

# LIFE

135 EAST 42<sup>ND</sup> STREET

NEW YORK

EXECUTIVE OFFICES

July 27, 1937.

Miss Dorothy Knox  
633 Sunnyside Avenue  
Charlotte, N. C.

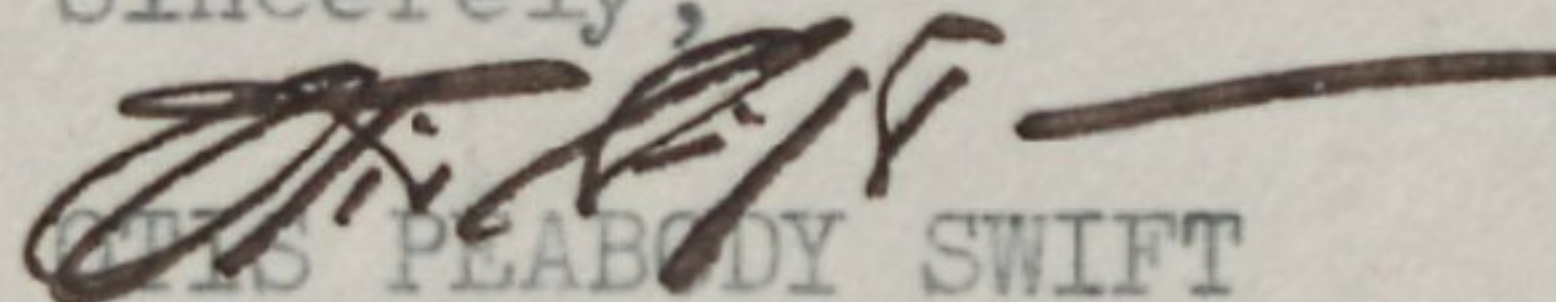
Dear Miss Knox:

Thank you for your good note received today and the fascinating enclosures. Day before yesterday the AP ran a story on "The Big Apple" that was picked up by New York newspapers. So I think you have started a prairie fire.

Being in the executive division of LIFE and not the editorial (we keep the two religiously segregated) I would just be of no use at all on that "bright idea of a new department of LIFE" with which you report yourself churning. But certainly LIFE likes ideas at all times and I suggest that you might shoot it through to Mr. Daniel Longwell, associate editor. Of course, one trouble is that, believe it or not, it is almost impossible to dig up any idea that has not been suggested before and for that reason one of LIFE's mottos is that "LIFE does not buy ideas, only pictures." Otherwise, you see, people would send us ideas which we ourselves had already developed and had in our files - and then would not believe us if we later used the idea claiming that it was our own. It is the deuce of a problem.

No, I am about 50 miles from the Betty and Wick Roses, the Westbrook Peglers and the other charming folk at New Canaan. But I get up there every so often and shall undoubtedly meet the Roses somewhere in the course of human events. It is a small world.

Sincerely,

  
OWSEN PEABODY SWIFT

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