

Miss Laura Gilpin  
Colorado Springs  
Colorado

January 24, 1936

Dear Miss Gilpin:

The 1935 edition of "U. S. Camera" has been a decided success. Response from photographic outlets and from interested individuals has been most enthusiastic and we have a sizable file of comments -- both of a critical and favorable nature. This first edition was an experiment, and this year we intend to have an even finer volume. For that reason we are contacting the various photographers a bit earlier in the year so that we may have more time for the printing itself. The job cannot be rushed and result in a really finished product.

Therefore, we are asking that you get prints to us at the earliest possible date -- March 1st being the deadline. The conditions are as follows:

1. Any number of prints may be submitted, though each photographer will be represented but once.
2. Pictures will be chosen by an outstanding Selection Committee whose decisions are final. (1935 Committee: Steichen, Hiller, Martin, Lohse, Genthe, Bruehl, Agha, Brodovitch, Treacy.)
3. Pictures will cover all and any fields of photography.
4. All entries should be sent to T. J. Maloney, 386 Fourth Avenue, New York City, att: Miss E. Lamorey.
5. Duplicate prints must accompany original prints of all pictures submitted.
6. Postage to cover return mailing cost should be enclosed.
7. We cannot assume responsibility for pictures submitted, although all possible care will be taken to insure their safe return to the senders.

We trust you will find it possible to submit prints for possible inclusion in the new edition -- also, that we may receive them in the very near future.

Sincerely yours,

*T. J. Maloney*  
T. J. Maloney

TJM:EL

U. S. CAMERA - 1936

JUDGES:

Edward Steichen, Chairman  
M. F. Agha  
Rockwell Kent  
Arnold Genthe

Lejaren a Hiller  
Remie Lohse  
Ira W. Martin  
Alvin T. McCauley

Valentino Sarra

CONTRIBUTORS:

Bernice Abbott  
George Adams  
Kenneth Edw. Adderley  
Aerial Explorations  
M. F. Agha  
Edward Alenius  
John W. Barry, Jr.  
Cecil Beaton  
Charles J. Belden  
Ruth Bernhard  
Ray Bethers  
Joseph Bing  
Henri Blessing  
E. W. Blew  
Thomas Bouchard  
A. Aubrey Bodine  
Margaret Bourke-White  
Frederick Bradley  
J. M. Bridges  
Horace Bristol  
Virginia Bristol  
Virginia Moss Brown  
Rowena Brownell  
Anton Bruehl  
Martin Bruehl  
Byron Co.  
Estelle Campbell  
Will Connell  
Maxwell Frederic Coplan  
Harold Haliday Costain  
Gordon Coster  
Imogen Cunningham  
Emelie Danielson  
Doris Day  
Leon De Vos  
M. S. Dimand  
Disraeli  
James N. Doolittle  
Richard T. Dooner  
Dushan  
Harold Edgerton

Alfred Eisenstaedt  
Fairchild Aerial Surveys  
Helen T. Farrell  
Sigurd Fischer  
Henry Flannery  
David Fletcher  
Tyler Fogg  
Charles Henri Ford  
Toni Frissell  
Hideharu Fukuyama  
Arnold Genthe  
Arthur Gerlach  
Leslie Gill  
Laura Gilpin  
Ben Glaha  
Louis D. Glassman  
Gray-O'Reilly  
Ruzzie Green  
Victor R. Haveman  
Nicholas Haz  
Paul Hesse  
William T. Higbee  
Lejaren a Hiller  
Hy Hirsh  
Rudolf H. Hoffman  
William G. Houck, Jr.  
Hoyningen-Huene  
Hubbard, Bernard R.  
W. Gerard Hughes  
Hukar  
Hurrell  
Eugene Hutchinson  
Robert Imandt  
International News  
Ruth Jacobi  
Stanley R. Jordan  
Larry June  
John Kabel  
Lester Kahn  
Karger  
Robert Keene



Kirby Kean  
Rockwell Kent  
Victor Keppler  
Charles E. Kerlee  
Dmitri Kessel  
Keystone View  
Torkel Korling  
Charles Krutch  
Dorothea Lange  
Louis Lemus  
Henry M. Lester  
F. S. Lincoln  
Lincoln-Shillaber  
Remie Lohse  
Bert Longworth  
George Platt Lynes  
Ira W. Martin  
Burt Martinson  
Herbert Matter  
McLaughlin Aerial Surveys  
Karl Meuser  
John Mills, Jr.  
Willard D. Morgan  
John Muller  
Martin Munkacsí  
Lusha Nelson  
Ruth Alexander Nichols  
Verne M. Noll  
Harris W. Howell  
Karl Oeser  
Charles LaCrosse Ogle  
Arthur O'Neill  
Paul Outerbridge  
Jack A. Partington, Jr.  
Leo Pavelle  
John Paul Pennebaker  
A. W. Prasse  
Edward Quigley  
Wynn Richards  
Robert Y. Richie  
William Rittase

Jerome Robinson  
Rodvugin  
H. T. Rose  
Thurman Rotan  
Arthur Rothstein  
Carola Rust  
Edward Salamony  
Valentino Sarra  
H. G. Schrader  
Ernst Schwarz  
Kurt Schelling  
Leo Seltzer  
Ben Shahn  
Frederick Shepherd  
R. Owen Shrader  
Jack Sichel  
Roman Siemianowski  
Alex R. Silverberg  
Peter Stackpole  
Leonard Stark  
Edward Steichen  
Ralph Steiner  
Capt. Stevens  
William M. Strong  
William Strosahl  
Luke Swank  
Renato Toppo  
Bert Clark Thayer  
Willard Van Dyke  
Alfredo Valente  
Tony Von Horn  
Martin Mos  
Herman V. Wall  
Don Wallace  
Henry Waxman  
Emanuel M. Weil  
Brett Weston  
Edward Weston  
Wide World  
H. I. Williams  
W. F. Winter  
Dick Wurts

#### THE BOOK:

The format of "U. S. Camera - 1936" is the same size as "U. S. Camera - 1935" and, of course, becomes a companion volume. There will be, however, from twelve to sixteen more pages.

The content will be no different, but the arrangement will be. Dr. Agha, whose general introduction last year was so enthusiastically received, has again written the introduction for 1936.

The photographic content will be divided into two sections instead of the five of last year. Edward Steichen is writing



the introduction to the section which includes all four of last year's listings -- Illustration, Portraiture, Pictorial and Miniature Camera. And Mr. Steichen has done a special color shot for the book which is to be reproduced in color gravure and used as a frontispiece.

The Scientific Section will be approximately the same size as last year's and will contain, we feel, a much better and more interesting collection of pictures. Among them will be the only four-color shot ever taken in the stratosphere. It was taken on Captain Stevens' last flight. Captain Stevens is scheduled to write the introduction to the Scientific Section.

The cover, while in keeping with the standard set by last year's, will be quite different in treatment and will be executed by Alexey Brodovitch, Art Director of Harper's Bazaar, and one of the finest artists in America. It will be in either two or three color reproduction.

We might add for the interest of those most critical of format that the page arrangement has been distinctly improved. And also, the editor's privilege of a little by-play on the placing of pictures has been retained to the fullest degree.

The Beck Engraving Company is again doing the reproduction of the book -- exclusive of the color section which will be done by Conde Nast. Last year's book was enthusiastically commented upon by the majority of purchasers as one of the finest set of photographic reproductions they had ever seen. But we, as our own most candid critics, were by no means satisfied with the reproduction. Neither were Beck. This year we have experimented for six months with paper, ink, and engravings. The first form is off the press and the difference is truly striking. We believe that "U. S. Camera - 1935" was superior in photographic content to its two admirable contemporaries, "Deutsche Lichtbild" and "Photographie". The same, however, could not be said of reproduction. We do not feel that this year's reproduction, as improved as it is, will be superior to "Photographie's" beautiful work. But we are positive it will be the equal of it.

#### COLOR:

Color, this year, due to the remarkable improvement in the quality of work being done, will be carried as a twelve or sixteen page section in the first part of the book. The contributors will be from the following group:

Anton Bruehl  
Cecil Beaton  
Arnold Genthe  
Ruzzie Green  
Paul Hesse  
Lejaren a Hiller  
Horst

Victor Keppler  
Clarence C. Mitchell  
Martin Munkacsí  
Nickolas Muray  
Paul Outerbridge  
Edward Steichen  
Captain Stevens

H. I. Williams



The fact that we used only eight pages of color last year and are increasing the pages to sixteen this year speaks for itself.

#### CIRCULATION:

We are printing 25,000 copies -- 10,000 more than last year. We have surveyed a number of book stores, in New York, Cleveland, Cincinnati, and Chicago, and in every case "U. S. Camera - 1935" was sold out in two months time, and most of the stores feel that they could sell double the quantity. This makes us happy and we hope they are right, because:

#### COSTS:

Last year's book, an edition of 15,000 copies, sold out almost immediately after publication. We lost a little over \$2000 on a very successful book. This is by no means astonishing to the group who worked most closely with it -- the astonishing part was that the loss was not greater.

When you consider that "U. S. Camera" sold for \$2.75 a copy you have the answer. The production cost was about \$1.35 per copy, and \$.20 a copy was expended on the advertising. The price to the retailer was \$1.56 a copy. If the book had carried no advertising content of its own it would have had to sell for a minimum of \$5.00 a copy. If it had sold at \$2.75 and there had been no advertising revenue we would have lost \$7500.

This year, with an original printing of 25,000 copies, we are taking a larger gamble than last. However, should the total edition be sold out, and we have every reason to believe it will, there will be a margin of profit because we will have at least the same amount of advertising revenue, plus a lower production cost per book, due to the greater quantity. Also, the tremendous amount of detail work and the high overhead of organizing the book has been better arranged through our experience of 1935.

#### ADVERTISERS:

The following concerns and individuals have already come into the book as advertisers;

Agfa Ansco Corporation  
Bell & Howell Company  
Almer Coe & Company  
Dill & Collins  
Elwood Pattern Works, Inc.  
Folmer Graflex Corporation  
E. Leitz, Inc.  
Marbridge Printing Company



George Murphy, Inc.  
Pavelle Laboratories  
Photo Utilities, Inc.  
Spiral Binding Company  
Weston Electrical Instrument Corp.  
Beck Engraving Co.  
Levy Ink Corporation  
B. Westermann Co., Inc.  
Clarence H. White School of Photography  
Willoughbys  
\* Frederick Bradley  
\* Will Connell  
\* Sarra, Inc.  
\* William Rittase  
\* Underwood & Underwood  
\* James N. Doolittle

( \* - photographers)

Many others will be included before the final forms go to press.

Final advertising forms close July 7th.

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Since this is more or less of a full resume of work to date on "U. S. Camera - 1936", and a recapitulation of "U. S. Camera - 1935", we hope that all concerned -- judges, contributors, and advertisers -- are fully informed of all phases of this publishing venture. It is the book of all concerned, and every fact regarding it, including the finances, is open to all interested parties.

TOM MALONEY