

Pavelle Color Incorporated

PHOTOGRAPHIC LABORATORIES

533 WEST 57th STREET NEW YORK 19, N.Y. • TELEPHONE CIRCLE 6-5534

September 30th, 1946

Miss Laura Gilpin
614 Alameda Road
P.O. Box 1173
Santa Fe, New Mexico

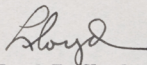
Dear Miss Gilpin:

I am writing to you separately concerning the questions that you raised on Pavelle Color prints.

We are now making color prints from transparencies up to and including 4"x5". We can make either 5"x7" prints at \$2.00 list or 8"x10" prints at \$3.00 list. From these list prices we allow professional photographers a discount of 25%.

Kindest regards.

Cordially yours,



Lloyd E. Varden
Technical Director

LEV: jw

in the district of Mame
proving Tukul-xia
an Indian named
Ah-cambal, filling
the office of Chikan
(orator) told publicly
that they would be ruled

by a foreign race who would
praise God and the virtues of a
wood which in their tongue he
called vahom-chi meaning a
tree lifted up, of great power
against the demons.



STATION 5

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533 WEST 57th STREET

NEW YORK 19, N.Y.

put can in

lime water

then grind

Cacao -

Landa's Yucatan - Gatos
Pub. The Mayan Society
1937

COLOR PRINTING
CONTROLLED BY
ELECTRONICS

Miss Laura Gilpin
P.O. Box 1173
614 Alameda Road
Santa Fe, New Mexico



**Take those color shots
—then remember to**



Specify Pavelle Color Prints

Now—with color film available in larger quantities, and all outdoors inviting you—take those color shots! Then, after you've had them made into transparencies, don't be satisfied with just viewing or projecting them—drop them off with us and we'll have them made into beautiful, lasting, easy-to-show Pavelle Color Prints, now available to you in three generous sizes. Whether you prefer the convenient pocket

size, 3" x 4½", at \$1.00... the popular 5" x 7" at \$2.00... or the de luxe 8" x 10" at \$3.00... you can be sure that when you specify Pavelle you're getting the most beautiful, the most lifelike prints that can be made from your color transparencies! Get your favorite transparencies in right away—we'll have your Pavelle Color Prints back to you in just seven days plus shipping time to and from the Pavelle plant!

3" x 4½"

\$1

Made from 35 mm or Bantam, Kodachrome or Ansco Color transparencies.

5" x 7"

\$2

Made from 35 mm or Bantam, Kodachrome or Ansco Color transparencies, and from roll film or sheet film color transparencies up to 4" x 5".

8" x 10"

\$3

Made from roll film or sheet film color transparencies which are larger than 35 mm or Bantam, but no larger than 4" x 5".

- ★ **Newest Electronic Methods**
- ★ **Superb Quality**
- ★ **Made on Ansco Color Printon**
- ★ **Faster Service**
- ★ **Attractive Mounts**



Four Ways to Make Better Color Transparencies for Better Color Prints

1. *Use soft lighting.* In pictures of people be sure the main subject is illuminated evenly from the direction of the camera. Strong backlighting or light from one side creates undesirable contrast. Similarly, sunlight at noon or other top lighting causes bad shadows. Unavoidable shadows should be brightened with the aid of reflectors or supplemental flash light.

Landscapes are best photographed during mid-morning or mid-afternoon hours. Cloudy or overcast days are very suitable, but ultraviolet absorption filters often are needed to correct for abundance of scattered blue light.

2. *Use light for which your color film is balanced;* i.e. daylight type film between mid-morning and mid-afternoon hours, and tungsten film (indoor type) under proper artificial illumination. Correction filters are needed under other than standard conditions.

3. *Create interest* more by use of contrasting colors than by light and shade. For example, photograph a girl in red sweater against a deep blue sky. Also, select broad areas of vivid colors rather than small patches of varying color.

Keep the main subject out of range of light reflected by colored background or surrounding objects.

4. *Correct exposure of color film is imperative.* Overexposure causes loss of color and a "washed out" appearance; underexposure causes loss in brilliance and often an overall color tint. Consult the film guides enclosed with each roll of film or use a reliable exposure meter.

How to Judge Printing Quality of Transparencies

1. The best color prints are made from properly exposed transparencies taken by soft lighting, but incorporating good color contrast and proper composition.

2. Printing quality can be best evaluated by viewing transparencies by light reflected from a white sheet of paper. To do this properly, direct the light of a regular tungsten lamp against a sheet of white paper and hold the transparency a few inches above the paper. The overall appearance and contrast of the color print will be similar to that of the transparency viewed in this manner.

When comparing color prints with a transparency, use the same arrangement and view the print under the light which illuminates the white paper.

3. Don't expect a color print to match in brilliance the image of a transparency projected onto a screen. The screen image is produced by light modulated by the transparency. Dense portions of the transparency absorb a great amount of light, and cause absence of light in the shadows of the screen image. A print is viewed by light which evenly illuminates all portions of the print surface, causing shadows to reflect more light than corresponding portions of the screen image. Consequently, the screen image is capable of a greater range of tones than the print image. This difference is particularly noticeable when a transparency has high contrast.

For best results—specify PAVELLE COLOR PRINTS