

EDWIN BOWER HESSER

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January Nineteenth

1 9 2 5

My dear Mr Struss:

I am going to make another try at the publication of an Art Magazine --- using the same title --- "ARTS Monthly Pictorial" and the first issue will come out early in March, dated April. Instead of the unwieldy eleven by fourteen size I have decided on a forty eight page eight by eleven size printed on splendid paper and using fine screen copper half tones instead of rotogravure. I think that in the new form we can get even better rendition of tone quality in our art subjects, than we did before, and the new size is much more practical for handling by the news companies. I am going to plunge all I have into making the magazine a success, as this has been the one great dream of my life.

It may interest you to know that our single first edition was received by the public as no other first issue has ever been treated. The returns to the American News Company were only ten per cent of the copies placed with them and these returns were entirely absorbed by "repeat orders" from news dealers who did not have enough to supply the demand. I feel that the public wants and needs an Art magazine, mainly pictures, but I have also determined upon a policy of short articles on Art subjects.

The first issue three years ago was certainly made

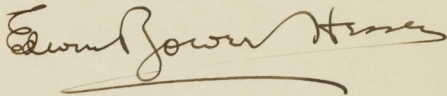
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a thing of beauty largely by your contributions and it is my sincere hope that you will again cooperate with me in putting over this idea. At the very outset I have enough assured financing for the first three issues --- enough to give the magazine a start. I am afraid that from a business standpoint the whole proposition will be mainly a labor of love but if it really catches on with the public advertising will possibly put it on a sound business basis. In the beginning however it is just a personal proposition and so I am telling you frankly that I am unable to pay for contributions. I do hope that you will be enough interested in the plan to let me publish some of your exquisite work, and if you have any ideas for an article on pictorial photography I should be more than happy to publish it.

Sincerely yours,

A handwritten signature in dark ink, reading "Edwin Bower Hesser". The signature is written in a cursive style with a long horizontal flourish underneath the name.