



**Smithsonian Institution**

*Archives of American Art*

## **Alberto Vargas diary**

Extracted on Mar-28-2024 06:53:41

**The Smithsonian Institution thanks all digital volunteers that transcribed and reviewed this material. Your work enriches Smithsonian collections, making them available to anyone with an interest in using them.**

The Smithsonian Institution (the "Smithsonian") provides the content on this website ([transcription.si.edu](https://transcription.si.edu)), other Smithsonian websites, and third-party sites on which it maintains a presence ("SI Websites") in support of its mission for the "increase and diffusion of knowledge." The Smithsonian invites visitors to use its online content for personal, educational and other non-commercial purposes. By using this website, you accept and agree to abide by the [following terms](#).

- If sharing the material in personal and educational contexts, please cite the Archives of American Art as source of the content and the project title as provided at the top of the document. Include the accession number or collection name; when possible, link to the Archives of American Art website.
- If you wish to use this material in a for-profit publication, exhibition, or online project, please contact Archives of American Art or [transcribe@si.edu](mailto:transcribe@si.edu)

For more information on this project and related material, contact the Archives of American Art. [See this project](#) and other collections in the Smithsonian Transcription Center.

[[Begin Top Page]]

6[[circled]]

First limits of pressure

\*Smart, Blinder and myself just delivered last two 1946 Cal. pics.  
Smart "As you've probably noticed, I'm changing make up of mag and will have to ask you for two single pages Varga Girls for each issue henceforth." Surprised argued him out by painting too many cream puffs would turn customers. "You fellows conspiring behind my back? Well, two against one, I'm overruled! But I still think is a good idea"

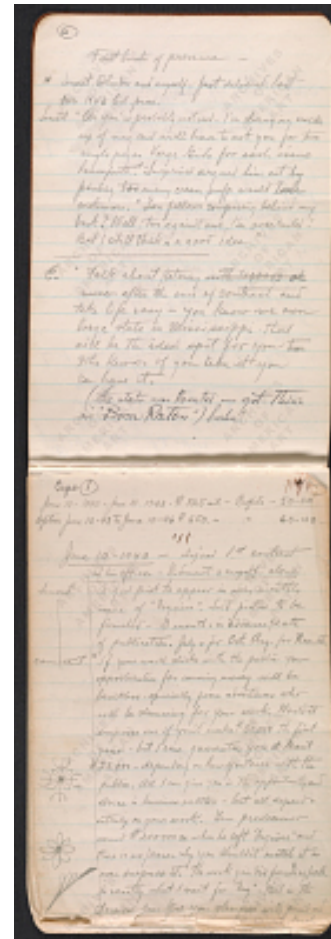
E. "Talk about retiring ~~with~~ \$100,000 or more ~~after the end of contract~~ and take life easy - you know we own large state in Mississippi that will be the ideal spot for you ~~to~~ Who knows if you like it you can have it.  
(the state was located - get this: in "Boca Raton") haha!

[[Begin Bottom Page]]

Page 1[[circled]]

June 10-1940 - June 10.1943 - \$325 mt. - Profits - 50-50  
Option June 10-43 To June 10-46 \$650" " 60-40

June 10-1940 - Signed 1st contract in his office - D. Smart & myself alone  
Smart. A girl pict to appear in every monthly issue of "Esquire". Said picture to be finished - 3 months in advance of date of publication. July = for Oct. Aug. for Nov. etc.  
comment "If your work clicks with the public your opportunities for earning money will be limitless, specially from advertisers who will be clamoring for your work. Wouldn't surprise me if you'd make \$50,000 the first year - but I can guarantee you at least \$25,000 - depending on how you go over with the public. All I can give you is the opportunity and advice in bussiness matters - but all depends entirely on your work. Your predecessor earned \$250,000 00. when he left "Esquire" and there is no reason why you shouldn't match it or even surpass it. The work you did for Ziegfeld is exactly what I want for "Esq" - that is the classical Am Girl you glorified with pencil and brush



Alberto Vargas diary  
Transcribed and Reviewed by Digital Volunteers  
Approved by Smithsonian Staff  
Extracted Mar-28-2024 06:53:41



## Smithsonian Institution

*Archives of American Art*

The mission of the Smithsonian is the increase and diffusion of knowledge - shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world. Founded in 1846, the Smithsonian is the world's largest museum and research complex, consisting of 19 museums and galleries, the National Zoological Park, and nine research facilities. Become an active part of our mission through the Transcription Center. Together, we are discovering secrets hidden deep inside our collections that illuminate our history and our world.

Join us!

The Transcription Center: <https://transcription.si.edu>

On Facebook: <https://www.facebook.com/SmithsonianTranscriptionCenter>

On Twitter: [@TranscribeSI](https://twitter.com/TranscribeSI)

Connect with the Smithsonian

Smithsonian Institution: [www.si.edu](http://www.si.edu)

On Facebook: <https://www.facebook.com/Smithsonian>

On Twitter: [@smithsonian](https://twitter.com/smithsonian)