

602 MADISON AVENUE · NEW YORK CITY ·

JULIEN LEVY GALLERY

PAINTINGS · PHOTOGRAPHS · DRAWINGS · BOOKS

November 4 1931

Miss Laura Gilpin
317 Cheyenne Road
Colorado Springs

Dear Miss Gilpin:

This week I have just opened a new gallery to be devoted primarily to photography, just as other galleries specialize in prints, etchings, lithographs, etc. The announcement of the first exhibition is enclosed. This show will be followed by others through the year, of the best that we can get in both European and American work, old and new. Along with the exhibitions will be displayed portfolios of prints of the work of different photographers.

I would like very much to have you represented in the gallery. If you would be interested, I would be very grateful if you sent me half a dozen different prints. On all sales made the Gallery retains one third the sale price as its regular commission.

Hoping for a favorable reply, I am

Very truly yours,

Julien Levy

AMERICAN PHOTOGRAPHY has a unique if brief tradition. A strongly American quality, a native flavor, was never wholly absent from even the earliest pictures; nor is it surprising that a freedom from European influence should have asserted itself noticeably in photography, which, as a new art medium, was not oppressed, as was painting, by the weight of a long European inheritance. The first "pictorial photographers" discovered that the most tangible object, even through the eye of a machine, is directed by a variety of transformations when the machine is directed against intelligence. Some of the pictures of 1910, made in protest against the early mechanical and unimaginative use of the camera, may seem to us conceived in imitation of painting, but the photographer of integrity never denied a re-creation of reality as his fundamental problem. In view of the multiplicity of direction in modern photography it appears logical and desirable that this first exhibition by a gallery for photography should present the antecedents of this multiplicity in a concise restatement of work since the daguerreotype.

The Exhibition has been assembled with the invaluable cooperation of
Alfred Stieglitz.

AMERICAN PHOTOGRAPHY

*Käsebier
Sheeler
Steichen*

*Stieglitz
Strand
White*

RETROSPECTIVE EXHIBITION

OPENING NOVEMBER SECOND

JULIEN LEVY GALLERY

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