

1-1-1941

Audubon Lecture Program: 1941-1942

Allan Dudley Cruickshank

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NATIONAL

AUDUBON

Audubon House



SOCIETY

*1006 Fifth Avenue
New York*

Your organization may be interested in learning of the 1941-42 lecture program scheduled for Mr. Allan D. Cruickshank of our staff -- one of the outstanding wildlife speakers and photographers of the country. We are enclosing a folder describing this program in detail, as well as giving a brief biographical sketch of Mr. Cruickshank and listing the material to be furnished by any local group engaging his services. Mr. Cruickshank's reputation as a photographer as well as a lecturer is national and he illustrates each talk with beautiful colored still and motion pictures of his own taking.

No doubt you are already familiar with his work and will be glad to know that his services may be obtained at the nominal cost of \$15 for an affiliated group of the National Audubon Society, plus expenses, or \$25 for non-affiliated groups, plus expenses. In the event that any group would wish to engage Mr. Cruickshank for a program at which admission would be charged, special arrangements can be made with this office in regard to sharing the gross receipts.

In this lecture program the National Audubon Society cooperates with any group desiring to secure Mr. Cruickshank's services by providing publicity material in the form of news releases for the local press, together with glossy print or mat of Mr. Cruickshank to be used in connection with such publicity, and in addition we will be glad to furnish an adequate supply of individual circulars describing the particular topic on which he is scheduled to speak. A sample copy of this circular is also enclosed, and you will note that space is reserved thereon for an organization's own copy to indicate the date, time and place of the event. Any local printer could set up this copy and run the circulars through his press at a very nominal charge.

During the past six years Mr. Cruickshank has delighted over 100,000 people annually with his lectures, colored pictures and bird imitations, and if you feel your group would be interested in having him appear at one of your meetings this season, we would be only too happy to write you in further detail in the matter. Because of the popularity of these programs, and the large territory Mr. Cruickshank covers in a season, it is well to arrange a date for his talk as soon as possible if you wish to engage his services.

Yours very truly,

John H. Baker

John H. Baker, Executive Director

Encls.