

February 25,
1959

Mr. Frederic M. Rea,
274 Brannon St.,
San Francisco 7,
California.

Dear Mr. Rea:-

Your letter to Mr. Jackson of LANDSCAPE Magazine, has been turned over to me as Mr. Jackson has left for an extended trip to Europe.

In my files I have many negatives suitable to your requirements, and in the next few days will get to-gether a group of prints to send you. Owing to a very busy week I will not be able to do this until the first of next week, but will send you material as soon as I can get it together.

Are you at all interested in color? I have several 8x10 transparencies of suitable subjects. May I ask what you pay for the use of a transparency?

Very truly yours,

FREDERIC M. REA ASSOCIATES
Business publications • Editorial services

274 Brannan Street
San Francisco 7, California

EXbrook 7-0070

February 18, 1959

John Jackson
Landscape Magazine
P.O. Box 2149
Santa Fe, New Mexico

Dear Mr. Jackson:

Each year this organization publishes the ORTHO Garden Book for the California Spray-Chemical Corp. I am enclosing a copy of the current edition -- it has a national distribution of more than 2,500,000 copies -- with separate editions prepared for eleven different sections of the country.

While essentially designed to make pest and disease control easier, the book has also devoted a fair proportion of its pages to encouraging greater use of the garden through landscaping. Douglas Baylis, landscape architect of San Francisco, works with us each year on this phase of the book.

One of our editions in the 1960 book will cover the Southwest -- and we would like to obtain photographs of well landscaped home gardens to illustrate some of the gardening opportunities that exist in your area. Mr. Baylis recommended your name to us and suggested that we contact you in hopes that you might forward to us some photographs for possible inclusion in our next issue.

What we are looking for, specifically, are examples of gardens that are lived in -- outdoor rooms, terraces with ample planting or plants in tubs or pots or insets in paving, examples of dramatic use of plant material. Low maintenance would be another point of interest -- where garden care has been reduced by use of ground cover, paving, etc., where lawn might otherwise have taken over. We are also interested in scenes that make use of flowering trees in combination with complimentary underplantings.

We will, of course, pay for any photographs used (\$20 per photo) -- and give credit to you as the designer.

Although this is the 1960 edition, our need is immediate -- since the book must be delivered to the printers by late spring.

I hope we hear from you soon.

Cordially,

Frederic M. Rea
Frederic M. Rea

FMR:gb
Enc.