



SHOSTAL ASSOCIATES INC. COLOR PHOTOGRAPHY

Sixty East Forty-Second Street, New York, N.Y. 10017 Telephone: (212) 687-0696

December 2, 1969

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

Dear Miss Gilpin:

Thank you for your letter of November 22nd. I was very much pleased to hear from you. My very best wishes for the success of the second edition of your book on the Navaho Indians. That must certainly give you great satisfaction. I am very sorry to hear about your bad back.

I am sending you, enclosed, a general write-up of subjects which are most in demand. It would be very hard to say which subjects sell best. The greatest demand is still for landscapes of calendar quality, but of course you might have difficulty getting them at this time because of your back condition. If you would consider returning to Christmas still life taken in a tasteful way, that could be accomplished more easily. The market is not too big and it does not pay too well, but you could set up everything in your home, and now is the time to get the necessary paraphernalia.

With best wishes,

Sincerely,

Robert F. Shostal

DLK
Enc.



STOCK/ASSIGNMENTS

Cable Address: Shostalpix Newyork

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We sell color transparencies to every conceivable market, including advertising agencies, calendar and display manufacturers, book publishers, magazines, TV, phonograph records, lithographers, promotion departments of major industries, etc. The following is an incomplete list of subjects frequently in demand:-

Family groups at home and at play	Beach scenes and seascapes
Parties and dancing	Cattle scenes: beef and dairy
All sports	Fires, floods, road accidents
All major industries	Fine Arts: painting, sculpture, etc.
Railroads, airports, turnpikes, etc.	Children - candid
City skylines and street scenes	Pretty girls (heads, full figure,
Couples (teen-age, young adults,	activities, cheesecake, nudes,
middle-aged)	mood, real life situations)
Men: close-up types, meaningful	Home gardens and gardening
activities	activities
Private homes: exteriors and	Farm activities and scenics, all
interiors, all kinds of rooms,	major crops
patios, porches, etc.	Rain, snow, heat, wind storm
Science, medicine, outer space,	and hurricane
professions, all trades	Beautiful scenics, national
Schools: classroom and outside,	monuments, national parks
including extra-curricular	Integration, urban renewal, smog,
social life	slums
Colleges: classroom activities,	Foreign countries: scenics and
over-alls of campus, sport	activities (for the travel
activities	industry), also industrial,
Animals and pets	Cultural and lay-of-the land
Seasonal still lifes for greeting	(for the educational field)
cards (Christmas, Easter, etc.)	

There is no limit to the variety of subjects that we can use. The photographs must, however, be of first rate professional quality and should either carry a clear meaning or convey a distinct mood. Photographs of oddities or compositions without a message are difficult to place. We handle neither black and white nor picture stories, and we cannot use color prints or negatives. We need original color transparencies. Calendar clients and producers of large size displays and posters insist on 4 X 5 or larger size transparencies. Other markets will use smaller sizes.

Our sales prices start at \$125.00 and go well up into four figures for major advertising use. We hardly ever sell pictures outright. Our commission is 50%. We occasionally sell abroad through sub-agents. In such cases, we reduce our commission to one-third. Our sales statements and payments go out on the 15th of each month. We try to secure credit lines for the photographers wherever possible.

When you send us your photographs, we need factual captions, including locations. No photographic data necessary. Please enclose return postage.

We are looking forward to your first shipment.

SHOSTAL ASSOCIATES, Inc.

P.S. Best presentation for submission of transparencies:

35 mm. - Single or in viewing sheets. Each slide numbered and a separate caption sheet with corresponding numbers, headed with your name, address and submission date.

2½ X 2½ and 2½ X 3½ - Mounted separately in black 4 X 5 frames, numbered, with separate caption sheet (see above).

4 X 5 or larger - No framing please. Separate caption sheet as above.

Captions: Should give facts which might prove of interest to customers and this way support our sales efforts. Give location for landscapes or short story on landmarks. We do not need picture titles or photographic data.