gatefold and starts the story off with a bang. It really says "coral jungle." I'd hate to lose this kind of crisp quality to a mushy panorama. Keep this as a lead shot.

Title page: I like the title "Underwater Jewel" and the juxtaposition of the sparkling beach scene and gemlike coral polyp photos. I think that the small polyp photo on the right hand bottom could be replaced with the plume tube worm used on last page.

Topside on Island and aerial: Very nice. Sets family and place.

Start trail here: Good. the kids slide off the trail float and are shown fish watching.

Camera kids and fish pages: These are a fair continuation of the essay. At this point any additional underwater photos following this will drown your reader.

Last two pages: The story falls down on several counts. It's not the same quality as the beginning. There are too many underwater photos- the reader has to come up for air. There is a lack of personal participation of the story's characters.

Here are my suggestions: Eliminate the photos on the last two pages and in their place use a family sailing shot topped off with Mike or the kids on the boom. Extend the story two more pages and finish with the family panorama underwater that Bill Garrett liked so much. This would provide a strong finish and "personalize" the story.

Warmest regards,

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT S. PATTON  
SENIOR PICTURE EDITOR

September 22, 1970

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

Dear Jerry:

Thanks for the book - The Coral Reef. I am glad to have it. Your cover shot looks very good and if it is sharp as I am sure it is, should work very well. Rather than anticipate any reaction on your four story suggestions, I will let you present them directly to Bill as you propose. Winslow Homer is one of my favorites and Plankton has always fascinated me, so you know where my sentiments drift.

I am enclosing herewith a fourteen page rough dummy laid out as a picture story. The text blocks would each be an entity in this and could include general information as well as dealing specifically with the pictures on the spread. In addition, our Map Department is working up a presentation similar to your original dummy. I know Bill is not very high on the lead picture, but I hope he'll change his mind because I think it is the best for the spot. Forgive the roughness of the lettering, but I am no typographer. Other than that I think the dummy looks pretty interesting.

I am also enclosing two prints of your note map and a transparency of your annotated print, the originals are here in our Map Department.

I have looked through your miniature Manfish with a Camera, and it looks fine to me. Generally the layouts are clean. I would avoid the mortise on page 18 (20), if at all possible it looks like an uncomfortable afterthought, especially with the caption line underneath the little picture. There is a similarity between the title page layouts on page 17 and 18, and 21 and 22, which you might want to think about. Other than these few comments, I think you have

Mr. Jerry Greenberg

September 22, 1970

Page 2

it pretty well in hand, so best of luck with it.

Unfortunately, it looks like quite a while before I have an opportunity to get down to Florida to do any diving. However you can be sure that some day I will take you up on your offer and expect a personalized tour of your reef.

Best regards to both you and Idaz.

Sincerely,

A handwritten signature in black ink that reads "Bob Patton". The signature is written in a cursive, slightly slanted style. A horizontal line is drawn through the top of the signature, extending to the right.

ip

Enclosure: Rough Dummy  
2 prints  
1 transparency  
Miniature Book  $2\frac{1}{2}'' \times 4\frac{1}{4}''$   
(Manfish with a Camera)

MELVIN M. PAYNE  
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ADVISORY CHAIRMAN OF THE BOARD

# National Geographic Society

WASHINGTON, D. C. 20036

September 21, 1970

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

Dear Mr. Greenbert:

It appears as if your Buck Island story will soon be scheduled for publication in the National Geographic. The Geographic Art Division plans to produce an artistic rendering of the underwater trail on the east end of Buck Island. Did you work from a plan view, or do you have a plan view of this trail that we might borrow to help us compile a detailed underwater map?

Thank you very much for your kind assistance.

Sincerely yours,



(Miss) Ann Ruhnka  
Geographic Art Division

AR/mb

September 19, 1970

Mr. Robert Patton  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bob:

Please find enclosed a very rough cover mock-up. The original color slide is on K11 and very sharp. I will be going into a type C print and then reduce down for the cover "seps". As soon as I get some press proofs I will send them to you. If you get a chance would you be good enough to return the small art layout of my book. I hope to print my book some times in November or December. You and other photo editor menfish will be the first to get a copy. Do you have a finished "dummy" layout to show me?

In my spare time I have been shooting more color close-ups in the abstract and the next time I see I hope to be able to show you some really new material. In my spare time I have been working on 4 story ideas to propose to Bill Garrett when he gets back from Burma. They are as follows:

DIVING FOR FOSSIL TREASURES

THE BAHAMAS THAT WINSLOW HOMER KNEW

MANFISH WITH A CAMERA.....sort of a wet businessman  
in the bush. The manuscript  
is all finished.

PHANTOMS OF THE SEA, PLANKTONS

Well thats about all now, as I mentioned to you before I left DC, the welcome mat is always open to you to stay at Casa Greenberg and do some diving in "my park".

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156



# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER **Nº**

Io. **34002**

JERRY GREENBERG  
6840 S.W. 92nd Street  
Miami, Fla 33156

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS
SEP 11 70	737	MINIMUM GUARANTEE FOR THREE DAYS' PHOTOGRAPHY OF ARAGONITE DREDGING IN THE BAHAMAS FOR THE MINERAL WEALTH FROM THE SEA ARTICLE	450.00	
SEP 11 70	785	TWO DAYS CONSULTATION AND TRAVEL (\$75.00 EACH) PLUS EXPENSES AUG 24-28	150.00 167.07	
			\$767.07	

PAID

# NATIONAL GEOGRAPHIC SOCIETY

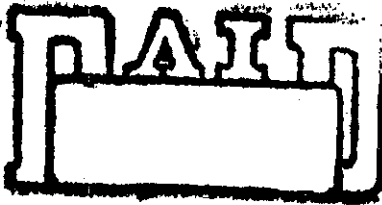
SIXTEENTH AND M STREET, N. W.  
WASHINGTON, D. C. 20036

VOUCHER N<sup>o</sup> 44

K No. 33305

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

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
AUG 24 1968	785	REIMBURSEMENT FOR EXPENSES INCURRED DURING A TRIP TO NATIONAL GEOGRAPHIC TO CONFER ABOUT THE BUCK ISLAND ASSIGNMENT <div style="text-align: center; margin-top: 10px;">  </div>	266.65		2

# NATIONAL GEOGRAPHIC SOCIETY

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

No. 33284

VOUCHER No

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

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS
JUG 24 78	737	MINIMUM GUARANTEE FOR PHOTOGRAPHIC COVERAGE IN CONNECTION WITH THE BUCK ISLAND ARTICLE	1,750.00	
JUG 24 78	785	EXPENSE ACCOUNT SETTLEMENT 7/23-8/1	2,255.53	
JUG 24 78	2,100	LESS BALANCE CARRIED FORWARD	833.62	
			<u>\$ 3,171.91</u>	

**PAID**

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT S. PATTON  
SENIOR PICTURE EDITOR

August 26, 1970

Mr. Jerry Greenberg  
6840 S. W. 92nd St.  
Miami, Florida 33156

Dear Jerry:

Here's our check with your expenses for the trip to Washington, DC. I must admit that one item jarred me--pretty tricky buying lunch for us and then writing it off directly on expenses. The second time was really a bomber.

Bill's off for Paris and I am working on the layout. I will get it down to you soon.

I enjoyed the week.

Regards,

A handwritten signature in cursive script, appearing to read "Bob Patton". The signature is written in dark ink and is positioned below the typed name "Regards,".

RSP/ip

Enclosure: Voucher No. 44935  
Check No. 033305

INVOICE  
JERRY GREENBERG  
6840 SW 92nd St.  
Miami, Fla. 33156

NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

August 29, 1970

12- color reproductions used in NATIONAL GEOGRAPHIC'S BOOK "VACATION\*  
LANDS U.S.A.".One time inside editorial book use of first edition.  
Photographs are not to be used for advertising or promotional  
purposes.

Forward	diver over coral.....NC
Page 17	diver over coral.....\$125.00
Page 58-59	panorama.....\$400.00
Page 60-61	air photo of underwater park.....\$200.00
Page 62-63	jumping shot.....\$200.00
Page 64	man & girl diving.....\$125.00
Page 64-65	coral growth.....\$125.00
Page 64-65	shell on coral.....\$125.00
Page 65	moray eiel.....\$125.00
Page 65	marine jewelfish.....\$125.00
Page 65	queen angelfish.....\$125.00
Page 68	diver and porkfish.....\$200.00

TOTAL \$1,875.00

**PAID**

August 29, 1970

Mr. David McCuen  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear David:

Thank you for your letter of August 24th and the return of the 11- color items that were in your hands for the Vacationlands USA book. I have gone over the reproductions of my photographs used in the book and have come up with the figure of \$2,000.00 instead of the \$1,875.00 paid me. This was arrived using your figures that we discussed on the phone. The additional \$125.00 is based on the use of the small photograph used on the forward and table of contents page. I am sure that you paid your engraver for the "seps" of this reproduction. Then I must ask, why not the photographer. Having made my point I am going to drop the matter before I drive some of the book service heads up the walls. I have enclosed an invoice to cover the sale of these photographs which were used in the first edition of the National Geographic's VACATIONLAND U.S.A. Thanks again for your patience on this matter.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

JERRY GREENBERG  
6840 S.W. 92nd Street  
Miami, Florida 33156  
Telephone 667-4051

Date sent August 10, 1969

This is to acknowledge receipt of the following photo material from  
Jerry Greenberg in good condition: continuation of 1st page

~~\_\_\_\_\_ (S) \_\_\_\_\_ (S) \_\_\_\_\_~~  
~~\_\_\_\_\_ (S) \_\_\_\_\_ (S) \_\_\_\_\_~~  
~~\_\_\_\_\_ (S) \_\_\_\_\_ (S) \_\_\_\_\_~~

The items marked with red dot are from American Heritage assignment and must  
not be used in magazine. For book use only. Prices for book use and terms are  
as follows. For one time inside editorial use in National Geographic Society  
vacation in America book (first edition.)

when photograph is used for full page.....\$250.00  
when photograph is used for 3/4 page.....\$200.00  
when photograph is used for 1/2 page.....\$175.00  
when photograph is used for less than 1/2 page...  
\$125.00

Value of above material \$21,200.00

TERMS OF SUBMISSION AND SALE OF ABOVE MATERIAL

- 1) Photographs are submitted on approval, to be returned four weeks from date above. Unless a longer period is requested in writing and permission specifically granted by Jerry Greenberg, client agrees to pay a holding fee of \$1.00 per day for each transparency held, \$5.00 per week for any group of black and white prints or contact pages held.
- 2) Client assumes full responsibility for damage or loss of these photographs after their receipt and until promptly returned undamaged by common carrier and insured for at least the above amount. A charge of four times the declared value is payable for each item lost, stolen or damaged. Should a lost item be found and returned undamaged, the sum shall be refunded less the holding fee.
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**\*Note:** Please sign and return duplicate copy. Retain original for your files.

Signed by X David H McQueen  
Agent for NATIONAL GEOGRAPHIC SOCIETY (BOOKS)  
Date 8/14/69

JERRY GREENBERG  
6840 S.W. 92nd Street  
Miami, Florida 33156  
Telephone 667-4051

Date sent: August 10, 1969

This is to acknowledge receipt of the following photo material from Jerry Greenberg in good condition:

12- 35mm panorama color items valued at \$100.00 each *← 12-PANORAMA Retinal*  
200- 35mm color items valued at \$100.00 each - ~~Material~~

~~10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200~~

continued →

Value of above material \$

TERMS OF SUBMISSION AND SALE OF ABOVE MATERIAL

- 1) Photographs are submitted on approval, to be returned four weeks from date above. Unless a longer period is requested in writing and permission specifically granted by Jerry Greenberg, client agrees to pay a holding fee of \$1.00 per day for each transparency held, \$5.00 per week for any group of black and white prints or contact pages held.
- 2) Client assumes full responsibility for damage or loss of these photographs after their receipt and until promptly returned undamaged by common carrier and insured for at least the above amount. A charge of four times the declared value is payable for each item lost, stolen or damaged. Should a lost item be found and returned undamaged, the sum shall be refunded less the holding fee.
- 3) Photographs are not sold and no rights whatsoever are acquired to said photographs until final invoice is rendered. A license to reproduce will then be granted: the only rights transferred and the only uses permitted shall be those specifically noted on said invoice.
- 4) Photographs must not be photostated, sketched, televised or reproduced in any manner without payment for such privilege.
- 5) Client agrees that the person accepting these photographs on its behalf is authorized to do so. If terms are unacceptable please return this material. Holding it will constitute acceptance of the terms listed above.

*\*Note: Please sign and return duplicate copy, Retain original for your files.*

Signed by *David H. McChen*  
Agent for NATIONAL GEOGRAPHIC SOCIETY (BOOKS)  
Date 8/14/69



# National Geographic Society

WASHINGTON, D. C. 20036

BOOK SERVICE  
MERLE SEVERY CHIEF

August 24, 1970

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

Dear Jerry:

Sorry I missed you. Maybe next time.

In answer to your inquiries, your 11 transparencies are enclosed herewith. We received them back from printing and engraving just a week or so ago.

In regard to the payment for your photos, I suggest you get out your slide rule, compass, protractor, adding machine, and try again. When making your calculations, remember that we added image to the photo on pages 58-59. The actual space occupied by your widelux transparency is less than  $3/4$  page on each page. Thus the payment for these pages amounted to \$400 rather than the \$500 it would have been, under the terms of sale specified by you, had the photo filled out both pages. Knowing how scrupulous you are in these matters, I was careful to observe this fact in making calculations for payment. This is the only instance I can find which might have misled you into thinking you were underpaid.

If I can be of any further assistance to you on this, please let me know.

Cordially,



David H. McCuen  
Picture Editor

DHM/mt

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

August 18, 1970

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

Dear Jerry:

I did not know it when you were here, but the contact at Fort Lauderdale, Dick Schmitz (305-566-9601), called here to say he was expecting Bates Littlehales (once the photographer assigned) and Sam Mathews (our staff writer) at Fort Lauderdale to talk about and photograph the undersea mining operation Monday, August 17. Developments made it impossible for Schmitz to meet on that date, but he hopes one can be arranged August 24. Will you please keep in touch with him? Thank you.

Sincerely,



REG/lk

August 16, 1970

Mr. David McCuen:  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear David:

I was up in Washington last week working with Bob Patton on my Buck Island layout. I stopped up to see you but was told that you were on vacation. Besides wanting to say hello I did want to check up on two things with you.

- 1/ The National Geographic has 11 color items still in their hands that were used in the VACATIONLANDS USA. Would you be kind enough to have them sent back to me. Thank you.
2. Back in October of last year you sent me a check for the use of my color material in the above book. At that time I did not have a tear sheet to check out the size of the reproductions against the check that you sent me. If you remember the total amount of the check was \$1,875.00. In looking thru a copy of this book I have the feeling that I might have been mistakenly underpaid for these photographs. Would you be kind enough to check out the reproductions and compare them to the \$1,875.00 fee paid me. To refresh your memory the terms of sale and prices were as follows:

For book use only. One time editorial use in National Geographic Society VACATIONLAND USA book (first edition)

when photograph is used for full page.....	\$250.00
when photograph is used for 3/4 page.....	\$200.00
when photograph is used for 1/2 page.....	\$175.00
when photograph is used for less than 1/2 page.....	\$125.00

Thank you for your interest and I hope to hear from you.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

August 15, 1970

Mr. Robert Gilka  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Boss Gilka:

Thank you for your assignment to cover aragonite dredging in my part of the world. I expect to do this work the middle part of September. I will also do a little snooping around and suggest some additional photo ideas for your forthcoming "MINERAL WEALTH FROM THE SEA".

As per my conversation with you the rates are as follows:  
\$150.00 a day for photography plus expenses  
\$ 75.00 a day for travel and/or research plus expenses  
The day rate against the page rate (whichever is higher)

The Geographic will keep what it uses from my take and will return the rest. I also understand the Geographic will pay additional (at a rate set by them) for reuse of the published material.

Thank you for the above assignment. I have also taken the liberty to forward you the expenses involved on my trip to Washington to help Bob Patton work on the Buck Island layout.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

# National Geographic Magazine

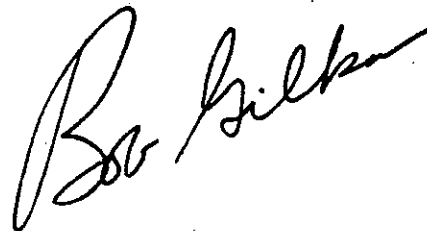
WASHINGTON, D. C. 20036

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

August 11, 1970

Dear Jerry:

Attached is a copy of the memorandum I mentioned in which Bill Latham requests coverage of the aragonite dredging operation being conducted by Ocean Industries in your part of the world. We would like you to handle this assignment after your return to Florida. It will involve both topside and underwater photography, it appears. I should think a maximum of two days on the site should give you enough time to do the job. Thank you.



REG/lk  
attachment

# National Geographic Society

WASHINGTON, D. C. 20036

July 23, 1970

ALBERT MOLDAVY  
CHIEF OF FILM REVIEW

Mr. Jerry Greenberg  
King's Alley Hotel  
Christiansted  
St. Croix, Virgin Islands

Dear Jerry:

I looked enviously through your underwater take in shipments 6 and 7. You certainly have this "nailed down".

On the technical side, you had good exposures on all subjects except -

Roll 133 - was all underexposed. There were, however, several good flash illuminated portraits.

Roll 165 - overhead view looking down into boat was also underexposed a full stop. Several frames, however, are marginal and may be useable on the subject.

Roll 137 - approximately half of this roll had a yellow tinge - see rejects. The remainder looked as though you had removed the filter and did have good color.

Roll 145 - all overexposed approximately full stop.

Widelux rolls, 143, 144, 147, 159 - had shutter chatter as evidenced by the vertical streaking. Of course, this shows up most prominently where there is sky area and less in the underwater take. Suggest having this piece of equipment checked. Rejects of this are enclosed.

I was particularly impressed by the Kodachrome underwater shots. It must be the ideal water that makes the use of this possible.

Regards,



Albert Moldvay

AM/ta  
enclosures

# National Geographic Society

WASHINGTON, D. C. 20036

ALBERT MOLDVAY  
CHIEF OF FILM REVIEW

July 22, 1970

Mr. Jerry Greenberg  
King's Alley Hotel  
Christiansted  
St. Croix, Virgin Islands

Dear Jerry:

No technical problems apparent in shipment 5. You have good exposures on all underwater situations. The wide-lux underwater had varied exposure, possibly due to lighting conditions, but you had this well bracketed in the five rolls taken. Roll 102 was overexposed - see rejects - but again, you had this repeated on 103, 104 and 105. We do have your shipments 6 and 7 on hand, so you will get a report on those shortly.

Regards,



Albert Moldvay

AM/ta  
enclosures

# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER **Nº 4:**

K No. **32011**

Bank of Kendall, for the account  
of Seahawk Products (Jerry Greenberg)  
Miami, Florida 33156

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 22 75	2100	ADDITIONAL EXPENSE ADVANCE FOR CONTINUED PHOTOGRAPHIC COVERAGE IN THE VIRGIN ISLANDS FOR THE BUCK ISLAND ARTICLE, THE EXPENDITURES TO BE DULY ACCOUNTED FOR.	2,500.00		2:

PAID



MELVIN M. PAYN  
PRESIDENT  
FREDERICK G. VOSBURGH  
VICE PRESIDENT AND EDITOR  
LEONARD CARMICHAEL  
VICE PRESIDENT FOR RESEARCH AND EXPLORATION  
ROBERT E. DOYLE  
VICE PRESIDENT AND SECRETARY  
THOMAS M. BEERS  
VICE PRESIDENT AND ASSOCIATE SECRETARY  
GILBERT M. GROSVENOR  
VICE PRESIDENT AND ASSOCIATE EDITOR  
HILLEARY F. HOSKINSON  
TREASURER  
MELVILLE BELL GROSVENOR  
CHAIRMAN OF THE BOARD AND EDITOR-IN-CHIEF  
THOMAS W. McKNEW  
ADVISORY CHAIRMAN OF THE BOARD

## National Geographic Society

WASHINGTON, D. C. 20036

July 16, 1970

Mr. Jerry Greenberg  
King's Alley Hotel  
Christiansted  
St. Croix, V.I.

Dear Mr. Greenberg:

The enclosed rejects are from shipments three and four, Buck Island.

The following four rolls (48, 81, 84, 89) are typical of the exposure in their respective rolls. They appear to be a half to a full stop underexposed, especially rolls 48 and 89. However, in the other two rolls, this underexposure may give the desired effect. The screen used in roll 90 gave an interesting pattern.

As in your last shipment, there are two rolls, 70 and 71, with a band of less exposure along one of the sides. The very short lens caused severe distortion in the pictures made on board the Sea Angel. The rewind was not correctly reset in roll 55, resulting in a blank roll. Other comments are noted on the slide mounts.

Sincerely,

*Guy Starling*  
Guy Starling

GS/cwk  
Enclosures

MELVIN M. PAYNE  
PRESIDENT  
FREDERICK G. VOSBURGH  
VICE PRESIDENT AND EDITOR  
LEONARD CARMICHAEL  
VICE PRESIDENT FOR RESEARCH AND EXPLORATION  
ROBERT E. DOYLE  
VICE PRESIDENT AND SECRETARY  
THOMAS M. BEERS  
VICE PRESIDENT AND ASSOCIATE SECRETARY  
GILBERT M. GROSVENOR  
VICE PRESIDENT AND ASSOCIATE EDITOR  
HILLEARY F. HOSKINSON  
TREASURER  
MELVILLE BELL GROSVENOR  
CHAIRMAN OF THE BOARD AND EDITOR-IN-CHIEF  
THOMAS W. MCKNEW  
ADVISORY CHAIRMAN OF THE BOARD

# National Geographic Society

WASHINGTON, D. C. 20036

July 10, 1970

Mr. Jerry Greenberg  
King's Alley Hotel  
Christiansted  
St. Croix, Virgin Islands

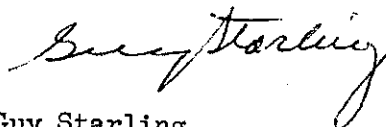
Dear Mr. Greenberg:

The enclosed rejects are from shipment two, Buck Island. Also enclosed are the two unmounted "test" rolls. They were put in the strips for mailing convenience. No frames were omitted.

Focus is sharp throughout the shipment. Exposure is good except in roll 23 which is one stop over. You have good shadow detail from the fill light (see rejects 27 and 39). The very short lens, when not held level, caused distortion of the horizon in rolls 28 and 36. Widelux exposures were good but there are occasional frames with unevenness. There must be one shutter setting which is not smooth.

All these points can be seen in the rejects.

Sincerely yours,



Guy Starling

GS/ta  
Enclosures

RECEIVED OF THE NATIONAL GEOGRAPHIC SOCIETY, the following equipment,

to be used on my free-lance assignment to Buck Island  
St. Croix

for the National Geographic Magazine:

Nikon Action Finder #68766

Nikkor-JD Auto 20mm Lens #436013

I UNDERSTAND AND AGREE that all of this equipment is to be returned promptly and in good condition to the National Geographic Society upon completion of my assignment. Further, that at its discretion the Society may withhold any payments which may be due me by virtue of a minimum guarantee and/or purchase of photographs until the equipment is returned, or its loss or damage is compensated for by insurance or otherwise.

/s/ Signature

Typed Name Jerry Greenberg

Witness:

6/5/70

# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER **Nº**

20402

MR. JERRY GREENBERG  
 6840 S.W. 92nd Street  
 Miami, Fla 33156

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS
11 20 70	1420	PAYMENT FOR ADDITIONAL PUBLICATION IN SCHOOL BULLETIN #30, MAY 11, 1970, OF ONE COLOR PHOTOGRAPH OF FOUR PEOPLE EQUIPPED WITH FINS AND MASKS DIVING OFF A RAFT. PREVIOUS PUBLICATION WAS IN A PROMOTION BROCHURE ON VACATIONLANDS U.S.A. AND IN THE VACATIONLANDS BOOK.	25.00	

# National Geographic Magazine

WASHINGTON, D.C. 20036

JOHN E. FLETCHER  
CHIEF, PHOTO EQUIPMENT

June 5, 1970

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

Dear Jerry:

On June 3 we shipped your personal Widelux camera #343003. The camera required no parts, but the total labor cost is \$20.00 which is \$10.00 per hour for the two hours shop time. Also with the camera we shipped one Sports finder (Nikon) which I am placing on loan to you for this current assignment.

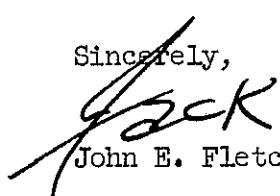
Your salt-water soaked Nikon arrived and will be in the shop for a complete overhaul. If this should happen again, I would suggest that you immediately rinse the camera in fresh water, then rinse it in alcohol. Do not allow it to soak in either solution for an extended period.

Under separate cover I am shipping a 20mm lens #436013 which also will be on loan to you during the duration of this particular assignment.

For this additional equipment, I shall appreciate your signing and returning the white copy of the form attached. The pink one is for your use.

If I can be of any further assistance, please do not hesitate to contact me.

Sincerely,

  
John E. Fletcher

JEF:m

# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER **Nº**

No. **28731**

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

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS
MAY 7 70	2100	ADVANCE FOR EXPENSES CONNECTED WITH PHOTOGRAPHIC COVERAGE IN THE VIRGIN ISLANDS FOR THE BUCK ISLAND ARTICLE, THE EXPENDITURES TO BE DULY ACCOUNTED FOR.....  <i>Expense account booklets will follow with film, etc.</i>	3,000.00	

# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER **Nº** :

CK No. **28413**

MR. JERRY GREENBERG  
6840 S. W. 92nd Street  
Miami, Florida 33156

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
APR 29 70	1.060	PAYMENT - ONE-TIME REPRODUCTION RIGHTS TO ONE TRANSPARENCY USED AS ONE PAGE IN THE CUMULATIVE INDEX 1947-1969.....	250.00		

PAID

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT S. PATTON  
SENIOR PICTURE EDITOR

May 8, 1970

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

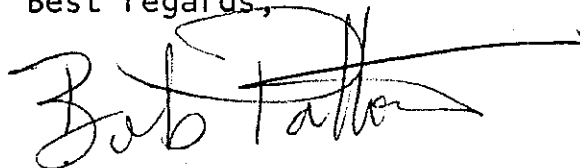
Dear Jerry:

I am enclosing our check for \$250 to cover the payment for one-time reproduction rights to your transparency of Dave Bridge swimming among some small bait fish. I was very tempted to haggle with you a bit on this one just for the pure pleasure of the game but decided to forgo the temptation. As noted on the invoice this covers use of the transparency as one page of color in our Cumulative Index book.

Since Dave Bridge happens to be in the office we will pump him for legend information.

The time draws nigh for Buck Island, let me know when you plan to take off. Has your new book been delivered?

Best regards,



RSP/ip

Enclosure: Check No. 028413  
Voucher No. 39785



April 29, 1970

Mr. Bob Gilka  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Boss Gilka:

I expect to leave for my Buck Island story the second week in June,  
(Sea Gods & Gilka willing). I will therefore need the following:

- 100 rolls of Kodachrome 11, daylight 36 exposures
- 80 rolls of Ektachrome X , daylight 36 exposures
- 20 rolls of HS Ektachrome , daylight 36 exposures
- 4- 510 volt batteries
- 48-AA penlight batteries for Nikon cordless battery pack
- 1- Wein Strobemeter (back-up equipment)

the return of my 17mm fish-eye Taukamar which has been adapted  
by NGS for my Nikon FTN so that I will have automatic diaphragm  
and meter coupling.

1- split in half  $-2 \frac{2}{3}$  negative lens mounted in a 52mm  
adapter for use in over and under photographic system in  
Ocean-Eye type of 8" dome system. If unable to mount in  
52mm cell a simple "split in  $\frac{1}{2}$ "  $-2 \frac{2}{3}$  negative lens made  
so it will drop into the front portion of 24mm Nikkor lens  
will do. Check with Bates Littlehales and/or Gomer McNeil  
for additional information.

Oh yes, I will need about \$3,000.00 for expenses. That's about all now,

Warmest regards,

Kosher Cousteau  
Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

National Geographic Society

WASHINGTON, D. C. 20036

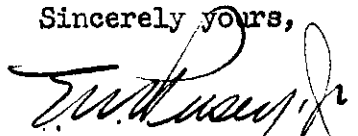
April 14, 1970

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

Dear Mr. Greenberg:

I am pleased to enclose the Society's check in the amount of \$75.00. This check covers payment for reproduction rights to one transparency used in a promotion brochure announcing the book VACATIONLANDS U.S.A. The transparency I speak of shows four people jumping off a raft, all four are wearing flippers and masks. The transparency number is F 24.

Sincerely yours,



E.M. Pusey, Jr.

EMP/ck  
ENC.



April 18, 1970

Mr. Robert Patton  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bob:

Thanks for your letter of April 15th. I'm glad to hear about your feelings about Buck Island. While your trip is still fresh in your memory, please check out my original art work theme and tell me if you have any additional suggestions.

As to the use of the Dave Bridge underwater photograph. The price of \$200.00 is what I was getting a page for assignment material 10 years ago. Since that time a lot of changes have taken place in the underwater photographic field. First of all, the cost of staying in this field, from the equipment standpoint, has been very expensive. Also the cost of making photographs in general has been higher. Another reason for a higher operating expense is the fact that I am no longer getting enough work from Geographic and others to keep my overhead down.

If it wasn't for Bill Garrett getting me the Buck Island assignment, I think I would be out of the photographic business now. The markets just are not there any more and in a few years I honestly think I will be an extinct highly specialized creature.

To get back to the prices. I would like to charge you roughly the same fees that I quoted David McQuen for my stock photographs that were used in Vacationland USA. They are as follows:

For one time inside editorial use only in National Geographic Magazine. Not to be used for advertising or promotional purposes.

when photograph is used for full page.....	\$250.00
when photograph is used for 3/4 page.....	\$200.00
when photograph is used for 1/2 page.....	\$175.00
when photograph is used for less than 1/2 page....	\$150.00

The above prices are still lower, especially at the full page rate, than what I charge any other national magazines. Thank you for your interest in my work.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT S. PATTON  
SENIOR PICTURE EDITOR

April 15, 1970

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

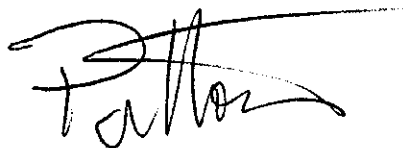
Dear Jerry:

As you can tell from our conversation I'm really enthusiastic about Buck Island. For my money it's even better than anything I saw on Pennekamp. I'm sure you will get a great set of pictures. I'll go over the things we talked about and talk to you again.

As you know one of your give-away frames has come home to roost in our new Cumulative Index; the shot of Dave Bridge among a school of small fish. It just proves you can't tell where your hand-outs will wind up. I've enclosed a xerox of the layout so you can see how I've used it and I'll have a check drawn for \$200 in payment.

I'm glad you're afloat again and that you'll have a chance to completely check out the new boat before you start down to the Virgin Islands. Let me know how it works out.

Regards,



RSP/kfs

enclosure

# National Geographic Magazine

WASHINGTON, D. C. 20036

JOHN E. FLETCHER  
CHIEF, PHOTO EQUIPMENT

March 10, 1970

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

Dear Jerry:

Bob Gilka has passed along your letter on additional equipment that you need for your current assignment.

Under separate cover I am shipping a Nikon F with motor drive & battery pack and a 24mm Nikkor lens. We do not have a 17mm Takumar mounted for the Nikon.

With this letter I am enclosing the National Geographic form which is used when our photographic equipment is placed on loan. Please have someone witness your signature on the white copy and return to me. The pink copy is for your personal records.

In your letter you mention that you have two pieces of equipment which are in need of repair. If you care to ship the gear to me, I will put it through our Repair Shop and return the equipment to you along with total cost of shop time and parts.

The gear we are loaning you has been through customs in Washington. The customs paper was included in the package sent to you today.

Kindest personal regards and lots of good luck in your current assignment. If I can be of additional assistance, please do not hesitate to contact me.

Sincerely,

  
John E. Fletcher

JEF:m

Enc.

RECEIVED OF THE NATIONAL GEOGRAPHIC SOCIETY, the following equipment,

to be used on my free-lance assignment to Duck Island  
St. Croix, V. I.

for the National Geographic Magazine:

Nikkor-Auto 28mm Lens #244613

Nikon F Camera #6785621 with Motor Drive & Nikon Battery Pack

Nikon Action Finder #68536

I UNDERSTAND AND AGREE that all of this equipment is to be returned promptly and in good condition to the National Geographic Society upon completion of my assignment. Further, that at its discretion the Society may withhold any payments which may be due me by virtue of a minimum guarantee and/or purchase of photographs until the equipment is returned, or its loss or damage is compensated for by insurance or otherwise.

/s/ Signature

Typed Name Jerry Greenberg

Witness:

---

3/10/70

Please send me

the NATIONAL GEOGRAPHIC'S new  
companion to happy holidays.

### Vacationland U.S.A.

Get me \$9.95 plus postage and handling at  
time of shipment.\* Send to:

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE \_\_\_\_\_ ZIP \_\_\_\_\_

\*If not completely satisfied, I may return this  
book to the Society without payment.

Please clip from magazine or read, quote or today's mail today.



At home in an alien realm, visitors probe a thicket of calcium coral at John Pennekamp Coral Reef State Park, the Neptune's first artificial preserve. Here, in a 117-square-mile marine playground off Key Largo, Florida, divers and passengers in glass-bottomed boats can explore a fantasy world of weird corals and rubber-band fish.

**Business Reply Mail**  
No postage necessary if mailed in the United States.  
Postage will be paid by addressee.

**BUSINESS REPLY MAIL**  
No postage necessary if mailed in the United States.

Postage will be paid by addressee.  
**National Geographic Society**  
Post Office Box 1640  
Washington, D. C. 20013

visit Rainbow Bridge, world's largest natural arch. Such opportunities exemplify a new concept in our National Park System—recreation areas to challenge the athletic and to take pressure off the crowded national parks.

*Vacationland U.S.A.* portrays the wealth of holiday delights to be gained in new national recreation areas, the national seashores, lake shores, and wild rivers. It presents the spectrum of our wildlife refuges, national forests, our 3,000 state-park areas. It guides you to trails, waterways, Indian reservations, and four seasons of fun: fairs, parades, music festivals, regattas, festivals, rodeos, powwows, winter carnivals.

In its pages you watch Thoroughbred training in Kentucky's blue-grass country, board a square-rigged whaler at Mystic Seaport in Connecticut to relive the days of *Msby Dick*; follow the footsteps of cutthroats and heroes along the Natchez Trace; go underground with spelunkers who probe the Nation's estimated 50,000 caves.

To bring you *Vacationland U.S.A.*, our Book Service team explored a nation alive at work—and purposeful play. In ghost towns

of the Old West, Gray Robinson dug up prizes of handmade glass and mined a red-lead ore lode. Ross Bennett's youngsters watched wide-eyed as men made plums and cars, and saw the skills that can fashion a Louisville Shlager to 76 harmoniums. Project editor Tom Allen scoured the quiet joys of a seashore recreation farm for shells on Florida's Squirrel Island, a nature sanctuary.

#### Father and Sons Span Generation Gap

The book's managing editor, Seymour Fishbein, wondered whether he could make it to the top of Rainier, snow-crowned monarch of the Cascades. With sons Joe, 15, and Jeff, 10, he joined other tyros, training with ropes and crampons, sharing the cold, discomfort, and camaraderie of a mountain hut at night's rest. Then came the challenge of glacial chasms, the agony of the main ridge.

Achieving the summit, body drained, spirit soaring, he found something more. For the priceless moment in our lives, the boys and I have reached across the perilous chasm between our generations and found ourselves together. What more can a summer do?

# National Geographic Magazine

WASHINGTON, D.C. 20036

CHARLENE L. MURPHY  
SENIOR PICTURE EDITOR

April 10, 1970

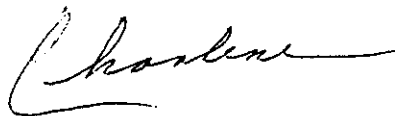
Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami, Florida 33156

Dear Jerry:

I am pleased to enclose the Society's check in the amount of \$175.00. This check covers payment for reproduction rights to one transparency used as one-half of a page in the May, 1970, Vacationland Book Announcement. This transparency was also used in VACATIONLANDS U.S.A. on page 64. Since payment for its use in the book covered only one-time reproduction rights, this additional payment of \$175.00 covers its use in the Magazine.

Hope it will help out with a new anchor.

Sincerely,



CLM:lar

Enclosed: Check No. 27473  
Voucher No. 38844



NATIONAL GEOGRAPHIC SOCIETY

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

27473

VOUCHER No 38

CHECK No.

JERRY GREENBERG  
6840 S.W. 92nd Street  
Miami, Florida 33156

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
APR 8 70	1,145	PAYMENT FOR REPRODUCTION RIGHTS TO ONE TRANSPARENCY USED AS 1/2 PAGE IN THE MAY, 1970 VACATIONALANDS BOOK ANNOUNCEMENT.	175.00		

**PAID**

# National Geographic Magazine

WASHINGTON, D. C. 20036

JOHN E. FLETCHER  
CHIEF, PHOTO EQUIPMENT

March 30, 1970

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

Dear Jerry:

The F screen, three #497 batteries (Type 510 volt) and the power packs for Nikon motor drives were shipped via Air Mail on March 27.

Your Remopak and Remorad gear should be shipped to Technical Photomation Instruments, 3064 Elvill Drive, Los Angeles, California, for repair.

If I can be of any additional service, please do not hesitate to contact me.

Sincerely,



John E. Fletcher

JEF:m

NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER No 3

No. 26135

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	BAI
FEB 27 70	1420	REUSE IN THE SCHOOL BULLETIN OF ONE COLOR PHOTOGRAPH FOR WHICH RIGHTS WERE PURCHASED TO PUBLISH IN THE FISH BOOK	25.00		

**PAID**

# National Geographic Society

WASHINGTON, D. C. 20036

ARTHUR P. MILLER, JR.  
ASSISTANT CHIEF OF SCHOOL SERVICE  
ASSOCIATE EDITOR, SCHOOL BULLETIN

March 13, 1970

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

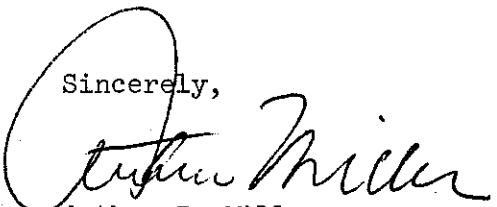
Dear Mr. Greenberg:

Enclosed is the Society's check for \$25 in payment for reuse in the Geographic School Bulletin of the parrotfish photograph originally published in the Geographic book, Wondrous World of Fishes, on page 211.

Following our recent conversation on the telephone, I checked into the agreements reached on use of your photographs. Because of the wording of the payments made for stock pictures, School Service was not aware that additional payment was necessary for this educational publication of the Society.

However, in checking through the correspondence we find that you require additional payment for such reuse and we are glad to comply with the enclosed check.

Sincerely,



Arthur P. Miller Jr.

APM:cj

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

March 5, 1970

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

Dear Jerry:

Do you mean to tell me that with all that equipment you show in the black and white photograph, you are forced into a position of asking us for the loan of additional gear? In all truth, dear Koshier Cousteau, it looks to me as though you are over-equipped and that you will spend the bulk of your time on the Buck Island assignment making up your mind just which one of these goodies you'll use.

How can it be that one as well equipped as you doesn't already have a 24 mm. Nikkor lens? We may be able to loan you such a lens. I'll have to check and see what the availability is here. We won't be able to loan you a 17 mm. Takumar; that's not one of our stock items. We will be able to loan you a Nikon F with a motor, along with an action finder. I should think that this would bring your total of Nikon F's with motors and action finders to no less than ten units.

So much for the good news. The bad news is that we cannot help you with repairs on your Nikon 250 motor or with the Widelux 35. As you probably know, the Widelux 35 is a piece of good junk, if there is such a thing, at best. We have a couple of them here. We have little or no luck keeping them in reliable condition. I suggest that you send the Remopack to the factory for repair. We find that's our best course.

I hope you don't trip over all this gear on your way to Buck Island. Good luck on the job, assuming that you get there safely!

Regards,

REG:ld



NATIONAL GEOGRAPHIC SOCIETY

SIXTEENTH AND M STREET, N. W.

WASHINGTON, D. C. 20036

VOUCHER

N<sup>o</sup> 33647

ck No.

22405

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

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BAI
DEC 4 69	1,024	FOR PUBLICATION IN THE NATIONAL GEOGRAPHIC SOCIETY'S BOOK "WONDROUS WORLD OF FISHES" (NEW ENLARGED EDITION)			
		1. REUSE OF 2-1/2 PAGES OF COLOR ( 6 PICTURES FROM STOCK FILE) AT \$100 PER COLOR PAGE (50% OF ORIGINAL PAYMENT)	250.00		
DEC 4 69		ADDITIONAL PAYMENT FOR 3- 1/2 PAGES OF SHARK PHOTOGRAPHS ORIGINALLY PUBLISHED IN THE FEBRUARY 1968 NATIONAL GEOGRAPHIC MAGAZINE	350.00		
		<b>TOTAL</b>	600.00		

**PAID**

# National Geographic Society

WASHINGTON, D. C. 20036

LEONARD J. GRANT  
ASSOCIATE SECRETARY

December 4, 1969

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

Dear Jerry:

Many thanks for your letter of November 10 commenting on the new edition of the Fish Book. I certainly agree that there is a great improvement in printing quality compared with the first edition. The original book, you will recall, was sort of an experimental project--our first attempt with offset printing for a Geographic book. Now offset is used for all our books.

I appreciate your checking on the picture payments--a job that should have been done more thoroughly here. However, as you know, I have been out of the editorial area for some time and have had to work on the Fish Book "in my spare time". By all means, you are entitled to additional payment (50% of original charges) for reuse of your six pictures from stock file, as stipulated in your June 1962 letter to Art Terry. Since we originally paid \$500 for this material (see enclosed copy of voucher), we owe you another \$250 for reuse in the revised edition.

I am afraid we can't go back to our old policy when it comes to the Pennecamp Park story which contains basically the same material used in the original edition. As you know, in those days we usually purchased pictures outright for use in all the Society's publications and "for other purposes related to its objectives." We acquired the undersea park pictures under such conditions.

As for the shark chapter, the addition of your pictures to the revised Fish Book comes at a time of policy change, as Bob Gilka mentioned to you last August. Our files seem to indicate, according to Lou Mazzatenta's letter of January 30, 1968, that we didn't use up the \$3,200 minimum guarantee in the February 1968 magazine. Apparently we still have a balance of \$725 on the use of your shark pictures. Nevertheless, Bob Gilka and I feel there are other considerations involved in this long and

Mr. Jerry Greenberg, Page 2

December 4, 1969

difficult assignment which justify additional payment at the same rate as the reuse of your stock photographs. This would amount to \$350 for the 3-1/2 pages of shark illustrations.

Accordingly, I am happy to enclose the Society's check for \$600 to cover the items mentioned above. I also want to add a word of appreciation for the many suggestions you have made for improving the book and for your ideas on revising the undersea park map. Your interest and help has been invaluable and I hope will continue as we formulate plans for future editions.

With all good wishes,

*and  
a Happy Holiday  
Season*

Sincerely,

*Len*

Enclosure

LJG/mf



February 27, 1970

Mr. Bob Gilka: Director of Photography  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bob:

As you know I will be working soon on an assignment for the magazine on the Buck Island National Monument which is off of St. Croix, V.I.

I do have the bulk of the equipment on hand for this assignment, in fact I have purchased additional housings and electronic flash units to enable me to work more efficiently on this assignment.

I do need an additional Nikon F (with motor and cordless battery power pack..F-36 system) and an action finder for the Nikon F. Would you be kind enough to forward this equipment to me as soon as possible?

I also have two pieces of equipment which need repair. One is a Remo-pack for the Nikon 250 exposure motor and the other is a Widelux 35mm panorama camera which needs a new set of gears. Are you able to help me on the above items?

Best wishes,

Jerry Greenberg  
Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

# NATIONAL GEOGRAPHIC SOCIETY

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

Check No. **22285**

VOUCHER **Nº 33**

MR. JERRY GREENBERG  
2840 S. W. 92nd Street  
Miami, Florida 35156

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
NOV 28 69	735	PAYMENT IN THE AMOUNT OF \$25.00 AS SERVICE CHARGE FOR SUBMITTING 77 TRANSPARENCIES IN CONNECTION WITH THE FLORIDA KEYS ARTICLE.	25.00		

PAID

ZCZC SX7  
UIVA CO VNCD 076 139998  
CHRISTIANSTEDSTCROIX 76/73 5 1030 VIA ITT

15.69

MR BOB GILKA  
DIRECTOR OF PHOTOGRAPHY  
NATIONAL GEOGRAPHIC MAGAZINE  
WASHINGTONDC

**CONFIRMATION COPY**

AM HAVING PROBLEM KEEPING UNDERWATER CAMERAS IN OPERATION BECAUSE  
OF EASTERN AIRFREIGHTS FAILURE TO DELIVER ONE WOODEN SHIPPING CASE  
CONTAINING U-W PHOTOGRAPHIC MAINTENANCE EQUIPMENT SHIPPED ON 19/6/70  
FROM MIAMI TO STCROIX WAYBIL 007-01572535 CAN YOU USE GOOD OFFICES  
OF NAT. GEO. TO MAKE QUERY TO EASTERN AIRLINES IN NYC AND MIAMI IN  
MY BEHALF

JERRY GREENBERG KINGS ALLEY HOTEL CHRISTIANSTED STCROIX  
VIRGIN ISLANDS

COL U-W 19/6/70 007-01572535 NAT. GEO. NYC

**Via**

**C&W/WUI**

**Via**

**C&W/WUI**

Cable & Wireless

Cable & Wireless/Western Union International, Inc.

Cable & Wireless/Western Union International, Inc.

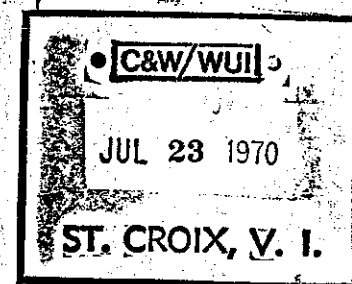
JC142

LJ090 WA367

WASHINGTON DC 15 22 521P EDT

PRESS JERRY GREENBERG KINGS ALLEY HOTEL CHRISTIANSTEAD STCROIX

TIME MADE ME COLD LOOKED GOOD CONGRATS  
PATTON



**WUI** Via **C&W/WUI** Via **C&W**  
Western Union International, Inc. Cable & Wireless Western Union Int'l

JC-022/ZCZC LJ97 WA021  
FAX WASHINGTON DC 41 13 1044A EDT VIA WUI

PRESS JERRY GREENBERG KINGS ALLEY  
HOTEL CHRISTIANSTEAD STCROIX

ALL SUBJECTS SHIPMENT ONE OK INCLUDING NICE AERIAL  
LOOKS LIKE VERY GOOD START SHIPMENT TWO IN NOW  
SO WILL SEND CABLE AND FULL LETTER REPORT AS SOON  
AS REVIEWED GOOD SHOOTING

PATTON

392  
C&W/WUI  
JUL 13 1970  
ST. CROIX, V. I.

TELEPHONE  
296-7500

CABLE ADDRESS  
NATGEOSOC, WASHINGTON

# National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

November 5, 1969

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

Dear Jerry,

I have been languishing these many weeks waiting for a peek at the color you shot of the San Jose wreck and not a peep out of you. What gives? Weren't they good or something? If not, please let me know. Call, even. Bob and I think that probably the best way out of this problem is to give you the wreck assignment to shoot when time and tide are right.

I'm enclosing dupes of the pictures I mentioned during that lightning visit last September. They're all Nikons with 28mm.

My best to your wife.

Sincerely,



Michael E. Long  
Picture Editor

MEL:mbj

Enclosed: 10 duplicate transparencies

November 10, 1969

Mr. Leonard Grant  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Len:

Thanks again for your complimentary copy of "WONDROUS WORLD OF FISHES". You have done a terrific job on the revised and enlarged edition. The dust cover is improved, the inside reproduction is richer in color with cleaner blacks and whites. The shark chapter looks fine. The entire package is a vast improvement. I do have some suggestions for your next edition which I will take up with you on my next trip to D.C.

At this time I would like to sound you out on additional payment for my material which has appeared in the new, enlarged edition of "WONDROUS WORLD OF FISHES". In all there are a total of 33 photographs used. These photographs range from the dust cover photograph, which you generously paid for on the 1st edition and also included is a reuse of the Pennekamp Park material as well as the second time around on some of my stock items. In addition the new chapter on sharks contain 7 items from the February 1968 issue of the magazine. In a recent letter from Bob Gilka (August 13, 1969) mention is made in regards to re-use of my material. Bob states...."We have established a policy here about payment for reuse of photographs. You should be protected if any of your pictures are used a second or third time in Geographic publications".

I think this is ethically a wise move on the part of the Society and a position which in the long run will be the best investment that the Geographic ever made, especially in their relations with free-lance contributors.

In going thru my files I have noted the following correspondence in reference to some of the above material.

- June 25, 1962.....My letter to Art Terry about second usage of my stock photographs which were used in the 1st edition of WWofF. The price of 50% was quoted for the reuse of this material.
- August 22, 1963.....Check #71735 (\$500.00) for stock photos used in 1st edition of WWofF for 2½ pages at the rate of \$200.00 a page.
- June 14, 1964.....My letter to you about reuse of stock photos which appeared in WWofF.
- July 15, 1964.....Letter and check #82979 (\$200.00) from you for reuse of spade fish photo to "be used on the jacket and probably on the title page as well of the Fish Book".

2.

Here is a total listing of my photographs which have appeared in both editions of the book with the payment listed for each item. If you find there is additional money due me, payment could be made at your standard book rates.

Thanks again for your past interest in my work and I hope to be of service again.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

cc: Bob Gilka



- SPADEFISH.....used originally in magazine in January 1962. Used (dust jacket) on cover of 1st and 2nd editions of book. Payment made for 1st edition only. (\$200.00)
- SPADEFISH.....used originally in magazine in January 1962. Used inside on title pages of 1st and 2nd editions of book. The above sum of \$200.00 may have been used as payment for 1st edition use. 2nd edition use, no payment made.
- PANORAMA.....used originally in magazine in January 1962 and used inside in 1st edition (pages 144-145) and in 2nd edition (144-145) of book. No payment made for either book use.
- PORKFISH.....used originally in magazine in January 1962 and used inside in 1st edition (page 147) and 2nd in 2nd edition (page 147) of book. No payment made for either book use.
- BAOT, ANGELFISH, BARRACUDA, MORAY HAWKFISH....used originally in magazine in January 1962. Used inside in 1st edition (pages 148-149) and 2nd edition (pages 148-149) of book. No payment made for either book use.
- DIVER STANDING, DIVER (female).....used originally in magazine January, 1962 and used inside in 1st edition (page 150) and in 2nd edition (page 151) of book. No payment made for either book use.
- BRAIN CORAL....used originally in magazine in January 1962 and used inside in 1st edition (page 152) and 2nd edition (page 164) of book. No payment made for either book use.
- YELLOW BUTTER HAMLET.....used originally in magazine on January 1962 and used in 1st edition (page 153) and 2nd edition (page 165) of book. No payment made for either book use.
- LEMON SHARK....used originally in magazine in January 1962. Used in 1st edition (pages 154-155) and 2nd edition (pages 156-157) of book. No payment made for either book use.
- SQUIRREL FISH..used originally in magazine in January 1962. Used in 1st edition (pages 157-158) and 2nd edition (pages 158-159) of book. No payment made for either book use.
- WHITE GRUNTS...used originally in magazine in January 1962. Used in 1st edition (page 158) and 2nd Edition (page 160) of book. No payment made for either book use.

4.

- DIVER & DOG SNAPPER....used originally in magazine in January 1962. used in 1st edition (page 159) and 2nd edition (page 161) of book. No payment made for either book use.
- ROCK BEAUTY OVER CORAL.....used originally in magazine in January 1962. Used in 1st edition (pages 160-161) and 2nd edition (pages 162-163) of book. No payment made for either book use.
- GIRL FEEDING FISH.....used originally in magazine in January 1962. used in 1st edition (page 162) and 2nd edition (page 164) of book. No payment made for either book use.
- FOUR-EYED BUTTERFLY FISH.....used originally in magazine in January 1962. Used in 1st edition (page 163) and 2nd edition (page 169) of book. No payment made for either book use.
- SILVERSIDES....purchased from my stock photo file. Used in 1st edition (page 201) and 2nd edition (page 201) of book. Only 1st edition paid for.
- REDLIP BLENNY..purchased from my stock photo file. Used in 1st edition (page 210) and 2nd edition (page 210) of book. Only 1st edition use paid for.
- STOPLIGHT PARROTFISH, RED PARROTFISH, BLUE PARROTFISH....purchased from my stock photo file. Used in 1st edition (page 211) and 2nd edition (page 211) of book. Only 1st edition use paid for.
- LIZARD FISH....purchased from my stock photo file. Used in 1st edition (page 216) and 2nd edition (page 216) of book. Only 1st edition use paid for.
- BULL SHARK.....purchased from my stock photo file. Used in 1st edition (pages 326-327) 1st edition paid for.
- SHARK IN SIGHT TANK, SHARK EYE, SHARK EYE, SOUND LAB.....used originally in magazine in February 1968. Used in 2nd edition (pages 314-315). No payment for book use.
- SHARK WITH BITEMETER.....used originally in magazine in February 1968. Used in 2nd edition (page 320). No payment made for use.
- WHITE TIP SHARK....Used originally in magazine in February 1968. Used in 2nd edition (page 332). No payment made for book use.
- SILKY SHARK....used originally in magazine in February 1968. Used in 2nd edition (page 333). No payment made for book use.

END

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT S. PATTON  
SENIOR PICTURE EDITOR

October 29, 1969

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

Dear Jerry:

Bill Garrett has passed on to me your large package of pictures from the Buck Island exploratory trip. I haven't been over all of them yet but I've seen a few of the frames from the collection and they look pretty good. With your advance layout I know you're in good shape for an outline so I won't worry on that score.

What is your planning for attacking this again? I know that you have seasonal water clarity problems that dictate when we shoot and even though we talked about the story, I can't recall just when you are scheduled to make the big push.

Best regards to you all.

Sincerely,

*Robert S. Patton/hm*

RSP:hm

NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER NO. 3

K No. 20276

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

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
OCT 14 69	785	EXPENSE ACCOUNT SETTLEMENT AUG 14 -21 IN CONNECTION WITH PHOTOGRAPHIC COVERAGE IN AUGUST, 1969, FOR THE FORTHCOMING BUCK ISLAND, V.I. STORY	1,206.89		
OCT 14 69	2,100	LESS FUNDS ADVANCED BY NGS AMOUNT DUE MR. GREENBERG	1,000.00		

\$206.89

**PAID**

# National Geographic Society

WASHINGTON, D. C. 20036

BOOK SERVICE  
MERLE SEVERY, CHIEF

October 13, 1969

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami, Fla., 33156

Dear Jerry,

Enclosed is a check in the amount of \$1,875 in payment for the use of 11 transparencies you sent us for the Vacationland U.S.A. book. Thank you for your cooperation in getting this material to us on short notice. I trust you will already have received the material which was sent to you last week. The transparencies which we are reproducing will be returned as soon as they are received from the engraver.

Cordially,

*David H. McCuen*

David H. McCuen  
Picture Editor

# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER

No.

20105

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

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BALANCE
9 69	1.039	IN PAYMENT OF ONE-TIME REPRODUCTION FEE FOR ELEVEN TRANSPARENCIES, PEENEKAMP STATE PARK, TO BE USED IN VACATIONLANDS U.S.A.	1,875.00		

**PAID**

# National Geographic Magazine

WASHINGTON, D. C. 20036

W. E. GARRETT  
ASSISTANT EDITOR

October 2, 1969

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

Dear Jerry:

First, let me take care of the business matters. I'll pass the expense account through Bob Gilka, which is our standard procedure. There is a difference between your page figures and the total in the amount of \$89.50, but I'll let our auditing department work on it.

At first look the \$5,000--\$7,000 cost startled me, but I guess it is because I am still sensitive to the raking over the coals I received on the Pennekamp expenses. I can only request that you try to keep the expenses down as much as possible, but I understand the problems.

In view of the system here I think it might be better for the expense account and for other reasons, for us to purchase the film and process it here. Just let Bob Gilka know what film you will need. As you probably know, we get not only quick service, but our film is the first to go through the new batch of chemicals which gives us a real break in processing. Since you are doing this on one trip and they don't process Kodachrome in the Virgin Islands anyway, when you return ship the film to us.

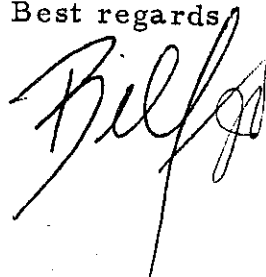
When you are finished you can come to Washington and we can sit down and do a layout very quickly with Illustrations.

If at all possible I would like to come down for a few days of diving during the shooting and will attempt to do so.

WEG:JV

cc: REG  
RSP

Best regards



# National Geographic Society

WASHINGTON, D. C. 20036

BOOK SERVICE  
MERLE SEVERY CHIEF

October 2, 1969

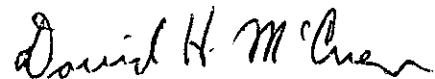
Mr. Jerry Greenberg  
6840 S.W. 92nd St.  
Miami, Fla.

Dear Jerry,

I am returning, under separate cover, your three catalog notebooks, and 192 35mm transparencies and 11 widelux transparencies. We are, therefore, holding a total of 11 transparencies for use in the VACATIONLAND U.S.A. book, to be published next spring.

Many thanks for your splendid cooperation in getting the books and the transparencies to us so promptly. I feel certain you will like the way your photos will be displayed in our chapter on Pennekamp.

Cordially,



David H. McCuen  
Picture Editor



September 28, 1969

Mr. Bill Garrett  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bill:

Here is a report on my trip to Buck Island including what I feel would be the best way to tackle the project.

FIRST IMPRESSIONS: On my first trip to Buck Island several years ago my first impression of the area was the lack of fish, especially large schools. This still holds true today. In comparison to the Key Largo Park, Buck Island seems to come off second best as to variety of swimming marine life. The real asset of Buck Island is a rugged, imposing island which is largely surrounded by magnificent coral reefs. These barrier reefs are breathtaking and in my opinion superior to the Key Largo park.

MAP OF THE PARK: The only map of the park is found on the Coast and Geodetic survey chart of St. Croix (a poor reference for diving) and a large scale drawing which oddly enough came out of the files of the Geographic's cartographic files. As far as I know there is no detailed map of Buck Island National Monument. For this reason I feel an accurate diving map will be an asset to our proposed story. I have taken some preliminary aerials of the island but have not gotten the effect I want. If you approve of the diver's map idea I would like to reshoot the park area in a helicopter (straight overhead) and do a complete survey of the interesting features on the island and the best diving spots. By the way, most of the tour boats take the people off of the eastern tip of the island where the underwater trail is. The very best diving is a bit west of this area.

EXPENSES: The island of St. Croix is an expensive tourist area to work in. I have made arrangements for a flat rate at the King's Alley Hotel of \$50.00 a day for my entire family. Our meals will run \$7.00-\$8.00 a day per person. Besides the room and board the main expense will be boat charter. When I will be working alone or with 2 of my kids I will be able to get by with a 16'-20' boat at \$50.00-\$75.00 a day. When I have to put my entire family on a scene it may be necessary to utilize a larger boat at \$150.00 a day. I anticipate using the larger boat for 3-4 days and the smaller one for 10-15 days. The only other expenses I foresee are air freight charges and the price of some wet suits of the family. I believe that the entire story should cost from \$5,000.00 - \$7,000.00 for everything. I have enclosed an expense book and vouchers. It cost a little over \$1,000.00 for an 8 day exploratory probe.

From the information gathered I have presented a rough layout showing how I think the story should be balanced out. Please let me know if you feel I am on the right track. Until then, best wishes.

Sincerely yours,

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT S. PATTON  
SENIOR PICTURE EDITOR

August 26, 1969

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

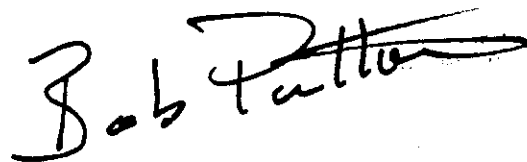
Dear Jerry:

I see from the recent correspondence that you've had confirmation on the Buck Island assignment and the picture agreement. With all that in hand I wonder when you are planning to begin shooting pictures. Why not drop me a note with your plans for going out and about how long you plan to spend shooting. We talked about some of the pictures but that's been some time ago now and I wonder if all the things we talked about are still planned. At least I would like to know what the timetable is for getting on with it.

Haven't been doing any diving at all this summer although while I was doing some research on the Missouri River I ran into the Governor of South Dakota who turns out to be a diver. He says the river lakes are pretty murkey so I passed them up.

Let me hear from you.

Regards,



RSP/vp

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

August 13, 1969

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

Dear Jerry:

I just got back from leave to see a copy of the correspondence between you and Bill Garrett.

I guess Bill - who is now off on an assignment of his own - didn't realize it, but we have established a policy here about payment for re-use of photographs. You should be protected if any of your pictures are used a second or third time in Geographic publications.

All the best,

REG:ld



17817

# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER N<sup>o</sup> 285

CHECK No.

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

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BALAN
75 AUG 8 69	2100	ADVANCE FOR EXPENSES TO BE INCURRED IN CONNECTION WITH THE BUCK ISLAND REEF NATIONAL PARK ASSIGNMENT, THE EXPENDITURES TO BE DULY ACCOUNTED FOR.	1,000.00		1.00

**PAID**

National Geographic Magazine

WASHINGTON, D. C. 20030

WALTER D. GROSVENOR  
PRESIDENT AND  
ASSOCIATE EDITOR

AUGUST 8, 1969

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

*Walter D. Grosvenor*

This is to confirm your assignment to do a story on the Buck Island Reef National Monument for publication in the National Geographic magazine.

As Mr. Garrett outlined in his letter of June 30, we want a 12-16 page picture essay with text blocks to accompany the photographs. We will pay you \$3,500 for publishable pictures and text information. If for any reason the story is unacceptable we will guarantee payment in the amount of \$1,500 for this work. In addition, we will pay expenses involved with this assignment including transportation to and from St. Croix and your home. Enclosed is an expense advance in the amount of \$1,000 which you and Mrs. Greenberg may use for your planned trip to the park at the end of this month to make contacts and do preliminary photography and research. You will be expected to account for these funds in the enclosed expense account booklets. If needed, additional expense money will be made available for the major part of the assignment which you will undertake next summer.

As agreed, the National Geographic Society will retain those photographs from this assignment that are published in the magazine for all other publications and purposes related to the Society's objectives. No additional payment for reuse of these pictures will be made. Also, we will retain one-time publication rights to those pictures published in the article which were picked from your files and not produced while on this assignment for the Society.

We will send you film and process it here. Please advise Mr. Gilka the types and quantity of film needed. Shipping cartons and caption booklets will be sent with the film. Should you need to borrow any equipment for use on this assignment I'm sure this can be worked out with Mr. Gilka.

K1

Page 2

For the record, it should be understood that the Society cannot be responsible for your safety or for the safety of anyone working with you on this assignment. Please sign the copy of this letter that we enclose and return it to me.

As soon as we receive any material from the Department of the Interior for your use on this assignment we will forward it to you.

We offer our very best wishes for a successful assignment and look forward to the publication of your story in the National Geographic magazine.

Best regards,

*Gil*  
Gilbert M. Grosvenor  
Vice President and Associate Editor

jam

Enclosures

*Thanks Gil!*

*Jay Keuley*

**G.M.G.  
HAS SEEN**

# National Geographic Magazine

WASHINGTON, D. C. 20036

GILBERT M. GROSVENOR  
VICE PRESIDENT AND  
ASSOCIATE EDITOR

August 8, 1969

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



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We will send you film and process it here. Please advise Mr. Gilka the types and quantity of film needed. Shipping cartons and caption booklets will be sent with the film. Should you need to borrow any equipment for use on this assignment I'm sure this can be worked out with Mr. Gilka.

Mr. Jerry Greenberg

Page 2

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As soon as we receive any material from the Department of the Interior for your use on this assignment we will forward it to you.

We offer our very best wishes for a successful assignment and look forward to the publication of your story in the National Geographic magazine.

Best regards,



Gilbert M. Grosvenor  
Vice President and Associate Editor

jam

Enclosures



# National Geographic Magazine

WASHINGTON, D.C. 20036

W. E. GARRETT  
ASSISTANT EDITOR

July 28, 1969

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

Dear Jerry:

Yes, as we agreed on the 'phone, the National Geographic Society would retain those pictures published and retain one-time rights to your personal file pictures. As for additional payment for reuse of those pictures which we purchase, I can't agree to that at this time.

Thanks for the "package".

Regards,

*Bill*

WEG:JV

July 12, 1969

Mr. Bill Garrett/ Assistant Editor  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bill:

Thanks for your assignment on Buck Island Reef National Monument. The price of \$3,500.00 for publishable pictures and text information is agreeable with idaz and myself. Naturally I am happy to be doing a piece for the NATIONAL GEOGRAPHIC again. More important, I will be working with you again putting a story together. This is extremely pleasing to me.

The only thing I would like to work out are the finer points on ownership of the photographs used in the proposed story. As I mentioned to you on the phone I will accept the assignment with the understanding that the society retains only those photographs that are used in the article that I photographed for them on this assignment. All unused photographs will be returned to me. In the case of photographs which are drawn from my personal collection for use in this article, only one time use in this specific article are sold. These terms are the same as the ones I worked under in my shark assignment. (Letters: June 20, 1963; November 7, 1967.)

Should the society reuse the photographs, I hope that there would be additional payment for suce use. I am not applying pressuure on this point but am hoping for the society's understanding and generosity on this matter.

Hoping to hear from you soon on the above additional pñants.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Mimmi, Fla. 33156

# National Geographic Magazine

WASHINGTON, D. C. 20036

W. E. GARRETT  
ASSISTANT EDITOR

June 30, 1969

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

*Jerry,*

The editor has approved your suggestion for a story on BUCK ISLAND REEF NATIONAL MONUMENT.

Please tackle this as a 12--16 page picture essay with text blocks to accompany the photographs. The editor has approved using your family as subject material for both pictures and text. In effect you will sort of be seeing and photographing this national monument as a family visiting the area. You are free, of course, to approach the pictures and text as an open book and at this point anything is fair game as long as it is related to the story. Of course, you may quote any experts, authorities, visitors, as well as your own family on their impressions or experiences.

As we discussed on the telephone I'll be happy to look at a sketch outline of what you have in mind before shooting begins. It won't be easy because you set a pretty high standard on Pennekamp.

The National Geographic Magazine will pay you \$3,500 for publishable pictures and text information. If, for any reason, the story is unacceptable we will guarantee payment in the amount of \$1,500 for this work. We will also forward you \$1,000 as an expense advance to be accounted for in the accompanying expense account books.

I hope all of this is agreeable to you and look forward to hearing from you.

WEG:JV

*Good Luck  
Bill*

May 10, 1969

Mr. W.E. Garrett  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Squire:

Thanks for your kind words on my show biz performance. Your comments and the words of DDD were music to my ears. The upshot of my talk was no new photo assignments but several offers to write comedy material for others.

My idea on the Buck Island story is as follows. A short 10-12 page tightly done photo essay on the sensations and sights of diving on the barrier reef of Buck Island. The justification for this assignment is simple: To create an exciting visual treat that will stimulate the Geographic reader to visit this unique national monument and most important in my mind, to provide an identification guide to some of the corals and fishes in this area. Your idea of using my family to tie the project together sounds great (especially to Idaz) and we would both like to collaborate on the written part of the article.

A bonus feature on this project could be a map similar to my Pennykamp chart which would show an overall view of the island and markings where the best diving spots are.

Whether or not the assignment materializes I want to thank you for thinking of Manfish with a camera.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

# National Geographic Magazine

WASHINGTON, D.C. 20036

W. E. GARRETT  
ASSISTANT EDITOR

April 28, 1969

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

*Jerry*  
Admirers gathered about you in such a large circle I couldn't get through after the talk. It was really one of the best presentations of the entire conference. One from which people could take inspiration and ideas. I wish there had been time to talk with you later. Perhaps we can have a chance sometime in the near future.

I'll write you a letter soon outlining a contract on the Buck's Island story. In the meantime, why don't you drop me a line outlining what you would like to do. This may not appeal to you, but I think you should take Idez and the kids and make it an underwater family story. It would give a chance for text continuity as well as suggest that this is the thing which families can, and should, do. Also it would give you control of models. I see no reason why you couldn't attempt to write this yourself, but I would like to discuss it with you and people here before we are committed to a direction.

It really was a fine talk from beginning to end. I'm damn proud to have helped a bit.

*Bill*

WEG/jk

# National Geographic Society

WASHINGTON, D.C. 20036

EDWIN W. SNIDER  
ASSISTANT SECRETARY

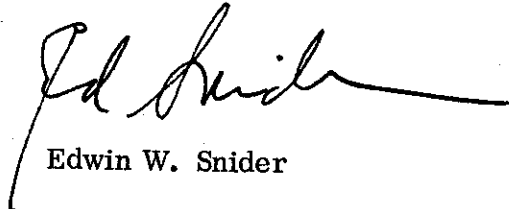
April 9, 1969

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

Dear Mr. Greenberg:

Herb Wilburn has passed along to me your letter of April 4 about the use of your photographs in an ad which appeared in BOATING. I am following up with the editor of that magazine, and I just wanted to let you know that we appreciate your passing this information along to us.

Sincerely yours,



Edwin W. Snider

EWS:pln

April 4, 1969

Mr. Herb Wilburn  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Herb:

Please find enclosed a ad from a recent issue of BOATING MAGAZINE. I think you will agree that the art work is a direct copy of the February 1968 cover and page 225 of the same issue.

In as much as the two color items involved are direct copies of NATIONAL GEOGRAPHIC property I thought that you might find these enclosures interesting.

Warmest regards,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

TELEPHONE  
296-7500

CABLE ADDRESS  
NATGEOSOC, WASHINGTON

# National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

March 13, 1969

Mr. Jerry Greenberg  
6840 S. W. 92nd Street  
Miami 36, Florida

Dear Jerry:

The recent fiasco with Sealab III prompted me to clean up some of the Sealab material we have collected over the years. The result is that I've come across your ill-fated take on Sealab I, by now a historic success.

Since we have no further need for the coverage as such, I am returning all the transparencies to you, with the exception of 34 frames. These we will place as purchased in our files to cover the unpublished amount of your minimum guarantee, \$1,725, as closely as I can figure it. If any are published at space greater than that covered by the \$50 file fee we will make additional payment at the then current rate.

I hope you are able to get some good from these.

All best,

  
Robert S. Patton  
Senior Picture Editor

RSP:ck  
Enc: 26-35mm transparencies



# National Geographic Society

WASHINGTON, D. C. 20036

LEONARD J. GRANT  
ASSOCIATE SECRETARY

202-296-7500

March 4, 1969

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

Dear Jerry:

I appreciated your telephone call last week and your kindness in sending copies of the Pennekamp Park map and the shark book. I didn't know you were so prolific as an author and publisher.

I agree with you that the Christ statue would make an interesting addition and would bring the coverage up-to-date. However, I don't feel we should drop any of the old plates nor cut the small amount of text that remains from your magazine story. Also, Ted Vosburgh has been after me to squeeze in pictures of more varieties of fishes, especially illustrations that have recently appeared in a magazine; so I think we will have to skip the statue picture this time.

Another problem, confidentially, is that the fish book has not sold as well as many of our other books, so there is some reluctance to invest substantially in a revision. About all I can do is to substitute a bit of the newer magazine material, such as parts of the recent shark story.

I would like to see all the old paintings replaced with striking, lively close-ups--like the ones on your park map. We probably will get to that someday, but it will require a well staffed department.

In any case, I do appreciate your suggestions and offers of help and the two publications. I must tell you how surprised I was to see the picture of your three children framed by the tiger shark jaw; I remember them as tiny babes not too long ago.

With warm regards.

Sincerely,



LJG:df

January 15, 1969

Mr. W.E. Garrett  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bill:

It was wonderful having the Squire's family with us. The place doesn't seem the same since you left. Do you think you can swing down here for the photo conference? Here is my prospectus for the Buck Island feature.

What I had in mind is an 8 - 12 page photo essay of the underwater park at Buck Island in St. Croix, V.I. This project would be a tightly edited piece on the joys of diving in the park and more important, provide a useful identification guide of the marine life one might see there. More or less a brief cataloging of the more common corals and fishes found there. An added bonus would be the inclusion of an attractive map of the park area with particular emphasis on the underwater sights and trails. This map would be done in the same format as my Pennekamp park publication and should be a welcome addition to the growing family of Geographic maps which become collectors items.

Let me know what you think of the idea. Best wishes and warmest regards,

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

January 3, 1969

Dear Jerry:

Thank you for sending your new shark book. I wish I had been in charge of layout for the book cover. I think I could have improved it several hundred per cent by doing away with the underwater color picture and retouching out the male half of the author/photographer team. The beauty of Idaz is, happily, reflected in the photographs of the Greenberg children on page 5. I realize that these comments have nothing to do with the technical aspects of the book. I will take it home and read it, and get back to you later with a critical analysis.

I hope all the Greenbergs survive the Geographic invasion. I wish I'd been there to help get some of that Geographic money out of the swimming pool!

All the best,

Bob

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

# National Geographic Magazine

WASHINGTON, D.C. 20036

W. E. GARRETT  
ASSISTANT EDITOR

October 21, 1968

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

*Manifest,*

Please feel free to use the photographs on pages 70-1 of the January 1962 NGM and page 238 of the February 1968 NGM in your book on Sharks. Mr. Wilburn felt there was no conflict since this was your book, and happily approved their use.

I happily approve of Florida mangoes, and offer to present witnesses if either you or the Chamber of Commerce would care for a testimonial.

WEG:JV

*Cheers,*

*Bill*

October 17, 1968

Mr. Bill Garrett  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bill:

I hope that this letter find you in good spirits and hard at work on another Garrett "classic" which occasionally in the National Geographic Magazine. I talked to Dave Bridge to-day in regards to my getting permission to use two Geographic photographs (in B&W) for my forthcoming book "SHARKS! Fish Men Fear". The photographs in question is the "lemon shark, 10 feet of malevolence...." January 1962 pages 70-71 and "Ravenous silky shark charges diver Donald Nelson....." February 1968, page 238.

I have already received the B&W negatives to this material about 18 months ago and have already layed out this material. I would like to be sure that I have the Societies permission to use these photographs in my book. Naturally, I will acknowledge copyright ownership.

Would you be good enough to grease the skids for me and get permission for me in writing? Thanks for any help that you may give me.

Best regards to Lucy and young Garretts.

With warmest regards,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

May 1, 1968

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

Dear Jerry:

Just understand that I still luv ya, Jerry,  
even if I don't agree with your stand on rights.

Sincerely,

A handwritten signature in cursive script, appearing to read "Bob", with a horizontal line underneath the name.

REG:ds

April 28, 1968

Mr. Bob Gilka/ Director of Photography  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bob:

Thank you for your letter and assignment of April 22nd on the Hydro-lab project. I'm sorry I haven't answered your letter sooner but I was tied up at the annual photo conference in Miami.

I appreciate the assignment but I am unable to accept the work because the clause "any photographs which are published in the underwater book (revision) or any other publications of the Society will become the property of the Society".

I feel very strongly that the legal, moral and artistic ownership of photographs, copyright rights and all residual rights rest initially and ultimately with their creator, the photographer. I have signed my name to the ASMP's declaration of conscience on this matter. I don't see how I am able to accept this or any other assignment from the Society so long as the Society has provisions which are contrary to this code.

Thanks again for the above assignment and past projects I have done for the National Geographic Magazine. I am sure you know the warmth I hold for the magazine and for my many good friends there.

I feel that the National Geographic Society will eventually come around to accepting the ASMP recommendation, and when they do I look forward to working for them once again.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

cc: Dave Bridge  
cc: Cornell Capa/ ASMP

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

April 22, 1968

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

Dear Jerry:

Dave Bridge has talked to you about doing a couple of days of work on the hydro lab about May 2. This letter is simply to make the agreement more formal. We will pay the standard day rate for this assignment and will reimburse you for expenses. Any of your photographs which are published in the underwater book (revision) or any other publication of the Society will become the property of the Society.

Sincerely,



REG:ld



TELEPHONE  
295-7500

CABLE ADDRESS  
NATGEOSOC, WASHINGTON

# National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

January 31, 1968

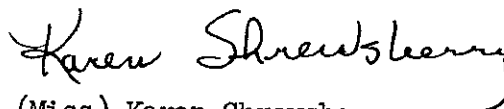
Mr. Jerry Greenberg  
6840 SW 92nd Street  
Miami, Florida 33156

Dear Mr. Greenberg:

In answering your letter dated January 26, I am enclosing nine transparencies, including the one of the bull shark taking hold of the "bite-meter". These had somehow gotten into another workbox.

We are sorry for this oversight and hope it has not caused you too much inconvenience.

Sincerely,



(Miss) Karen Shrewsberry  
Secretary to Mr. Hodgson

Enclosed: 9 35mm color transparencies

# National Geographic Magazine

WASHINGTON, D. C. 20036

January 30, 1968

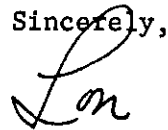
O. LOU MAZZATENTA  
ASSISTANT ILLUSTRATIONS EDITOR

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

Dear Jerry:

Congratulations on having the cover photograph for the February National Geographic. For the record, we are giving you a credit of \$300 for the use of the picture on the cover. We still have a balance of \$1025 remaining from your minimum guarantee and the \$300 will be deducted from it, leaving a new balance of \$725.

Sincerely,



OLM:erc

January 26, 1968

Mr. Bryan Hodgson  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C.

Dear Bryan:

Thanks a million for the bundle of February 1968 issues of the magazine. I appreciate your thoughtfulness.

I am still trying to put together my book on sharks. As you may have heard from Dave Bridge I am still trying to locate some items that were not returned and that were not used in the article. A critical slide is of a Bull Shark taking a hold of the "bite meter". I have enclosed a line drawing of the slide in question. Do you think that you can dig it up with any thing else of my selects that were not used?

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

0001, I yzounst

January 5, 1968

Mr. Bryan Hodgson  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bryan:

Thanks a million for the return of my missing file items and the additional selects. They will come in handy in the production of a new shark book I am now working on.

The eight boxes of color transparencies of mounted sharks were shot by me for guidance to be used by the artist for the family of shark art work. A lot good it did. Would you please send them to me? In regards to the 4 polaroids that you sent me. Three of them are mine. The photo of the egg case and embryo are not mine.

Thanks a agin Bryan and best regards.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

TELEPHONE  
296-7500

CABLE ADDRESS  
NATGEOSOC, WASHINGTON

# National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

December 29, 1967

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

Dear Jerry:

I seem to have solved the mystery of the missing SHARK transparencies--a mystery which was deeper than either of us suspected. In addition to the four transparencies you described, I have also discovered several other pictures of yours which I am returning enclosed. They were in the possession of Bill Bond, who used them as reference material for his painting in the SHARKS story. There were also a number of unidentified transparencies--eight boxes of pictures of mounted sharks, and four loose transparencies. I am enclosing Polaroids of the latter four. Could you tell me if they are yours?

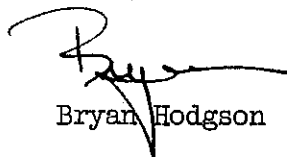
I am also returning a picture of you by J. G. Stempes, since it bears your serial number.

I am very sorry that one more dreary complication has arisen in our dealings with you on this story. (I have never worked on a story in which there were so many unidentified transparencies kicking around, or so many editors involved over such a long period of time.)

Anyway, I hope this clears everything up. If the eight boxes of slides of mounted sharks belong to you, I will send them. Otherwise I guess I will just hang on to them.

Thanks very much for the illustrated map--it's a beautiful job.

Best regards,



Bryan Hodgson

BDH:kfs

Enclosed: 2 color cut film  
21 35mm color transparencies (1 belonging to J. G. Stempes)  
4 Polaroid prints

December 19, 1967

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

Dear Bob:

I hope that this letter find you in good health and good humor. There are a few items still hanging around on my recent shark assignment. They are as follows:

1. Payment of the invoice for the charter of the R.V. Fay for my photographic coverage of sharks in the Tongue of the Ocean. I have checked with Marine Acoustical Services and of yet they have not received a check. Their address is  
MAS  
1975 NW South River Drive  
Miami, Fla.
2. The loss or misplacement of three of my personal file photographs of sharks which were delivered by hand to NGS back in March of 1967. These three original color items were left on Bryan Hodgson's light table and have not been heard of since. One of the items was a Rollie color slide which was mounted and has the code number RG-31. The other two items are back-lighted shots of a white-tip shark and are color slides in a conventional 35mm mount and labeled with my name and address. I am now involved in putting together a book on sharks called "FISH MEN FEAR" and I will need every decent shark photograph I can lay my hands on. Any help that you can give me in recovering this personal material will be appreciated.

Best personal regards to yourself and Jan. I hope to see you down here for the yearly photo conference.

Sincerely yours,

Jerry Greenberg  
6830 SW 92nd St.  
Miami, Fla. 33156

November 28, 1967

Mr. Bryan Hodgson  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C.

Dear Bryan:

Thank you for your recent shipment of material that was left over from the shark article. As I mentioned to you over the phone there were three (3) color items that came from my file that were not returned to me. If you remember I brought these three items up to you on my trip to D.C. back in March of 1967. These are original color transparencies and I have enclosed a sketch to show you exactly what is missing. There is one Rollie color slide which is mounted and has the code number RG-31. The other two items are backlighted shots of a white-tip shark and are mounted in conventional 35mm slide mounts. Each one of them are stamped with my name and address. I have looked thru the entire package of the material that you sent me and was unable to locate these three. Would you therefore start a sweep thru your shark selects and see what you might come up with. These items were hand carried by me and may not have been logged in by your regular means.

Another item that I did not find was one that was in the original select batch. It was taken in the Seaquarium tank and shows a tiger shark photographed from the inside of the tank and some tourists in the background. It was on 35mm film and is code marked Dec 64-JG 878. Would you look in the leftovers in the shark selects and see if it and any other of the shark items that were not used in the article are in there. I have enclosed a sketch of this item also. The reason that I am requesting your search for this and any other selects is that I am now involved in putting together a book on sharks called "Fish Men Fear" and will need ~~some~~ decent shark photograph that I can lay my hands on. Thanks again for your interest.

Best personal regards.

Sincerely yours,

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

TELEPHONE  
296-7500

CABLE ADDRESS  
NATGEOSOC, WASHINGTON

# National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

November 13, 1967

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

Dear Jerry:

I'm returning enclosed all of your shark material now in our possession.

Gilka tells me there is no record of the number of days you worked on the story--only the record of payments made. As for the other matter we discussed on the phone, I'll await your letter.

Best Regards,



Bryan Hodgson

BDH:kfs

Enclosed: 82 black and white 4 x 5 photographs  
1 strip negatives  
37 color cut film (12 in strips of 4)  
2 books  
352 35mm color transparencies



November 7, 1967

Mr. Bryan Hodgson  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 22036

Dear Bryan:

Thank you for your recent mailing of the shark dummy. The layout looks very good and is close to what I originally had in mind on what a National Geographic shark feature should have in it before I ever received the original shark assignment on research at the Institute of Marine Science. I wish that I had Nat Kenny with me at the beginning rather than at the tail end of the project. In closing; it wasn't the sharks that gave me aggravation only the humans.

Thank you for your check #25873 for \$400.00 and corresponding voucher #1606. I appreciate the society's generosity on this matter. The only problem in my accepting this check is the provisions which have been placed on the voucher and stamped on the check. It reads as follows: "for use in the National Geographic Society's publications and for other purposes related to the society's objectives". As you know this item (N1) came from my private files. Naturally I am very pleased to have it used in the shark article. I am returning this check and voucher to you in the hopes of having the terms of sale read "for one time reproduction rights of Hammerhead shark photograph on pages 76-77 in the February 1968 issue of the National Geographic Magazine". I hope that this alteration will meet with your approval.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER **Nº**

No. 25873

Mr. Jerry Greenberg  
6840 S. W. 92nd Street  
Miami, 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	B
Oct 30 67	735	Payment for one-time reproduction rights for one transparency used as 2 pages of color at the rate of \$200 per color page in connection with the National Geographic Society's magazine article on SHARKS. Original transparency will be returned after publication according to agreement.  Number of transparency: KRN-1	<div style="font-size: 2em; font-weight: bold; border: 2px solid black; padding: 5px; display: inline-block;">PAID</div> 400.00		

TELEPHONE  
296-7500

CABLE ADDRESS  
NATGEOSOC, WASHINGTON

## National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

November 2, 1967

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

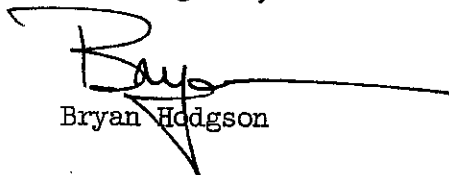
Dear Jerry:

I'm happy to enclose the Society's check for \$400 in payment for the hammerhead picture from your private files which is being used as the lead of the SHARKS story.

Your other photographs will be returned early next week, according to the agreement, as soon as we sort them out.

The pictures you made on assignment total  $7\frac{1}{4}$  pages of color in the magazine, and we are crediting you with a premium rate of \$300 per page in recognition of their outstanding quality. I know you've had moments (!) of discouragement on the story, but I think the final product will be pretty special. Certainly it will be a tribute to the guts and skill of those who practice the profession of underwater photography.

Best Regards,



Bryan Hodgson

BDH:kfs

Enclosed: check #25873  
voucher #1606

## National Geographic Magazine

WASHINGTON, D. C. 20036

SPECIAL PUBLICATIONS DIVISION

September 15, 1967

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

Dear Jerry:

Well, at long last Bob Gilka and I were able to get together for a lunch of underdone buffalo chips and banana beer at the Golden Ox. Between ecstasies over the cuisine, we managed to cover a goodly range of subjects including some you and I discussed back in those halcyon days of August over other culinary delights. The upstate returns aren't in yet, but there's a quiet ground swell of opinion, dazzler, that your rates can be dispensed with.

Still, in all fairness, it must be admitted that that was not precisely the upshot of the conversation. Gilka, like myself, has a perverse and inscrutable fondness for your miserable person and would like to see you develop your topside portfolio at least to the professional level of your underwater work...no mean feat. He believes, as I do, that underwater photography as a full-time career will shortly leave you with little more important to do than clean your swimming pool and feed the piranha. Although you already qualify as a D.O.M., it seems unlikely to me that you will be content with that lot for the brief time remaining to you.

Bob and I discussed three major things. First, the possibility of having you accompany one of our staff people on a field assignment as, pardon the expression, goon--or observer if you prefer. You've been in the drink for a long time and, in spite of your earlier background in photojournalism, you may find that you are a little rusty. Our requirements, as you already know, are rather unusual, not to say demanding. For every usable picture, we expect to have a selection of ten just as good or in the ballpark. You could conceivably derive considerable benefit from accompanying one of our people on such an assignment. Bob feels that it can be worked out and he is mulling on it. Right now, we are in a slack season, but that won't last long and, besides, you're tied up for awhile anyway.

Second, the British Honduras story with barrier reef. I outlined it as you described it to me with the emphasis on the fact that it would give you a chance to do a well-rounded story from both above and below the surface. As such, it would certainly give us an ideal

9/15/67

opportunity to see what you can do with something like that. Oddly enough, a proposal for a story on British Honduras found its way to Editorial Council not long ago, but nothing has come of it that I know about. The idea, Bob agrees, has good possibilities and he is mulling on that one, too.

Third, Cartagena. This one may be a stickywicket. I have heard nothing further from Stith since I talked to you last, but the magazine has just taken on a commitment to do another story on Kip Wagner and his Florida treasure hunt. I don't know what kind of new coverage they expect to get out of that, but it dims the picture for the Cartagena piece. I haven't seen the film Stith shot on the preliminary survey, but somehow the whole thing seems to have more and wider appeal than the Kip Wagner rehash. Anyway, I won't know anything more about that one until I get a further report from Stith about whether they intend to proceed or not. If they do, and if the pictures Stith shot are interesting enough, it may be brought off in spite of Wagner, but it is tenuous and remains to be seen.

Given the sluggish nature of the Geographic juggernaut, it is hard to assess the prospects for all these things. In my own opinion, Bob's reaction was largely favorable and I think there is a good chance for the first and second items to come off. The third is more questionable but not as to whether you should do it if it is done at all. If they do, it will in turn mean several things so far as you are concerned. One, some hard work--it is extremely difficult to imagine how one of your delicate and slothful constitution would react to that--and two, some revised rates not quite on a par with what you've been getting as the leading highwayman of the underwater world. The latter may chill your enthusiasm, being the greedy slob that you are, but I fear it may be the sine qua non of the whole deal. It isn't that we want you to work for peanuts--the elephant union has that concession all sewed up. However, your rates for topside photography will have to be competitive with the rest of the barracuda who, unlike your decadent capitalistic self, are scratching for every crumb that falls from the table. Otherwise, you will fall under the heading of "indulgences" of which Geographic takes on only a limited number and they always have special qualifications (skill of some kind not necessarily among them). That, sir, is what's known in the trade as the straight dope.

So, there you have it for now. I will keep in touch with Bob and let you know whenever there is a development in any quarter. I am in the process of juggling books,--trying to switch Australia with African Animals. Things around here are pretty much as they always are--panicky. I haven't had a chance to talk with anyone about the cost of separations yet, but next week will be a good time. I was, I must say, impressed with that dupe you sent up. The quality, it seems to me, is better by far than the agfa dupes I had made here. I must bring that to the attention of the lab. Vive Alphonso Bedoya!

Sincerely,

  
David R. Bridge  
Picture Editor

TELEPHONE  
296-7500

CABLE ADDRESS  
NATGEOSOC, WASHINGTON

# National Geographic Magazine

WASHINGTON, D. C. 20036  
SPECIAL PUBLICATIONS DIVISION

August 9, 1967

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

Dear Mr. Greenberg:

Enclosed you will find 454 - 35mm color transparencies and 26 - 35mm panorama color transparencies, which were being considered for possible use in **WORLD BENEATH THE SEA**. We are holding 31 color transparencies for publication.

Sincerely yours,

*Carol R. Oakes*

(Miss) Carol R. Oakes  
Secy to David R. Bridge

Enclosure 480 - 35mm color  
transparencies

TELEPHONE  
296-7500

CABLE ADDRESS  
NATGEOSOC, WASHINGTON

# National Geographic Magazine

WASHINGTON, D. C. 20036

SPECIAL PUBLICATIONS DIVISION

August <sup>9</sup>~~10~~, 1967

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

Dear Jerry:

A brief addendum to yesterday's billet doux. I talked to Jerry Hetherman in our lab about dupes. For reproduction quality, they use Agfa duping stock which they buy in 30 ft. rolls (not generally available in photojaffe stores) and which requires different development time than Agfa's regular CT-18 film (used for what we call legend writer dupes). This stock is preferred for its fine grain and the fact that increased contrast can be suppressed. As to the development time, it may explain why Agfa has refused to process your film. While CT-18 develops for about ten minutes, duping stock goes in for only about 2½. Most large processers prefer not to take in work which requires a deviation from their standardized mass production methods. Apparently, they just aren't geared for it. I don't know if any of this information helps, but there it is.

Second, your film arrived today--a bewildering display of speed which I find hard to comprehend. You couldn't have taken it in for processing before Monday and yet it finds its way to my desk by Wednesday afternoon. How is that possible? Oh well, I suppose if I'd had to have it in that short a time it would have taken six months to get here. Such is the perversity of things. Anyway, I went over it all with a not-too-objective eye and marked 19 which I took down to the lab for duping. I have, as you requested, specifically instructed them not to cut the film. Duping is generally done twice a week, so I should be able to send it all back to you before the 18th. When I do, I will include the stuff I shot of you and Michael which you may keep as long as you need for whatever you wish to do with it.

Sincerely yours,

  
David R. Bridge

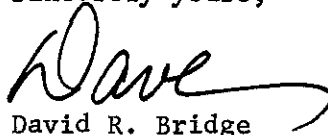
DRB:cro

incorrectly mounted in the camera (as I suspected) and were, of course, the two on which I had the best pictures. Even so, there are one or two here of you and Angelson which seem passable for a first attempt and you may wish to dupe them so you can yack it up with your grand-kinder one of these days. My effort to catch your preposterous pose among the pilchards was less brilliantly executed, but has, perhaps, historical merit. The domination of all these pictures by blue creates a rather somber, even funereal effect which belies the actual conditions as I recall them. That, I presume, is one of the inevitable hazards of available light and a film which leans a trifle to the blue side anyway. Will send them along for your amusement directly.

Not surprisingly, now that I am back here I wish to hell we were back there. My view of the Coal Building, somehow, is no substitute for those undulating waves of silver pilchards, the gullies and ridges of Dry Rocks, the mound corals of Molasses, singing squalls, cold PONG and Cubanos. Certainly no words of mine could convey my delight and, yes, my gratitude for five fantastic and thoroughly unforgettable days in your underwater backyard.

I will call Bob Gilka tomorrow and make a date for lunch as soon as possible. You will be advised instanter as to the outcome of the discussion. Meanwhile, you may as well boil up a pot of Kraken chowder and put the bistards out to pillage and loot (it's all the rage these days); the Geographic moves with all the deliberation and alacrity of a comatose hippopotamus and it may be a few days before a further report is indicated. Glad tidings to you all and to all a good night.

Sincerely yours,



David R. Bridge

DRB:cro



# National Geographic Magazine

WASHINGTON, D. C. 20036

SPECIAL PUBLICATIONS DIVISION

August 9, 1967

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

Dear Jerry:

I have just spent the last two hours or so weaving my drunken way through the phantasmagoria of our file on film received from you. The feeling is not unlike falling into the briny with the fo'c'sle grog. When the ordeal reached the threshold of pain, I gave up in despair and, sitting in my chair like a stunned duck, wrote the whole thing off as a bad job. I have managed, by some dazzling bit of prestidigitation, to make our count of submitted non-assigned material tally with yours. With the exception of those we are using, they will be returned to you together with 480 remaining pictures from your various assignments. The eight contact sheets on Ed's dive and the three catalogs, according to our records, were returned to you on April 21. So, apparently, were the negatives from Ed's dive which you sent later.

Our filing system here is the eighth wonder of the world. It ranks with the Pyramids of Israel and the Colossus at Rhodes and the depth of confusion generated by the combination of assigned and unassigned submissions would dwarf the Grand Canyon. It is, however, altogether fitting and proper that this should be so on this particular project as it has, from the beginning, been slavishly obedient to Murphy's Law. That law, in the event you have forgotten, states that every disaster that can befall, will. You should, therefore, offer up a goat and mutter some appropriate incantations of gratitude that you, at least, have escaped relatively unscathed. By actual count, you have 31 pictures in this epic tome--about 31 more than you deserve on the basis of your fractious attitude--11 more than your nearest competitor, Doug Faulkner. In spite of my deep-seated conviction that you are really a mountebank, a cut-purse, a poor-box-john, I must grudgingly admit my respect for your ability to do underwater what no-one else in the world can do nearly as well. With that nugget of praise in your craw, you might offer up another goat and a few more incantations.

I have made selects from the six successful rolls of film I shot while trailing along in your bubble wake last week. Two were

# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER **Nº 245**

CHECK NO. **22033**

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

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
JUN 14 67	1,048	PAYMENT FOR COLOR TRANSPARENCIES USED IN WORLD BENEATH THE SEA LESS \$200 FEE FOR SUBMITTING MATERIAL TO D.R. BRIDGE ON APRIL 1, 1967, FOR POSSIBLE PUBLICATION.	1,700.00		
JUL 14 67	1,048		200.00 ◊		
			<u>\$1,500.00</u>		

PAID

TELEPHONE  
296-7500

CABLE ADDRESS  
NATGEOSOC, WASHINGTON

# National Geographic Magazine

WASHINGTON, D. C. 20036  
SPECIAL PUBLICATIONS DIVISION

July 20, 1967

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

Dear Mr. Greenberg:

Mr. Bridge has asked me to forward to you the Society's check for \$1,500, representing payment for one-time reproduction rights to 31 color photographs which will appear on pages 2-3, 12, 22-3, 88, 90, 98, 102-3, 173, 182-3, and 191 of WORLD BENEATH THE SEA.

Your transparencies and negatives will be returned shortly. The publication date is September 15 and a copy will be in the mail to you soon after.

Sincerely,

*Carol R. Oakes*

(Miss) Carol R. Oakes  
Secy to David R. Bridge

Enclosure check #22093  
voucher #24508

# National Geographic Magazine

WASHINGTON, D. C. 20036

SPECIAL PUBLICATIONS DIVISION

July 7, 1967

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

Dear Mr. Greenberg:

After our telephone conversation Wednesday, I went through the dummy in pursuit of any of your pictures about which we had questions. Enclosed are the prints of these pictures and since there are so many, it seems faster and easier to discuss them when you call rather than writing questions for each one.

Shale Niskin has already called about the enclosed letter. I thought I would include these prints and the carbon copy for your information and also because I think you can help clear up some cloudiness in my mind about several of these instruments.

Please call collect at your earliest convenience. The number is 202 296-7500, extension 866. I haven't numbered the pictures as I know which ones are included. I think there is a total of 17 prints so be prepared for lots of conversation.

Thanks so much for your help.

Sincerely,



(Mrs.) Linda M. Seeman  
Researcher

LMS/cjs

Enclosures

TELEPHONE  
296-7500

CABLE ADDRESS  
NATGEOSOC, WASHINGTON

## National Geographic Magazine

WASHINGTON, D. C. 20036

SPECIAL PUBLICATIONS DIVISION

June 28, 1967

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

Dear Mr. Greenberg:

I am writing captions for our World Beneath The Sea book and need information concerning the enclosed photograph. Your answers to the following questions will be greatly appreciated.

1. What is the correct title of the statue? *CHRIST OF PEOP*
2. For what purpose was it placed underwater? -
3. How deep is it? *35'*
4. Of what material is it constructed? *BRONZE*
5. How tall is it? *9' tall*
6. Who is the diver?

Please include any additional information that you feel would be helpful in writing the caption.

Our press date is fast approaching so I would appreciate a reply as soon as possible. If it is inconvenient for you to write at this time, please call me collect at the National Geographic, area code 202, 296-7500, extension 866.

Thank you very much for your assistance.

Sincerely,

William R. Gray, Jr.

WRG/cjs

Enclosure

*1/26/67 - BTS N  
FLA PARK BOARD*

# NATIONAL GEOGRAPHIC SOCIETY

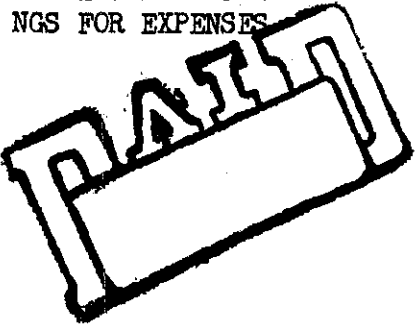
SIXTEENTH AND M STREET, N. W.  
WASHINGTON, D. C. 20036

VOUCHER **Nº**

10. 20084

Jerry Greenberg  
6840 SW 92nd Street  
Miami, Florida 33156

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS
6/25/67	1048G	MINIMUM GUARANTEE FOR PHOTOGRAPHIC COVERAGE AT THE UNIVERSITY OF MIAMI MARINE LABORATORY, IN CONNECTION WITH THE WORLD BENEATH THE SEA ASSIGNMENT.	1,500.00	
	2100	EXPENSE ACCOUNT SETTLEMENT IN CONNECTION WITH WORLD BENEATH THE SEA ASSIGNMENT LESS ADVANCE BY NGS FOR EXPENSES	1,030.20 365.78	
			\$ 2,164.42	

# National Geographic Magazine

WASHINGTON, D. C. 20036

SPECIAL PUBLICATIONS DIVISION

May 11, 1967

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

Dear Jerry:

One fact emerges with devastating clarity from the miasma currently surrounding this book, to wit: what the world needs is a good five cent cigar. If that fact doesn't illuminate the whole scene in all its vastness for you, join me at the foot of the class.

Your pictures, contrary to all expectations, are pretty good. Since our circumstances are nothing if not desperate, we may even use some of them, though of course our tax posture forbids payment of any kind. Doubtless, you will be pleased - delighted even - to donate your services to this worthless cause. After all, we're diffusing geographic knowledge. Or is it disabling? Distorting? Well, whatever it is we do nobody else does it with nearly such grace, style, panache. You should be proud to be a part (small, to be sure) of this ennobling crusade.

Your latest bulletin requests that I add four 35mm panorama shots to the list sent on April 20. I signed that invoice some time ago and it should have been returned to you by now. We have experienced some secretarial difficulties recently, but I will investigate the matter tomorrow. In any event, none of the four pictures in question are as good as the one "Oceanology International" used for that flier and I doubt if we'll use it either. Ergo, I am sending them back with this letter so that you will not be obliged to bring a battery of barristers down on us later for their loss.

The Bimini stuff looks just great. The chapter for which it will be used is being rewritten by an oceanographer who works for the Navy - guy named Larry Hawkins - and will be tailored to fit the photographic coverage. I have explained to Hawkins what you are doing and we will shoot for the proper balance in the text. Dugan's manuscript, I regret to report, was a total loss. To give it its due, it is the worst piece of writing by a professional any of us have ever seen. Whatever talent Jim might once have had, whatever the extent of his knowledge about this subject, all has been obliterated by the ravages of wine and perhaps some erosive process

Mr. Jerry Greenberg

-2-

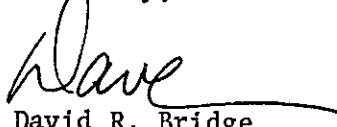
May 11, 1967

yet unknown to medical science. He cannot even report accurately on the simplest events in which he personally was involved. How to explain it? I haven't the remotest idea, but it has put us in one of the most embarrassing situations of our short career. Anyway, I am rewriting the chapter on submersibles, so it has turned out to be more than usually helpful for me to have been with that Deep Diver expedition. It is, at this moment, rather hard to say whether we will make our original deadline. We will try like hell.

Which brings us to your other question. The very last deadline for photographic copy is difficult to pin down. Theoretically, it has already come and gone, but in actual fact I suppose we could still make use of something up to the end of this month. We hope to begin delivering copy to the engraver by the 20th. If nothing goes wrong (choke, wheeze) the end of May should be the final cut-off. There is, however, the revision to consider and, in view of the disaster which has befallen the original, that looms ever larger on the horizon. We will then have the opportunity to make of this the fine product it should have been from the beginning. Thus, if you are going to be doing the stuff you mention down in the Keys anyway we would certainly want to consider it for the next edition. On the schedule you describe, however, it does not sound as though it would arrive in time to be of use for this one.

At some point or other when the sirens of confusion stop keening long enough I will assemble the rejects from all your submissions, assigned and otherwise, and return them to you. As it turned out, this job really didn't add much to your topside portfolio - though you handled such of it as there was with remotely discernible skill. You are already the most captious, irascible and overpaid underwater photographer around, so we didn't learn anything new in that department. It is increasingly clear, however, why you have been able to get along so cozily with sharks.

Sincerely,

  
David R. Bridge  
Picture Editor

DRB/msd

Enclosures

4 35mm panorama transparencies



May 11, 1967

Mr. Dave <sup>B</sup>ridge/ Special Publications  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20006

Dear Dave:

Please find enclosed 5- 35mm color items which show how diving equipment is used by the officers of the Florida Conservation Board for law enforcement. The equipment is used to locate and destroy illegal and unregistered lobster traps. I believe that you already have a photo showing the lobster trap being brought up by an officer. If not I have included one in this batch. Photographs similar to these were used in the ~~May~~ 1967 issue of MONSANTO MAGAZINE.

This week I shot the instrument photographs (in 18 knot seas) and on Friday I will go out to get one additional photograph of the water sampling device being lowered off of a boat just in case you do not like the back-lighted boat set-up. On Monday I intend to fly over to Bimini to get the underwater-TV set up photo. This will complete my assignment for the book. I hope that you are satisfied with the photographs and will be able to make good use of them. Best personal regards, Dave.

Sincerely yours,

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

TELEPHONE  
296-7500

CABLE ADDRESS  
NATGEOSOC, WASHINGTON

# National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

May 5, 1967

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

Dear Jerry:

You were right--these don't fill the bill. I had a couple of black and white prints made for the artist's reference, but have made no selects. The story is looking good.

Best regards,



Bryan Hodgson

BDH:kfs

Enclosed: 30 35mm transparencies

May 6, 1967

Mr. Dave Bridge/ Special Publications  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington 6, D.C.

Dear Dave:

Please find enclosed a total of 4 glassine sheets on the underwater acoustics which is headed by Dr. John Steinberg at the Institute of Marine Science. As you can see I have done the topside recording equipment and the actual underwater sound source. The latter was photographed in very rough weather off of Fowey Rocks. I hope to do the underwater instrument shots on Tuesday and the underwater TV set-up off of Bimini on Friday. I have already photographed the inside of the TV monitor room on my last trip to Bimini. As I said I expect to finish up everything up by Friday and will ship you these items by the following Tuesday. That will finish is up, I hope.

I have also enclosed a 4X5 sheet holding 4-35mm panorama items which you might be able to make use of. Please add these items to the list that I sent to you on April 20th and send the signed copy to me. I will be setting up diving operations in the Florida Keys in the next two or three weeks. I hope to do some additional set-ups for you at that time. What I have in mind is the Christ statute and the underwater cameras on tripod. I also will have a very fast, two motor underwater scooter.

Please advise the very last dead-line that you will have for incoming photographs for use in the book. Best personal regards.

Sincerely yours,

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

April 28, 1967

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

Dear Boss:

Thank you for your letter of April 25th and the much needed "coin of the realm" for my part in the Link project.

After receiving your marine lab assignment I trotted out to Key Biscayne and spent two days going thru every room in the facility. I found that I had enough material to do a well rounded article on the Institute of Marine Science. I made some sketches and sample photos to send to Dave Bridge and he OK'd my ideas. I would be happier if more of the activities there were oriented to pure underwater research with possibilities of diver-scientists at work. However most of the work is topside oceanology with the exception of Walter Starck, and so I am stuck with shooting set-ups again. I am capitalizing on whatever underwater activity there is and following it up with the final lab results. Check with Dave if you want a better idea of what I'm doing. I am about 1/2 way thru now and hope to wrap it up in about 2 weeks from now.

Thank you for your interest, I remain,

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, 36, Fla.

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

April 25, 1967

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

Dear Jerry:

Here is the Society's check for \$2000 in payment of the minimum guarantee for your photographic coverage of the Link diving experiment.

How are you coming on the marine lab? I don't mean by telephone, I mean by picture.

Sincerely,



encl.  
REG:ld

TELEPHONE  
296-7500

CABLE ADDRESS  
NATGEOSOC, WASHINGTON

# National Geographic Magazine

WASHINGTON, D. C. 20036

SPECIAL PUBLICATIONS DIVISION

April 17, 1967

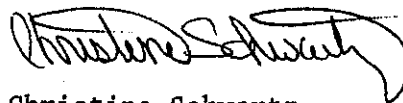
Mr. Jerry Greenberg  
6840 SW 92nd Street  
Miami, Florida 33156

Dear Mr. Greenberg:

Enclosed are both returns on assignment and submitted material for our book *WORLD BENEATH THE SEA*. We are holding 35 - 35mm color transparencies (13 from submitted material and 22 from assigned material--duplicates of the 22 from assigned material are also enclosed) and 11 color cut film from assigned material.

Thank you for your assistance.

Sincerely,



Christine Schwartz  
Secy to D. R. Bridge

cjs  
Enclosures

# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER **Nº**

to. 18811

Jerry Greenberg  
6840 SW 92nd Street  
Miami, Florida 33156

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS
APR 19 67	735	PAYMENT OF MINIMUM GUARANTEE FOR PHOTOGRAPHIC COVERAGE OFF FREEPORT, BAHAMAS, OF THE ED LINK DEEP DIVE EXPERIMENT ASSIGNMENT.	2,000.00	

PAID

NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER No

18433

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
11 67	1.046G	PAYMENT FOR FEE FOR SUBMITTING MATERIAL TO D.R. BRIDGE ON APRIL 1, 1967, FOR POSSIBLE PUBLICATION IN WORLD BENEATH THE SEA. THIS FEE IS DEDUCTABLE FROM FINAL REPRODUCTION FEE. <div data-bbox="636 1157 1032 1365" style="text-align: center; font-size: 2em; font-weight: bold; border: 2px solid black; padding: 5px; margin: 10px 0;">PAID</div>	200.00	



# National Geographic Magazine

WASHINGTON, D. C. 20036

SPECIAL PUBLICATIONS DIVISION

April 11, 1967

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


Dear Jerry:

Everything finally went through recording and all the other crucial departments who are required to see it before I do--the carpenter shop, engineer in charge of the south dumbwaiter, fourth floor electrician. I have now screened it all and before the week is out I will send everything back with the exception of the 14 - 35mm transparencies which I picked from your notebook. There will be dupes of all selects from your Freeport assignment clearly marked as such. I am also having some i.d. prints made from the b/w contact sheets on Ed Fisher's 24 hour dive. These will, perforce, be lousy prints and when the time comes to go for final layout we will need your original negatives. I will keep a careful record of the frames selected so that I can let you know exactly which ones we will need. That way you will only have to take a minimum amount of time off from your usual whimsical dalliances.

With the exception of the stuff of Jim in Deep Diver, it all looks fine and there is no question that we will get some mileage out of it. Unfortunately, I learned during the course of a two-day stay with Jim in Philadelphia last week that he cherishes a rather virulent prejudice against Ed Link whom he describes as a Yankee tinkerer. I fear the long years of intimate association with Cousteau have affected his objectivity whether he admits it or not. Personally, I find it somewhat difficult to evaluate the relative contributions of those two, but what the hell, there's a lot of work tied up in those pictures. I haven't had a satisfactory session with Garrett yet, but he told me on the phone that he was about to write Ed off the list again, too. I told him not to jump to any hasty conclusions until I had a chance to give him a full report of what went on down there. Will let you know when that happens and what, if anything, comes of it.

I presume you got your expense situation straightened out with Bob and I will put through the request for your \$200 presentation fee this afternoon. For a communist, you certainly have some suspicious capitalistic leanings. Well, since we're paying you so handsomely stop wasting time and get back to work.

Sincerely,

  
D. R. Bridge  
Picture Editor

DRB/cjs  
Enclosure

# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER **Nº 1**

No. **17802**

Jerry Greenberg  
6840 SW 92nd Street  
Miami, Florida 31156

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	B/
MAR 28 67	2,100	ADDITIONAL EXPENSE ADVANCE FOR CONTINUED PHOTOGRAPHIC COVERAGE IN THE BAHAMAS FOR THE SHARK STORY, THE EXPENDITURES TO BE DULY ACCOUNTED FOR.....	500.00		

**PAID**

4/7/67

Jerry...

Enclosed are some polaroids of the pictures which I collected from the Marine Lab when I was there in March. Aside from these shots, there is not much else in the bin which is likely to overlap with anything you are doing. We have some good shots of things like FLIP and a few of various scientists doing various things with various pieces of equipment both in and out of the water, but this is all just collected material and in the unexpected event of a duplication with your stuff, we'll use yours. After all, we're paying you this exorbitant fee and we have to get something out of it. Besides, there isn't much that couldn't be improved on by the judicious application of your brilliant technique. So, shoot away, but hurry, man, hurry. No lollygagging on the beach.



MEMORANDUM from SPECIAL PUBLICATIONS

April 6, 1967

Jerry...

I have just cleared the underwater TV and acoustic operation with Mrs. Hays at the Naval Research Lab. I will send her a covering letter which will include the proviso that you will arrange your schedule to suit the convenience of Drs. Myrberg and Steinberg and Mr. Mathewson at Lerner. As I now understand it, Voss has nothing to do with that particular project and the Navy owns the equipment. Either Voss doesn't broadcast on my wavelength and I misunderstood him, or something is fishy.

Anyway, clear with Myrberg and Steinberg, though you may already have talked to them. Mrs. Hays seemed confident they would cooperate willingly. However, she did point out that they are frequent victims of weather and that there are very few days during which they can get much done. That may be bullshit, but that's what she said.

Dave

# National Geographic Magazine

WASHINGTON, D. C. 20036

SPECIAL PUBLICATIONS DIVISION

March 30, 1967

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

Dear Jerry:

Today we put your film through a few hoops--specifically, to have the ektachrome mounted--and in an alarming number of ways it came up poorly. First, it was generally dirty and covered with lint from being wrapped in kleenex. Second, there were some abrasions on the emulsion in a few cases and on one or two others there was a sludgy chemical residue running the length of the roll. Looks like dirty stabilizer. On some of the 2½ stuff there were portions of the film which were black, probably a result of developing the film on reels where, due to mismounting, it got stuck together in places. Finally, there was some very erratic frame spacing, especially on the fisheye stuff.

No doubt you are already aware of some of these things, but let me make a suggestion for the future. It will save us much time, and perhaps grief, if you just send the film up unprocessed. Unless you are pushing your ektachrome, Kodak can do the processing and mounting very well and most of these difficulties--including the tedious job of mounting many rolls by hand--can be avoided. I will send you all the rejects and dupes of the selects at the earliest possible date so that you can review your results. If that arrangement is not agreeable to you, I offer two other suggestions: 1) whoever is doing your processing is not giving you good service, 2) Don't wrap your film in kleenex. That god-dam lint is bloody hard to get off and little bits of the tissue stick to any tacky part of the emulsion. Bates tells me that the frame spacing problem is characteristic of the Nikonos, but it hasn't helped us any.

I haven't had a chance to review any of this batch in detail yet because we have been bogged down with getting it mounted and properly recorded in. As soon as that operation is completed, I will make selects and send the balance of the rejects down to you together with dupes of the selects. If and when the magazine warms up the Link story,

Mr. Jerry Greenberg

-2-

March 30, 1967

you can send it all back. Meantime, we'll try to straighten out the direction we expect to take with Link in the future. I hope to have a talk with Bill Garrett about it tomorrow. Will follow with a report of what, if anything, comes of that.

Sincerely,

A handwritten signature in cursive script, appearing to read "Dave", with a long horizontal flourish extending to the right.

D. R. Bridge  
Picture Editor

DRB/cjs

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

March 28, 1967

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

Dear Jerry:

This letter will make a matter of record our telephone conversation of Friday, March 24, in which we discussed the photographic assignment at the Marine Laboratory at the University of Miami for our book "World Beneath The Sea." You agreed to do this photography for a minimum guarantee of \$1500 plus expenses, against a page rate of \$200 a page.

As you know, this assignment will give us our first real opportunity to see what you can do as a "top side" photographer on a short story basis. Heretofore your top side efforts have been confined largely to single pictures.

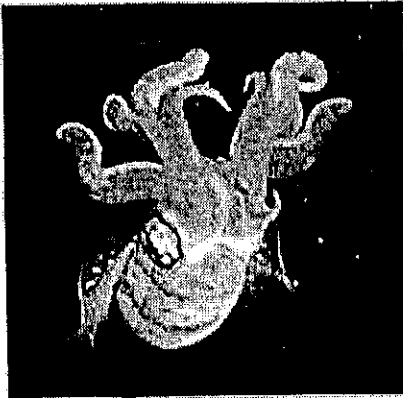
Good luck!

Sincerely,

*Bob*

REG:ld

## World Beneath the Sea



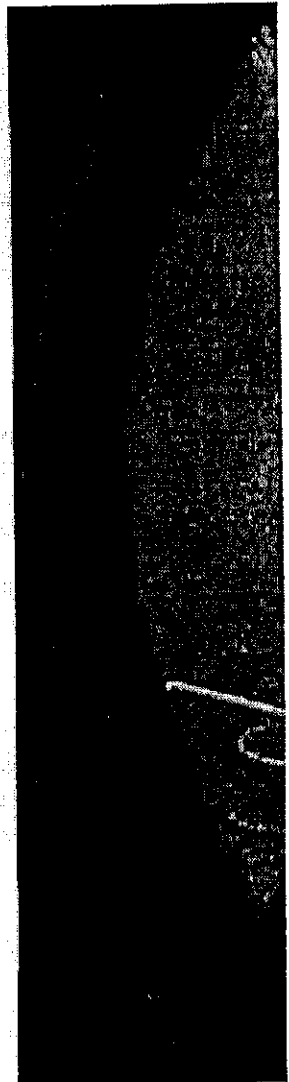
Stranger than a dream: Arms writhing, a squid hunts for food in Florida waters.

Moon-faced sub passes a test run off Turkey as Dr. George F. Bass, foreground, develops techniques of underwater archeology. Camera on the two-man sub will take stereophotographs of sunken ships.

Filefish and friends welcome a diver to John Pennickamp Coral Reef State Park, Florida, first undersea preserve in the U.S.



Stinging fingers of a sea anemone on a Pacific reef have no effect on the skink (foreground). The book *World Beneath the Sea* tells of wonders as seen from their aquatic realm.



to atonal weather, and how to base him. More than that, our Canada tells the history, the lore, the flavorful background of this "complex nation, shaped by France, snatched by Britain, and nurtured by the United States," as Canadian author Alan Phillips has written.

We explore "the necklace of pearls," the great cities that swing across Canada's south-east belt within 100 miles of the U.S. border: Clifton-Quebec, where major battles for possession of Canada were decided; Montreal, with its handsome skyscrapers and spacious plazas; and the spire-crowned hill of Ottawa, with its scarlet pageantry and imposing river-side vista—all pass in review.

Canada's natural beauty is captured in the book's color photographs. We go to Teton-size Alberta and marvel at the greatest oil reserves known to man. At Calgary we attend the annual Stampede, then drive along the spine of the Rockies and visit the crown jewels of Canada's parks: Banff, Yoho, Jasper. Then we come down from the mountains to the



TELEPHONE  
296-7500

CABLE ADDRESS  
NATGEOSOC, WASHINGTON

# National Geographic Magazine

WASHINGTON, D. C. 20036

SPECIAL PUBLICATIONS DIVISION

DONALD J. CRUMP  
ASSISTANT DIRECTOR

March 28, 1967

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

Dear Jerry:

It looks to me like you can just sit back now and live off the residuals you make from the picture you made of Judy Meade swimming in the coral reef park. I am making my contribution, herewith.

The \$75 check is for the one-time use of the picture in the June SPECIAL PUBLICATIONS ANNOUNCEMENT in the Magazine. It is being used in connection with plugging the book WORLD BENEATH THE SEA, which Dave Bridge has thoroughly filled you in on by now.

I am sure that we will be seeing you more and more as we roll up our sleeves and get into the underwater book. Undoubtedly, we will be relying heavily on your picture material to illustrate the book.

It was good to hear that the SHARKS piece was moving again.

Have you seen Pete Gimbel's shark movie?

Regards,



Donald J. Crump  
Assistant Director

DJC/cjs

Enclosure: Check for \$75

# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER **Nº** \_\_\_\_\_

No. **17707**

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

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS
MAR 23 67	1,200	PAYMENT FOR ONE-TIME REPRODUCTION RIGHTS TO ONE COLOR PHOTOGRAPH OF GIRL SWIMMING UNDERWATER IN THE FLORIDA CORAL REEF PARK BEING PUBLISHED ON PAGE 870 OF THE JUNE ISSUE OF THE MAGAZINE IN THE SPECIAL PUBLICATIONS ANNOUNCEMENT, APPROXIMATELY ¼ PAGE IN SIZE.	75.00	

PAID

## BUCK ISLAND ASSIGNMENT

BOOK #1	2,534.27
BOOK #2	2,139.84
BOOK #3	2,255.53

TELEPHONE  
296-7500

CABLE ADDRESS  
NATGEOSOC, WASHINGTON

## National Geographic Magazine

WASHINGTON, D. C. 20036

SPECIAL PUBLICATIONS DIVISION

March 28, 1967

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

Dear Jerry:

As agreed in our telephone conversation this afternoon we hereby accept your ridiculous terms in consideration of your destitute condition. Those terms are \$200.00 for full page color with a \$125.00 minimum for color less than full page for one-time inside editorial use in the first edition of THE WORLD BENEATH THE SEA, all pictures not otherwise owned by National Geographic to be returned after use. Price for a cover picture will be renegotiated with you prior to use. For shark material not used in the magazine, \$150.00 for full page color with a \$100.00 minimum for color less than full page one-time inside editorial use in first edition of WORLD BENEATH THE SEA. Workers of the world, UNITE! In exchange for these preposterous terms we expect you to produce the most unbelievable and dazzling photographs of which the man and the machine are capable. Selah!

I have just talked to Gil Voss at the Marine Lab and Dr. Mathewson in Bimini. The upshot of these conversations is as follows: Voss tells me that the Lerner Lab has furnished nothing but rented space for the underwater TV project, in spite of which Mathewson has claimed that the project was entirely theirs. Whatever the ethics of the situation, Voss assures me that the work is theirs exclusively and that they will be glad to cooperate with you in getting coverage. They will also cooperate to the fullest possible extent on your other work at the Lab itself. Cdr. White will be advised of all particulars. Mathewson, with whom you have already discussed the underwater TV project, will be expecting you and will be glad to help in any way he can, even if Voss (who is in charge of that project, by the way) is right about Lerner having nothing whatever to do with it. Voss will be extremely busy for the next couple of weeks preparing to leave for their research ship where he will take over command for a month or so. I don't know how much personal attention you'll get from him, but you already know your way around the lab pretty well and shouldn't have any problems. If you do, let me know and we'll sit on them some. I wish to hell I knew more of the details of what is going on at the Lab that would be of maximum interest for our purposes, but I haven't time to come down there and look into it. Since the idea for a story on the thing was originally yours, fire when ready and let your own judgment be your guide. Space allotted to it will largely be determined by the kind of stuff you come up with. If it's really great, we might give the whole chapter over to it.

Mr. Jerry Greenberg

-2-

March 28, 1967

If not, we'll arrange for a little carbon monoxide to be included with your next batch of compressed air. Gag! Gasp! Goodbye, Monk Monkhauser.

I'll pass all this dope along to Gilka together with the word about your current impecunious condition. Once all of your accounts are in hand, something will be done so that you may again feed the piranha in your new pool. Meantime, you'll be amused to know that Bates struck out again on his hoped for coverage of Deep Star at Ft. Lauderdale...it wasn't there. It's the curse of the submersibles.

Sincerely,

A handwritten signature in cursive script, appearing to read "Dave", with a long horizontal flourish extending to the right.

D. R. Bridge  
Picture Editor

DRB/cjs

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

March 13, 1967

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

Dear Jerry:

This letter will make a matter of record our conversation on Friday, March 10. We will pay you a minimum guarantee of \$2000 for your work on the 100-foot Link dive project. This minimum guarantee will be based against a page rate of \$200. In addition, the Geographic will pay all reasonable expenses and will supply you with film and processing.

We will retain all the photographs we publish and we will return to you all of the photographs we do not publish.

For the record it should be understood that you undertake this assignment as a free agent and independent contractor. Acceptance of financial and other considerations outlined in this letter shall constitute an absolute release to the National Geographic Society of all responsibility for personal injury and/or death which may arise out of or result from this assignment. Please sign one copy of this letter and return to me.

Sincerely,



REG:ld

# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER **Nº 1**

No. **17599**

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
MAR 20 67	785 704	REIMBURSEMENT OF EXPENSES FOR TRIP TO THE SOCIETY FOR CONSULTATION IN CONNECTION WITH THE SHARKS SERIES PLUS TWO DAYS CONSULTATION AT \$50 PER DAY, IN CONNECTION WITH THE SHARKS SERIES	148.52		
			100.00		
		<b>PAID</b>			
					<b>\$ 248.52</b>

TELEPHONE  
296-7500

CABLE ADDRESS  
NATGEOSOC, WASHINGTON

# National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

March 21, 1967

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

Dear Jerry:

Herewith the Society's check for \$248.52 in reimbursement of your expenses and payment of consultant's fees in connection with your visit here to discuss the SHARKS story.

Any idea yet as to whether you'll be able to do the shark-jaw pix at Bimini?

Best regards,



Bryan Hodgson

BH:erc

Enclosed:  
check #17599  
voucher #19490

Airmail



# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER No 18

No. 16781

Jerry Greenberg  
6840 SW 92nd Street  
Miami, Florida 33156

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

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	B.
FEB 28 67	2100	ADVANCE FOR PHOTOGRAPHIC COVERAGE OFF BIMINI FOR THE SHARK STORY, THE EXPENDITURES TO BE DULY ACCOUNTED FOR	500.00		

**PAID**

# National Geographic Magazine

WASHINGTON, D. C. 20036

JULES B. BILLARD  
SENIOR EDITORIAL STAFF

February 24, 1967

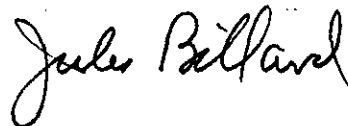
Mr. Jerry Greenberg  
6840 SW 92nd Street  
Miami, Florida

Dear Mr. Greenberg:

The National Geographic is toying with the idea of a new feature which would involve a letter to our readers from the Magazine's editor. This feature, if ultimately adopted, would provide an opportunity for us to tell our readers about how a story was obtained, how a new computer system handles membership addresses, the wonders of a newly-bought printing press, honors that have come to the Society, retirement of a valued staff member, etc., etc.

I have been assigned to do several examples, and one topic that occurs to me is "how the picture was obtained." In this connection, the article on sharks, tentatively scheduled for our January, 1968, issue, seems to me to have intriguing possibilities. I would like to telephone you next week to ask you questions about techniques you used in some of your shark work, memorable pictures you have made, experiences you have had in photographing these animals, and so forth. I thought I would write you in advance to give you a few days to think about items that might be of interest to our readers.

Sincerely,



JBB:ta

February 24, 1967

Mr. Bob Gilka  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, DC. 20036

Dear Boss:

Thanks for your letter and check of February 20th. I have already put the "Grosvenor Gold" to good use on my new swimming pool. I have spent the last four days getting special equipment together to do a special low level or night nine shot of the submarine locking into the "spid". I intend to backlight the submarine and underwater house with flash bulbs. If this works out I hope to give you a very dramatic photograph which will give a feeling of deep water operations. Part of the supplies that I have purchased will be used on the tail end of the shark assignment. I have rented a Polaroid 180 camera with color film to check the set-ups that I do inside the submarine.

In regards to the working time needed to finish up the 3½ year old shark assignment. I will need 2-3 days in Bimini to do the "shark mouth" set-up, 1 day to come up with something good in the close-ups of the teeth and 2 days to do the "shark papers" job in Jamaica.

As per our phone conversation of last week I understand that I will be paid \$150.00 a day for photography (topside or underwater). I did not mention that on days that I travel or stand-by I charge \$75.00 a day. I also understand that all items not used in the book will be returned to me. I will do whatever I can on the Link job to get the most complete coverage for you. I do believe that this portion of the project would be best suited for the new underwater book. I will give you any ideas that I may have on a fuller coverage (on their 750' dive) after I see what their mode of operations are and what the photographic potential is for a full length piece. Well that's about all now.

Sincerely yours,

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

P.S. I believe that \$500.00 will cover all expenses on the shark coverage that I have listed above.

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

February 20, 1967

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

Dear Jerry:

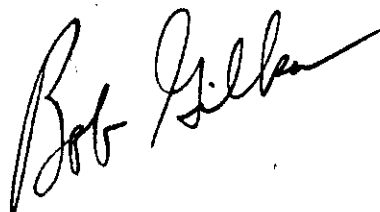
As I told you over the phone we would like you to obtain coverage for us of the first dives of Ed Link's new lock-in lock-out submarine, at Freeport in the Grand Bahamas, early in March.

While this submarine is designed to go to a 1500-foot working depth, we of course are particularly concerned that we get something photographically "readable" of the testing. This will mean, I am sure, photography in shallower water. Link will co-operate certainly.

I am estimating that this coverage will take approximately a week. We are prepared to offer you \$150 a day over such a period. We are sending you a \$600 expense advance. Please account for it in the usual way.

By now you have in hand a letter from Bryan Hodgson about additional shark requirements. Please let me know what your estimate is of time needed to do this shark work. Some of it can be consolidated with the Link experiment assignment, can't it? When you do let me know I will firm up a financial obligation to you.

Sincerely,



REG:ld

# NATIONAL GEOGRAPHIC SOCIETY

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

VOUCHER **Nº 1**

No.

16428

Jerry Greenberg  
6840 S. W. 92nd Street  
Miami, 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	B
JAN 21 67	2,100	ADVANCE FOR EXPENSES FOR PHOTOGRAPHIC COVERAGE OF LINK DEEP DIVE, THE EXPENDITURES TO BE DULY ACCOUNTED FOR IN CONNECTION WITH THE LINK DIVE ASSIGNMENT.....	600.00		

# National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

February 21, 1967

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

Dear Jerry:

I'll contact Matthewson and the Jamaica Institute as you request, outlining our needs, and leave it to you to make specific arrangements as to scheduling, etc.

As for the shark jaw, the lemon shark was the one being discussed, so I assumed it was a more interesting example. If another shark will do as well, fine.

Gilka will be in touch with you about the agreement and guarantee--I'll send him a copy of your letter.

There's one other thing--when you're through with Freeport and these shark shots, can you come to Washington for a couple of days (at our expense, of course) to consult with us on the selects? There is a vast amount of material, as you well know, and a certain amount of confusion has crept into the files, captions, etc., in the transition through four different editors and four different offices. I have a pretty good idea of the best pictures, but am not terribly strong on shark identification or the significance of some types of behavior.

Once this is done, we can turn over to you all the extra material--with the usual stipulations about withholding it from publication until our story appears. This will at least give you a chance to edit for your own purposes.

I'll drop you a line as soon as the picture arrangements are made.

Best regards,



Bryan Hodgson

BH:erc  
Airmail

February 19, 1967

Mr. Bryan Hodgson  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, DC 20036

Dear Bryan:

Thanks for your letter of February 17th in regards to the shark story. Yes, I would like to shoot the additional photos for you. I appreciate the offer of added payment to do these items and will do them for you with the assumption that "unused or unpublished photographs will be returned to me" after publication of the article. This is the arrangement that I had with Bob Gilka on my original contract of June 20, 1963. I will also need some expense money (about \$500.00) for travel and film.

In regards to the photo ideas mentioned by you in your letter of the 17th.

1. Lemon shark jaw with emphasis to the reserve teeth. No problem on this one if I can get ahold of a lemon jaw. Why this type of shark? If I can't get a good jaw I will let you know.
2. Sequence of shark opening his jaw showing upper protrusion. This photo should be taken indoors in Bimini Lab. in room which can be darkened if necessary for a multiple exposure shot. I am going to ask you to make the arrangements for this setup with Dr. Matthewson thru the American Museum of Natural History. The job will take about two days and I can do it in the last part of March or early April.
3. Shark papers: I can do this in early April. Would you please make arrangements with the Institute of Jamaica so that I will have no problem photographing the papers.
4. Giant fossil tooth: Sorry, no fossil tooth in the Miami area. Better use the L.A. County museum fang or check with the Museum of Natural History in NTC.

Well, that's about all now. Let me hear from you in regards to the points mentioned in the above paragraphs.

Sincerely yours,

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

# National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

February 17, 1967

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

Dear Jerry:

We now have a good, solid collection of pictures for the SHARK story and Bill Garrett feels that it is ready to schedule as soon as we obtain two or three situations which Perry Gilbert outlined to Dr. Grosvenor during his recent visit to Washington.

I believe I mentioned these to you in a phone call not too long ago. They are:

1. A good close-up of a lemon shark's mouth showing the means by which lost teeth are almost immediately replaced by other teeth lying flat in reserve. This should be a minutely-detailed picture.
2. A sequence of pictures showing how the shark's upper jaw protrudes when the mouth is opened to bite. Dr. Gilbert said he thought this could be done in the laboratory by using electric shocks to stimulate the biting reflex. He advises us to work through Dr. Robert Matthewson of the Lerner Lab at Bimini. We feel this series of pictures is important to help dispel the traditional idea that a shark, when attacking, rolls belly up.
3. We would like to have a picture of the so-called "shark papers" at the Institute of Jamaica at Kingston. These papers, which were swallowed by a shark but recovered and used in a court case, are on display there. We should try this picture with and without a person.
4. Nat Kenney's manuscript mentions a giant fossil tooth "which almost covered my hand." If you know of such a tooth in your area, we could use a picture; otherwise we can get a shot of the actual tooth at the Los Angeles County Museum.



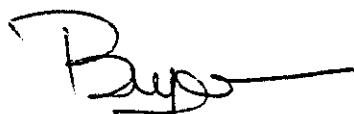
Mr. Jerry Greenberg - 2

February 17, 1967

Can you make these pictures for us in the near future?  
We will, of course, consider this an additional assignment,  
not part of the original guarantee.

I know that you have been discouraged with the up and  
down history of the story--including all the changes of the  
editorial guard; but we are very close now, and it will be a  
good, strong pictorial story.

Best regards,



Bryan Hodgson

BH:erc

Airmail

# National Geographic Magazine

WASHINGTON, D. C. 20036

W. E. GARRETT  
ASSOCIATE ILLUSTRATIONS EDITOR

January 26, 1967

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

*Jerry,*

From the depths of time comes the subject of PLANKTON. After all these years I've finally heard from Mr. Fisher. Because of many complications the pictures probably will never be published as a separate story. It is a pity, but as you know, the Magazine is not to blame. I'm returning your sketches and picture which we've been holding all these years, always in the hopes we could peddle the story.

As for SHARKS, as soon as we have a final manuscript we may have a few more subjects to cover.

Right now I'm making some tentative plans to be down south around Easter. It is possible we won't get down to Florida, but if so, we'd like to pull in and say hello. Since you don't have a television go to the neighbor's on February 7 and watch the ALASKA TV show.

WEG:JV

Enclosures: Sketches  
1 35mm transparency,  
PLANKTON

VIA AIR MAIL  
REGISTERED

*Hi to family*  
*Bill*

# National Geographic Magazine

WASHINGTON, D. C. 20036

NATHANIEL T. KENNEY  
SENIOR EDITORIAL STAFF

November 7, 1966

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

Dear Jere,

Here's the deathless prose I put into your mouth. Okay?

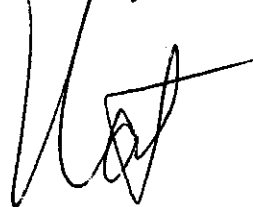
I'll have to confess I gave the Smithsonian the details of the incidents--for which they'd have asked in any event after we publish this coming August.

It is a good thing, this file, and you won't be getting gobs of publicity from it, for it is held quietly. I wanted your incident in it for two reasons--one, it adds weight to our story, and two, it is the very first thing in the entire file of many thousands of cases in which a pattern of behavior by a pelagic shark seems to be appearing.

The Chuck Henderson case, which I'm also sending because I like you and think you should have for your own personal shark behavior background, is much like yours.

From such things as the evidence of this file may come a 100% defense one day. You have made a major contribution to science, sir, and you can feel noble if you like. I think you're noble anyway.

All the best,



NTK/mjc  
enc.

# National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

October 27, 1966

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

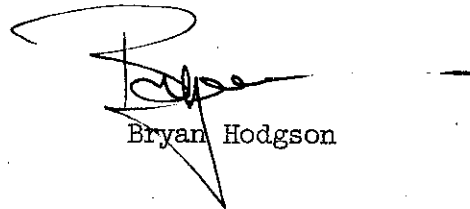
Dear Jerry:

Bates asked me to get these prints to you. Hope they're the right ones.

Had a chance to see Peter Gimbel's shark movie last week-- some very nice footage. Haven't yet asked him for any stills, but will do so soon.

I'm brushing up my shark lore, but am far from being expert on the subject. So drop me a line if you hear anything which may add to my wisdom. Wise or not, it looks to me like we'll have a good strong yarn. I particularly like your lab shots with the colored light.

Best regards,



Bryan Hodgson

BH:erc

Enclosed:  
2 black & white prints

Airmail

# National Geographic Magazine

WASHINGTON 6, D. C.

NATHANIEL T. KENNEY  
SENIOR EDITORIAL STAFF

September 19, 1966

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

Dear Jerry,

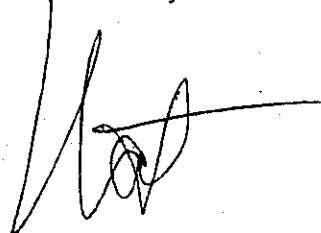
The news is that I'm about to start writing. Under protest, because I haven't really done all the field work I had wanted to do, but I'll start nevertheless.

Bates, just before going off on leave, told me you'd had a bit of trouble with a whitetip on the last Navy job. I desperately need a good lead; I'd hoped some personal experience would have furnished it, but I never did get to see a shark under water. However, as you're the prime fotog on the story, I can use a personal experience of yours just as well and maybe better. Would you drop me a line telling me all the details of that whitetip episode soon as you can? And shouldn't I send you a Smithsonian report form? Every little bit of date helps the shark attack file, also if there's a report in the file, it makes the incident just that much more official and authentic for story purposes.

All's well with you and yours, I do hope. I had a brief siege in hospital getting a new exhaust system fitted. Nothing serious, and I'm quite happy with the job on account of now I can sit down without thinking twice about it.

Here's hoping we'll get together again soon.

All the best,



NTK:deb

# National Geographic Society

WASHINGTON, D. C. 20036

MELVIN M. PAYNE  
EXECUTIVE VICE PRESIDENT AND SECRETARY

August 24, 1966

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

Dear Mr. Greenberg:

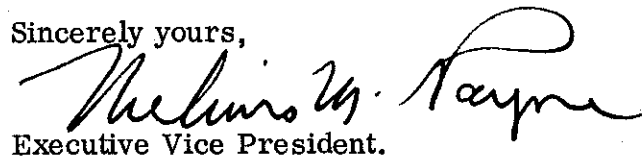
Upon my return to the office after an absence of several weeks, I have noted the exchange of correspondence between you and Mr. Snider of my office concerning the underwater park map which appeared in your booklet "Adventures of a Reefcomber."

I think the point has been adequately made concerning the use of copyrighted material, so there is no need to belabor that. Further, in view of our very pleasant and effective cooperation in the past, we will not ask you to revise the map further for your third printing so that there will be less similarity to our own.

This matter came into my bailiwick in routine fashion and was handled accordingly. You will understand, I am sure, that we have to be constantly on guard against "pirating" of our valuable literary, photographic and cartographic material. Hence Mr. Snider's letter to you of August 12th.

I hope this will clear the matter up and, with best wishes, I remain

Sincerely yours,



Executive Vice President.

MMP:cr

August 17, 1966

Mr. Edwin Snider : Administration Assistant  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington 6, D.C.

Dear Mr. Snider:

Thank you for your letter of August 12th. Yes, you have a very good point in regards to my version of the underwater park map which appeared in my photo story "Americas First Undersea Park"; January 1962. Thank you for the opportunity to explain how the map came into existence.

When I started the layout on my book I found I needed to use two of the photographs which were used in the two part underwater park feature. I also felt that the book would be enhanced by the use of a map of the park area. I wrote for and received permission for the use of the photographs which appeared in my book on pages 24 (girl and fish) and 26 (shark feeding). As you can see the c 1962 NGS appears under each picture.

When I started to plan for the map section I found that because of the great mass of blue in the Geographic map I wouldn't be able to pick it up for offset. What I did was, to trace over an official Coast Guard chart of the area and fill it with black. As you can see the outline is a very crude attempt at the art of cartography and is no where near the fine work and detail which the Geographic is famous for.

I then went ahead and picked up a portion of type that was in black (as well as the small insert map) from the official Geographic map. At the same time I set and pasted up some additional type and drawings on to my copy of the government map. The resulting reproduction looks very close to what appeared in the National Geographic Magazine in the January 1962 issue. I realized now that I should have asked permission to use the the type and small map insert at the same time I asked to go-ahead to use the photographs in question.

Please be assured that as a contributor to the magazine and as a member of the society (Life Membership) my intentions were of the best but there was a slip up in my putting the map together. Naturally, it will never happen again. If you so desire I will be happy to revise the map when I go into a third printing so that there will be less similarity to the Geographic product.

Thank you for your interest and I await your comments.

Sincerely yours,

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

cc: Bob Gilka

# National Geographic Society

WASHINGTON, D. C. 20036

MELVIN M. PAYNE  
EXECUTIVE VICE PRESIDENT AND SECRETARY

August 12, 1966

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

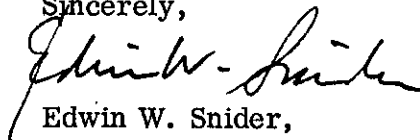
Dear Mr. Greenberg:

I recently saw your booklet, "Adventures of a Reef-comber," published in 1963. On pages 3 and 4 there appears a map of the John Pennekamp Coral Reef State Park which is a copy of one published in the January 1962 issue of the National Geographic Magazine.

I don't know whether it has been called to your attention before, but despite the fact that there is considerable alteration of our map, mostly omissions, copy of our layout and type goes far beyond what we would consider fair use.

There is no record in our files that permission for this reproduction was requested or given to you, and I would be glad to have your comments.

Sincerely,



Edwin W. Snider,  
Administrative Assistant.

EWS:jf