

THE SHOSTAL PRESS AGENCY

545 Fifth Avenue, New York 17, N. Y. • VAnDerbilt 6-4381

MEMO

November, 1951

TO Dear Friend:

I want to remind you that our calendar season is just about to begin. This means that within the next month or two the art buyers of all calendar firms, local and out of town, will come to see us to select for their next line.

Naturally, I don't want you and us to miss these good sales chances. Therefore, if you have any new calendar subjects in color -- now is the time to send them in.

Of course, you know what's needed:-

- a) Beautiful landscapes, with great variety of color - if possible, with some human interest elements. Horizontal and vertical composition.
- b) Human interest - preferably children and babies in story-telling poses, with or without animals or flowers. Horizontal or next to square composition preferred.

So, if you have anything new, please get it off as soon as you can.

Please excuse the multigraphing. This note is being sent to a small number of men, who I know can deliver the goods. Even so, it goes over the individual typing capacities of our limited staff.

Sincerely,

Robert F. Shostal