

American Calendar Agency

• PICTURES OF TOP QUALITY •

210 WEST 8TH STREET
KANSAS CITY 6, MISSOURI

Dear Photographer:

If you shoot color transparencies you will be interested in this message. We specialize in selling pictures to the leading calendar manufacturers.

You can concentrate on shooting pictures and we will act as your sales agency. Taking pictures properly is enough to keep you busy and you don't have to be bothered with trying to sell them yourself. Since you probably do not have a knowledge of the requirements of the many buyers it is very difficult, if not impossible, for you to get your shots to the right buyer. But that is our business. The calendar manufacturers keep us informed of their needs and we supply them with the required subjects.

The prices paid for calendar pictures range from about \$100 to \$750. These depend upon the subject, quality, rights purchased, and the purchaser. Our commission for selling calendar pictures is only 35%. It is 50% on all other sales such as covers, etc. You are notified and paid promptly on all sales.

We have contact with over a hundred calendar manufacturers and will keep your transparencies moving from one to another until they are sold or proved unsaleable. We return immediately all transparencies that appear to be below calendar standards, so that you will not be expecting sales and know when you are not shooting good enough pictures.

All sizes of transparencies have been used on calendars, from 35mm to 8x10. It is our experience that 4x5 and larger sell the best. You may wish to begin on a small camera however, until you learn how and what to shoot.

After you have registered with us you will receive a long list of calendar subjects to shoot -- actual subjects that are needed. Also included are the qualities and requirements demanded by the manufacturers. Many helpful suggestions on how to take better calendar pictures are given and this information will save you much time and expense that might be wasted in unnecessary experimentation.

If you are interested in shooting calendar pictures, fill in the enclosed Registration Blank now, and get started in this pleasing and profitable business.

Very truly yours,

AMERICAN CALENDAR AGENCY

Doris Rathbun

Sales Manager

DR:ww

Outstanding Pictures for Calendars, Covers, Magazines, Etc.

AMERICAN CALENDAR AGENCY

The Syndicate for Calendar Color Photography

210 WEST 8th STREET

KANSAS CITY 6, MISSOURI

CALENDAR SUBJECTS AND REQUIREMENTS

In answer to the question, "How can I progress most rapidly in becoming a successful calendar photographer?", we say emphatically, "Send us standard calendar subjects shot on 4x5 or larger film!" The type of subjects wanted by calendar manufacturers are listed in these pages. Also the qualities and requirements are given.

QUALITIES AND REQUIREMENTS

Brilliant colors, exceptionally bright colors, especially reds, yellows, and blues. Skies should be rich blue--not gray or muddy. Clouds, when present, should be white, puffy, and lighted with sunlight.

Transparencies must be needle sharp, capable of 6 diameters enlargement. Color prints must be in perfect register, and about 16x20 in size. If there is no special need for a print transparencies are preferred.

Transparencies must be exposed perfectly and processed correctly. They must be technically perfect from a reproduction standpoint as well as a top pictorial achievement. If they are not you will waste film and postage for both of us.

A calendar should be a pleasing picture. It 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 or perhaps months. That is where it differs from magazine illustrations and other pictures that receive only a few seconds of the reader's attention.

Use strong, simple, composition. Do not introduce too many elements in the picture, competing for the eye's attention. This makes it busy and weakens its pictorial quality. The idea should be clear, instantly, to the viewer from a distance.

Some manufacturers demand exclusive rights. Duplicates or near duplicates must not have been sold to other calendar companies. But other companies buy only first rights, or they are not particular if the picture has been used on a magazine cover, or in a newspaper color section. Let us know when you send us pictures or near duplicates that have been previously sold. Then we can present them to the proper markets.

BACKGROUNDS. A blue background in pictures involving people is the most generally used. But all kinds may be used. A farm boy holding a pig could have a background of a haystack or a red barn etc. Do not use white, pastels, or black. Color is wanted. There are some exceptions such as black for nudes. Window display houses stock seamless paper in rolls. They are about 9x15 feet, in all colors, cost about \$7.50. Art stores carry show card boards in colors, size 30x40 inches, price 40¢. Outdoors eliminate wires, poles, dead limbs etc.

PROPORTION. Because you are not shooting on assignment it is well to make a vertical and horizontal shot. Then you will have it both ways and will satisfy the requirements of most companies. There are a few manufacturers that make their plates both vertical and horizontal from the same horizontal transparency. They are able to save money in plate costs in this way. This means that the picture must be composed so that there is enough room to crop in either direction. Proportion directions are given with many of the subjects that follow but this is for just one company. If the same subject were sold to another company instead it might mean that an opposite proportion would be required.

QUALITY SELLS. You should carefully select subjects that you are qualified to handle. If you do not have the proper models for pin-up pictures do not shoot them. Avoid using relatives for models when they are not qualified. Likewise don't use the family pets unless they are fine specimens. It is better to go to a dog kennel where they have some champion stock that they will let you use for free pictures. Or go to a riding club where you will find excellent horse specimens. Everything in a calendar picture should be outstanding. When you are ready to shoot your picture be sure to take enough time to check everything in the picture and see that it is correct. You should be sure that it is a shot that will sell. You are not shooting, I hope, just to fill up your files, but to make pictures that art directors will want to pay top prices for. Is this standard too high for you? It is not easy but you can do it and you will enjoy the rewards.

CALENDAR SUBJECTS NEEDED

The following subjects which have been requested are called "SINGLE CALENDAR PICTURES" (not a 12 sheet). Each of these fills a definite niche in a 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. Use red shirts and perhaps hats.

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.

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.

The following picture ideas are for a 12 sheet MODERN FARM CALENDAR. Proportion: horizontal.

A calendar designed to hang in farm homes, and to appeal to all members of the farm family. Pictures should be human and appealing, but preferable have some farm slant. All pictures must be authentic and convincing as to models, costumes, equipment, and surroundings.

PICTURE IDEAS:

ATTRACTIVE FARM CHILDREN dressed like farm children, with farm animals, doing farm chores, or at play. Little girl and chicks, horse or colt, calf, lamb, etc. 4-H Club work.

BEAUTIFUL FARM LANDSCAPES: Preferable showing farm animals also, at various seasons of the year.

TYPICAL MODERN FARM ACTIVITIES such as plowing, planting, haying, chores, harvesting, threshing, milking, sugaring, etc. Work in connection with poultry and livestock.

VARIOUS KINDS OF CROPS: Grains in the Plains States: peanuts, cotton, and tobacco in South, fruit of various kinds in West and Northwest. Emphasis on Midwest farming. Fruits, vegetables, etc. Show work in connection with them.

HOLIDAY AND SEASONAL PICTURES with farm slant. Valentine's Day, Easter, 4th of July, Labor Day, Thanksgiving, Christmas, etc. County or state fair pictures.

TYPICAL FARM ANIMALS: Dogs, horses, cows, chickens, turkeys, sheep, - and especially their young, could add interest and appeal to many of these farm shots. All animals shown should be fine specimens of their breed.

BEAUTIFUL, UP-TO DATE FARM HOMES AND BUILDINGS.

PIN-UP GIRL CALENDAR. This is a super quality calendar. Transparencies must be 4 x 5 or larger. 6 pictures required, Proportion: vertical.

A large executive-type 6 sheet calendar with pin-up girl appeal to men. This is a high grade advertising vehicle--the pictures must be in good taste, cannot be vulgar. Yet we want them to have plenty of sex appeal, and perhaps be on the daring side in revealing the girls' charms.

GIRLS must be real beauties, both in face and figure. Lovely American girls. Wholesome, healthy, friendly-looking types. On the sexy side, but clean. Approachable, smiling girls. Lots of animation. No obviously showgirl or theatrical types. No haughty fashion-model types.

COSTUMES should be brief, revealing, without being theatrical or obvious. Colorful, casual outfits, the kind that girls actually wear, perhaps made briefer or more interesting where it will do the most good. Sun suits, shorts, bathing suits, sweaters, plunging necklines, strapless gowns, and others of this kind.

BACKGROUNDS. Probably preference will be given to outdoor shots, although this is not required if you have good ideas for indoor shots. Backgrounds should be simple, colorful, and in keeping with the girl's costume and activity.

IDEAS AND POSES should be simple, postery, attention-stealing. Should look real and convincing, not like posed shots. Full and partial figures. Natural, animated, spontaneous. Color! Color! More color!

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.

The following picture ideas are for a 12 sheet calendar of the SPORTS TYPE. A calendar for the he-man outdoor lovers with emphasis on various kinds of hunting and fishing. All pictures must be authentic and convincing as to models, costumes, equipment, and surroundings. Pleasant pictures of men having fun and adventure is wanted. Should look real, not posed. Try to use seasonal pictures for each of the 12 months. Proportion: Horizontal.

PICTURE IDEAS:

Stream fishing for trout and salmon. Lake fishing for pike, bass, muskellunge, and pan fish. Also fishing from plane, ice fishing. Deep sea fishing--from power boats. Surf fishing. Big game hunting--bear, moose, elk, deer, wolf. Small game hunting--rabbits, squirrels, raccoon, opossum. Duck and geese hunting. Upland bird hunting--pheasant, partridge, quail, dove, grouse. Close-ups of wild game animals and game birds, in natural habitat. Camping--woods or mountain location. Canoe and portage scenes. Pack train scenes. Dog heads--popular hunting types. Dogs in field, boat, or water. Must be excellent specimens. Hunting dogs in action. Hunting cabin interior--fireplace, making decoys, etc., he-man scenes. Winter hunting scenes. Trapper, or trapper's cabin with skins. Any other subjects not in above list, that seem to fit. We are especially anxious to get new pictures, recently taken.

SPECIFIC GIRL SUBJECTS:

Girl in Bikini type bathing suit on rock in ocean. Water is sweeping and splashing. Get some action.

Girl in Bikini suit on small cruiser (lake size). Wind blowing hair. Also on sail boat.

Girl in Bikini suit involving situation. Suit has come untied. Cocker pup is tugging at ties of suit, etc.

Girl in haystack. Low cut revealing skirt. Revealing shirt or cut off jeans.

Girls in a variety of situations. These are usually handled by art work but they can be done photographically. A plain background rolled out should be used. Avoid detailed backgrounds or using a room setting with patterned rugs, wallpaper etc.

Girl dressed in revealing Indian costume. Should have long braided black hair.

Girls in dancing costumes. Action shots. Must be very unusual.

Girl in formal with flowers and costume jewelry. Head and shoulder shot. Not just a portrait however. Must have feeling or story.

Girl in fall clothing. Close up. Colorful. Smiling and not look posed. Could have sky or some fall leaves for atmosphere.

Girl in Bikini suit on diving board. Also beside attractive colorful swimming pool.

Girl in black lacy negligee in boudoir situation.

Girl in skiing costume. Could have on tight fitting sweater and shorts or real costume for skiing. Must be attractive, friendly, sexy.

FORMAL FLOWER ARRANGEMENTS. Colorful, artistic

FLOWER GARDEN SCENIC. Must be very beautiful. Not just a neighborhood garden but most unusual.

FARM PICTURES. This is a neglected classification. There is a great demand for farm shots. Scenics with modern farm house or barn with unmixed herd close in foreground. Include lake and mountain if possible. Shots of pigs, calves, lambs, etc. with farm children. Should be cute or very interesting. Use colorful dress on models. Don't shoot posed pictures; have the subjects doing something. Try to get a red barn. Use only blue skies. Or with white puffy clouds.

CHILDREN AND PETS. Use only attractive children. Search for unusually attractive models. Avoid using your own unless they qualify. Most parents will be flattered to let you use their children in pictures. Pay them something or give them prints and they will be happy. Girls may play with ducklings, baby chicks, lambs etc. Boys may play with dogs, colts, calves, horses etc. Boys may be more of the cute in a rough way type, such as a redheaded boy with freckles. There is unlimited demand for original shots of children and pets.

ANIMALS. Dogs such as hunting dogs are good. Either in situations or large close ups of beautiful heads. A shot of two dogs together is needed. You may use cockers; collies; boxers; beagles; dachshunds; bird dogs; etc. These should be close ups with lots of appeal. Keep background simple. Pups in trouble are in demand. Make those situations different, new, appealing.

BABIES. Shoot extreme close-ups. Select a pretty baby with large blue eyes. Work in some story such as having a bath, eating in the high chair, in bed with cover pulled up over top of head. Get interesting expressions and smiles. A comical shot of baby eating with food smeared over face is a good seller. Avoid just snap shots, and be sure to get close up. Use colorful props. Red is the best color to pep up a picture.

COTTON PICKING SCENE. Interesting shots of cotton pickers at work.

HISTORICAL PICTURES. Famous places or homes. A few statues such as Lincoln's. Must have national interest.

SCENICS OF AMERICA THE BEAUTIFUL. Shots typical of some part of the country. Example: Golden Gate Bridge; Statue of Liberty; U.N. Building; Florida Cypress Gardens; Wheat fields of Kansas; etc.

NEGRO CALENDARS: Shots of attractive and prosperous-looking Negroes in all standard calendar subjects.

SAFETY SUBJECT. Could include a policeman. Protector theme. Could be humorous. This subject is needed and there are but few submissions.

WESTERN GIRL WITH HORSE. Horse should be a fine specimen with fancy bridal. Girl should have on fancy western costume. She can be on horse or standing beside horse or next to fence with horse on other side. Make the shots new, different, and outstanding. Keep composition simple. Colors should be bright. Girl probably smiling. Horizontal and vertical. There is a large demand for this type of picture.

GIRL AND COLLIE DOG. Can be a young girl 6 or 8 or a girl about 20 years old. There is a good demand for this type also. Can be a close up of head and shoulders or full figure. Keep background simple and in focus if possible. This should be a happy smiling picture. Use colorful sweater or dress on girl. Use a good specimen sable collie.

COCKER PUPS. Shoot cocker pups in a situation. They can be in trouble, such as chewing up flowers, house slippers, hats, have a foot in a can of paint etc. Or in some cute situation such as reading a dog book, looking at a butterfly etc. Shoot close ups. Use colorful props and backgrounds.

BOY AND DOG FISHING. Cute or humorous. Could include girl. Could be on a dock or sitting on log.

RELIGIOUS PICTURES. Boy praying. Family in church. Fine clean cut models such as father, mother, and daughter standing with wholesome faith-in-the-future look on faces. Religious paintings copied when permissible and colored by the Flexichrome process. Exceptional picturesque churches.

FISHING. Men in red shirts and hats, with hip boots, net, basket on hip, rod and reel, fishing in the rapids or lake. Get him in ACTION. Use Waterfall or old type bridge or mountain in background. Men in a red canoe with a beautiful setting is good. Deep sea fisherman silhouetted against sunrise or sunset is good. Fishing in ice hole with dog watching is used. But remember to get unposed Action shots, and use Red shirts in all of the above.

SPORTS. Most all sports are good. Get dramatic unposed action. Get close-up of the subject. A skier about to run over the camera-man for example. He should fill up the whole transparency.

A SCENIC OF A LIGHTHOUSE.

GIRLS. Most shots must have a story to tell-a situation. The models must be exceptional. Avoid using the wife. Unless you can afford to pay a model's fee for a beautiful or sweet looking girl well groomed, you had best skip this classification. The girls should have long hair. Avoid sophisticated and fashion models with short hair. Girls should be friendly and wholesome, American types. They may be sexy but not too theatrical. Or they may be a sweet college girl type with a virtuous but tempting look. Blondes are in preference but other types are used too. It is almost impossible to sell a shot of a girl in a store bought bathing suit. You will have to make up your own brief types.

SEMI-NUDE. Vertical. Plain background. Yellow. Blue. Green. Red. Seamless roll paper. Sheer black gown. Shoes- mules.

BOY AND PIG. Young boy. Close up. Head and shoulders. Background: Hay or barn. Clothes: overalls. Colorful sweater. Pig: Young, black and white or any humorous or good specimen. Boy should smile. Could be red headed with freckles. Proportion: Horizontal.

GIRL SWIMMING. Beautiful girl in pin-up suit. Some action helpful. Should not look posed. Could be sitting in splashing surf. Or sitting on rocks in ocean. Or on diving board. Or with Hollywood type pool in background. Horizontal and vertical from same transparency. Girl should have long hair.

BEAUTIFUL HOME. Horizontal. Modern ranch type. Could have roses on fence. Flowers in bloom. Something very outstanding--a dream home but not too expensive.

REQUIREMENTS OF ANOTHER MANUFACTURER.

Transparency: 4x5 or larger.

Composition: Vertical.

Proportion: 15x20 with enough extra space so that a 12x17 can be cropped out of the original plates.

Imprint space: top of the above sizes. There should be a clear light area $2\frac{1}{2}$ inches on the large size and two inches on the smaller size. This refers to the blown up size, not the transparency size.

Subject matter: Human interest situations. Subjects follow:

Bathing girl. Bathing Girl with Dog. Mother and Baby with Nursing Bottle. Child with Dog. Family Picture Scene. Farm Scene or Landscape. Fisherman. Girl with Cut Flowers. Girl and Horse. Glamour Head. Hunting Scene. Mountain Scene with Figures. Nude. Semi-Nude. Yatching Girl.

MOTHER AND SLEEPING CHILD. Horizontal.

BABY IN HIGH CHAIR. Close up. Plain colored background. Baby could have bottle, toy, or eating. Should have unusual expression or be very appealing or very humorous. It could be humorous by having the food all over the baby's face or holding his dish on top of his head upside down.

BABY BATHING. Close-up. Plain colored background. Use colorful toys. Lots of soap suds. Happy expressions.

WHEAT FIELD. Farm house and barns in background. A red barn is best. Sky deep blue. Or deep blue with white puffy clouds. Proportion vertical.

HUNTING SCENE. Horizontal. Shot that looks like it was taken at dawn. Hunter with gun ready for action. Decoys on lake or marshes.

HUNTING SCENE. Horizontal. Fine specimen bird dogs, close-ups.

HUNTING SCENE. Horizontal. Include fine specimen bird dogs with hunter stalking. Dogs could be pointing. Colorful fall scenic background.

HUNTING DOGS. Bird dogs, close up shot, at work in the marshes.

BOY AND DOG HUNTING. Action or appealing human interest.

COVERED BRIDGE. Horizontal.

LITTLE GIRL SITUATION. Vertical. Mothers helper. Bathing dog. Washing doll clothes, etc. Use attractive model. Clothing colorful. Plain background. If shot outdoors the grass could serve as background. Get close up.

LITTLE GIRL WITH PET. Use any cute pets or baby chicks, ducklings, rabbits etc. Happy smiling pictures.

CANOE FISHING. One or two men. Use red or colorful canoe. Show action. Some of these shots are made by making a color print and pasting in a fish jumping out of the water on the line. If prints are made they must be in perfect register or a flexichrome.

BOY AND DOG FISHING. Could be on dock with sky background.

SAFETY SUBJECTS. Boys and Girls crossing street. Could have dogs, policeman, school crossing sign.

KITTENS. Close up. Situation.

PAIR OF DOGS. Boxers. Collies. All popular breeds. Vertical or horizontal. Close up. Should be good specimens.

FORMAL FLOWER ARRANGEMENTS. Must be fine examples in vase.

DOG SLED WITH NORTHERN SCENIC. Snow scene with mountains in background. Must be in action. Have colorful clothes on riders.

MOTHER AND BABY. Head and shoulder close up. Use young mother and happy baby. Mother does not have to be the real mother, in fact most times it is better to pick an attractive model for the picture.

NUDES. Model should have beautiful face and figure. She should not turn face from camera. May be photographed in studio or outdoors. Long hair is desired. Often a dark background is used. Flowers and other simple props are sometimes used. The model should be at least 21 years old and sign her own model release with one witness. Nudes and semi-nudes of girl in boudoir setting with some situation or story are used. Nudes must be of top quality or they will not sell. Outdoor shots are used. Many times color prints are made so that some retouching is possible. Nudes may be shipped by Railway Express. Some photographers use First Class mail which may not be opened for postal inspection. Most manufacturers need one good nude in their line of calendars. One company requests a full figure; bust; and sitting nude which are replaced annually.

SCENICS. Most scenics have a lake, mountain, and trees. Some have a winding road which usually is not a modern highway. Branches of trees frame the upper corners of the picture. When people are included they should not be too prominent nor so distant that they are lost. Men are usually not included unless it is a sport picture. A red coat or shirt is helpful in emphasizing the subject. Avoid, brown, ugly, jagged mountains; also scenes that look too cold and uncomfortable. Beautiful, colorful trees and foliage, with summer or autumn coloring is best. A few unusual snow scenes are used. Another type is of birches with a lake and hills in the background with perhaps a colorful boat or canoe. Most scenics are horizontal. Skies of course should be deep blue or have white puffy clouds. Avoid gray muddy clouds or shooting on a day without sunlight.

ALLURING GIRLS. This is a semi-nude type calendar. It is mailable because nothing objectionable is shown. It is a situation-type picture. Types that have been used: Nude, except for diaper, sitting in laundry basket, with hands and arms covering bust, smiling at camera. Title: "Oh Baby!" Nude girl in wash tub of suds, back turned partially to camera. Face over shoulder, to camera, smiling. Model is scrubbing back with long-handle brush. Another type is the girl in the modified Hawaiian grass skirt with lei around neck, covering most of nude bust. These pictures should be extremely daring and appealing, yet not vulgar.

GLAMOUR HEAD WITH FLOWERS. (Vertical). Girl with long hair, formal or semi-formal dress, costume jewelry, close-up, head and shoulders. Not just a portrait. Must have some feeling or action.

GLAMOUR GIRL WITH HORSE. (Vertical and horizontal). Fine specimen horse. Girl should have on sweater and have a full bust. Props: riding crop and colorful head scarf in hair. Deep blue sky with a very few leaves in background. This should be a close-up showing only fore part of horse and head and shoulders of girl.

NAUTICAL. Harbor scenes. Sail boats.

MAGAZINE COVERS, SUNDAY ROTOS, EDITORIAL PHOTOGRAPHY

We have sales representatives in New York City to handle this classification of subjects. The magazine covers may be divided into the following classifications: fashion; romance; women's; news; confessions; movies, radio, and theatre; detective; trade; Sunday rotos. You can study the covers currently used on these publications to decide what is wanted. Occasionally we sell a magazine cover with first reproduction rights and then sell it again as a calendar. We welcome all outstanding cover and editorial material.

(The preceding material cannot be reprinted without special permission.)

AMERICAN CALENDAR AGENCY

"Color Photography Pays Off!"

These are typical checks received from sales of calendar and cover transparencies. You too can make good money if you shoot outstanding pictures!

Check 1: American Calendar Agency, 210 West 8th Street, Kansas City 6, Missouri. Amount: \$300.00. Payable to: American Calendar Agency, 210 West 8th Street, Kansas City 6, Missouri.

Check 2: Brown & Bigelow, 257 7th St, Chicago, Illinois. Amount: \$250.00. Payable to: Continental Illinois National Bank & Trust Co. of Chicago, Chicago, Illinois.

Check 3: Leading Magazine Corp., 100 North Avenue, New York, N.Y. Amount: \$300.00. Payable to: American Calendar Agency, 210 West 8th Street, Kansas City 6, Mo.

Check 4: Industrial Commerce Bank, New York, N.Y. Amount: \$340.53. Payable to: American Calendar Agency, 210 West 8th Street, Kansas City 6, Mo.

Check 5: Skinner & Kennedy Company, 100 North Avenue, New York, N.Y. Amount: \$340.00. Payable to: American Calendar Agency, 210 West 8th Street, Kansas City 6, Mo.

Check 6: American Calendar Agency, 210 West 8th Street, Kansas City 6, Missouri. Amount: \$300.00. Payable to: American Calendar Agency, 210 West 8th Street, Kansas City 6, Missouri.

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