

BASIC ADVERTISING ideas

BROWN & BIGELOW

ST. PAUL 4, MINNESOTA

Through Remembrance Advertising
REG. U.S. PAT. OFF.

May 1, 1952

IN REPLY REFER TO

Miss Laura Gilpin
Box 1173
Santa Fe, New Mexico

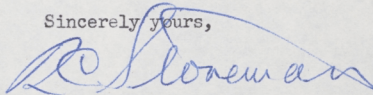
Dear Miss Gilpin:

We acknowledge your April 25 letter and the twelve color transparencies submitted for our possible use. We were very glad of the opportunity to see these, but most of our pictures for 1954 calendars have already been selected and there was nothing among your material that fits any of our few remaining requirements. We are therefore returning the shipment to you intact, under separate cover.

We are enclosing requirements sheets, and the only subject listed we are still looking for is checked in red. However, this list can be a guide to the type of subject matter we will be in the market for sometime after mid-year.

Many thanks for contacting us.

Sincerely yours,



R. C. Stoneman
Photograph Editor
Creative Department

RCSpm

P.S. We understand that Eastman has discontinued producing Kodachrome in the commercial sizes and as a result, most of the transparencies we purchase now are Ektachromes.

HERBERT E. BUDEK COMPANY, INC.
324 Union Street
Hackensack, New Jersey

FILMSTRIPS OF THE AMERICAN GEOGRAPHICAL SOCIETY
Complete List per March 1, 1955
The Production of New Color Filmstrips Will Be Continued

Series 1

1. The High Plateaus of Utah. By Richard F. Logan.
2. The Central Valley of California. By R. S. Funderburk.
3. Western Montana. By Fred S. Honkala.
4. Puerto Rico. By J. M. Mitchelhill.
5. Honduras - The Banana Republic. By John W. Green.
6. Agriculture in the Philippines. By Dr. Alden Cutshall.
7. The Philippines - Land and People. By Dr. Alden Cutshall.
8. Regional Contrasts in Southwest Germany. By George M. Howe.
9. The Historical Geography of Southern Italy. By Robert B. McNee.
10. Mount Carmel and Haifa (Israel). By Dr. Saul B. Cohen.

Series 2

1. Cross Country U.S.A.: South Carolina to California. By R. S. Funderburk.
2. The Great Lakes Waterway. By John C. Weaver.
3. The Minnesota-Wisconsin Dairy Belt. By John C. Weaver.
4. Manhattan Island. By John C. Weaver.
5. New England. By George K. Lewis.
6. Yugoslavia. By George W. Hoffman.
7. Switzerland. Part 1: The Valais and the Lake Geneva Region. By Max G. Plowman.
8. Switzerland. Part 2: Lake Lugano and the Engadine. By Max G. Plowman.
9. Switzerland. Part 3: The Bernese Oberland and Lake Lucerne. By Max G. Plowman.
10. Rural Landscapes in Great Britain. By Barry N. Floyd.

Series 3

1. The Maya of Yucatan. By Paul S. Morrison.
2. Costa Rica. By Paul S. Morrison.
3. Old Jerusalem. By Maynard Owen Williams.
4. Hashemite Jordan. By Maynard Owen Williams.
5. French Morocco and Tangier. By Maynard Owen Williams.
6. Lebanon. By Maynard Owen Williams.
7. Algeria. By Maynard Owen Williams.
8. Greece. By Maynard Owen Williams.
9. Istanbul and the Bosphorus. By Maynard Owen Williams.
10. Israel. By Saul B. Cohen.

Series 4

1. Isles of Greece. By Maynard Owen Williams.
2. Athens. By Maynard Owen Williams.
3. The Middle Rio Grande. By Wilfrid D. Kelley.
4. South Thailand and Malaya (The Malay Peninsula). By Helen L. Smith.
5. Central Thailand. By Helen L. Smith.
6. North Thailand. By Helen L. Smith.

Over, please.

Series 4, continued:

7. Rice in Monsoon Asia. By Helen L. Smith.
8. Ethiopia. By F. Simoons.
9. Ireland. By Thomas Kennedy.
10. Jamaica. By Peter Stern.

Edition A, single frame filmstrips:	\$ 6.00 ea., \$ 50.00 per series.
Edition B, double frame filmstrips for mounting as 2"x2" slides:	\$ 7.50 ea., \$ 60.00 per series.
Edition C, 2"x2" glass-mounted slides:	\$28.00 ea., \$250.00 per series.
Edition E, 2"x2" cardboard-mounted slides:	\$10.00 ea., \$ 95.00 per series.

Against a service fee of only \$15.00 per year we will send you on approval for eight days all filmstrips of the American Geographical Society available now and in the future. This fee will be credited against the first purchase of filmstrips of the calendar year. Thus you will be sure not to miss any of the fine A.G.S. productions.

SINGLE CALENDAR PICTURES

Each of these fills a definite niche in our calendar line, and the new subject each year has a family resemblance to the picture that preceded it. It should be in the same general groove, yet fresh and different.

FAMOUS HOME: (Horizontal) of a president or other well-known, national figure in American history. Or famous building of historical, or other national significance.

PICTURESQUE STREAM OR RIVER: (Horizontal) Turbulent, white water, beautiful, colorful trees and foliage, maybe with purple hills (but not jagged mountains) in background, like a fine landscape painting.

IDEAL VACATION SPOT: (Vertical) lovely lake, woods, cabin and dream skies. Spring, summer, or autumn -- pour on the color.

BABY: (Vertical). Must be a super model, and a pleasant picture. No crying babies. Should have some simple idea behind it, or a differentness to its pose, to make it more than just a portrait. Bright color is important -- in background, accessories, toys, or a combination of these.

STREAM FISHING: With flyrod. (Vertical) The kind of stream you dream about, with turbulent water, maybe a falls in the background, and a red-blooded hombre in there after the big ones. There has been a deadly sameness to recent photos of this kind. We're eagerly looking for that different picture based on the same general theme.

HEAVY TIMBERED COUNTRY WITH MOUNTAINS in background. (Horizontal). A narrow path or backwoods type of road through woods would add to the picture's appeal, but not the broad, smooth type of modern highway. A blue-water lake too. Autumn color would help.

BIRCHES (Horizontal) WITH LAKE and hills in background, perhaps a cozy cabin in the distance, or a boat or colorful canoe on the water. Summer or autumn coloring.

HOLSTEIN HERD in lovely farm setting. (Horizontal) Could be in verdant meadow, or have picturesque farm buildings in background. A small lake or stream would add to the pictorial quality. No mixed herd-- cows must all be one breed and be excellent specimens. Animals should be close enough to camera to be important part of picture.

SINGLE CALENDAR PICTURES (cont.)

GUERNSEY HERD (Horizontal) Same general idea as Holstein herd above.

JERSEY HERD (Horizontal) Same type of picture as Holstein herd above.

HEREFORD CATTLE (Horizontal) in a beautiful range, or farm, setting. Cattle to be an important part of the picture, but should not monopolize the picture in a "commercial" way.

CUTE CHILDREN, VERY YOUNG (Horizontal) probably not more than two, a boy, girl, (and maybe a cute pup) in situation where several different varieties of staple foods are shown, such as bread, butter, milk, fruit, cheese, cold meat, vegetables, eggs, etc. The purpose of this is to have a picture that will be salable on a calendar to food stores. Could be noon lunch at school, picnic in a park, or a snack on a beach with kids in colorful bathing suits. Must not show commercial milk container.

ATTRACTIVE LITTLE GIRL (Vertical) in some typical childhood situation, with pets, or at play. Avoid dead-pan expression -- give us animation and a million-dollar smile.

GIRL & HORSE (Vertical) A lovely, wholesome type girl with plenty of not-too-obvious sex-appeal. Casual, colorful costume--not formal riding clothes. Horse must be a fine, alert specimen.

LITTLE GIRL WITH COLLIE DOG (Vertical) Little girl must be exceptionally attractive and appealing. Prefer animated, friendly, or smiling expression. A very handsome collie. Little girl and her strong protector theme, yet a playmate relationship between the two.

OTHER SUBJECTS of exceptional beauty and impact that might be worth considering as additions to our calendar line. It might be a nude that's out of this world, a dog picture with a chuckle in it, or what have you. If you think it's new and has what it takes, why not let us see it.

COLOR TRANSPARENCY REQUIREMENTS LIST

SIZE: We prefer 4x5's or larger. We do not use 35mm.

PURPOSE OF THIS LIST

This is intended to be more than just a list of specific color transparency requirements. Its purpose is to give you an understanding of what group or class of people each of our calendars is to appeal to, and a general idea of what kind of pictures we think we should have in it.

But don't get the impression we are interested only in the subject matter specifically mentioned. Instead, we suggest you use this list only as a guide as to what to send. Maybe you have some outstanding pictures of subjects that have never occurred to us, and yet which would fit our requirements. Send them along, too, if you think they have possibilities. We are always searching for new, fresh picture ideas.

PROMPT RETURN. All transparencies submitted will be screened carefully, and subjects we do not want to consider seriously will be returned to you promptly.

HERE ARE THE QUALITIES WE WANT

BRILLIANT COLORS

Exceptionally bright colors, especially reds, yellows, and blues. In landscapes, rich blue skies; not gray or muddy.

NEEDLE SHARPNESS

Photos must be sharp for good enlargement. Some of our pictures are blown up from 4 to 6 diameters.

CORRECT EXPOSURE & PROCESSING

These are musts. Photos must be tops from a technical and reproduction standpoint. It will save time and shipping costs for both of us if you eliminate transparencies that do not measure up.

STRONG, SIMPLE COMPOSITION

The best calendar pictures are simple in composition, with not too many elements in them competing for the eye's attention. Trying to get too much into a picture makes it "busy", weakens its pictorial quality. We are looking for subjects with carrying power, that can be "read" instantly at a distance.

PLEASING PICTURES

A Calendar picture should be both beautiful and pleasant, with strong human appeal. It must be so good that people want to save it. It hangs on the wall for weeks, perhaps months. That's where it differs completely from most pictures used for magazine illustration, which get only a few seconds of the reader's attention.

EXCLUSIVENESS

If any of the transparencies you send--or any near-duplicates of them--have ever been published before, it is extremely important for us to know where and when. We never knowingly use an illustration on a B&B calendar that has been used before by a competing calendar company, and seldom use a picture that has ever been published before.

MODEL RELEASES

All recognizable models in photographs we purchase must be covered by acceptable releases permitting use for advertising purposes.