

Geigy

Geigy Chemical Corporation
Ardsey, New York 10502

Telephone
914 478 3131

August 12, 1969

Miss Laura Zilpin
409 Camino del Monte Sol
Santa Fe, New Mexico 87501

Dear Miss Zilpin,

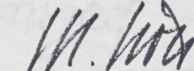
Our parent company in Switzerland, J.R. Geigy S.A., is running an advertising campaign in magazines all over the world featuring photographs of people at their washing habits as a reminder of an optical brightener called Tinopal. The pictures are genuine and in color. During the past two years, scenes from Portugal, Peru, Iran, Venezuela, Brittany and Thailand have been used.

While we did not encounter any difficulties in receiving photographs of most countries we have run into great problems finding genuine photographs from the United States. The pictures we have located so far turned out to be either artificial or uninteresting. Yet we still believe we can find something usable: One scene typical of the east coast (laundromat) and one typical of the mid-west or southwest (ranch or Indian settlement).

Last winter I saw some of your photographs on Indians at the Riverside Museum in New York which impressed me very much. I wonder whether you could help us find the photograph we are looking for. I am imagining an Indian settlement or camp, some household utensils on the ground, some laundry --if possible white wear-- hanging, perhaps a woman washing, children, etc.

The campaign is being published all over the world except the United States. The quality of the color reproduction is very good. I am including a sample. Any help you could give me in this matter I would appreciate very much.

With kindest regards,



Markus Low, Art Director
Corporate Art Services

ML:dw
Enc.





Iran

The whitening power
of detergents brings
world-wide success

Tinopal

gives the strongest
whitening power

Geigy

[®]Tinopal gives whitening power to your detergent

Geigy offers several Tinopal products
Choose the right ones according to

- composition of detergent
- manufacturing process
 - nature of fabric
 - washing conditions
- bleach and drying habits
- preferred whiteness level and hue

If you have any questions,

we will recommend
the appropriate
Tinopal product to satisfy your need.
We will also assist you in the details
of incorporating Tinopal
in your finished products

Geigy

J.R. Geigy S.A., Basle (Switzerland)