

September 23rd, 1937

Miss Laura Gilpin  
Colorado Springs  
Colorado

Dear Miss Gilpin:

This folder speaks for itself. We dropped the story into 1000 copies of U. S. CAMERA to test its interest. We're also sending it to photographers, amateur and professional, to further test the idea. A minimum of 2500 acceptances is necessary before the first book can be put in production. We'd appreciate very much your reactions, criticisms, and any book suggestions you have to offer.

Cordially,

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

TJM:EL

P. S. The last line, Section 13, should read  
"book by December 25, 1937."

# Suppose

1. That four times a year a book of interest to all interested in photography be published.
2. That each book would be as interesting as the finest fiction or non-fiction . . . would, in addition, be famed primarily for the photographic work it contained.\*
3. That the same judges who select the pictures for U.S. CAMERA would act as selection committee for these books: Edward Steichen, Anton Bruehl, Paul Outerbridge, M. F. Agha, Lejaren à Hiller, Arnold Genthe, Charles Sheeler, Will Connell, James Doolittle, George Hurrell.
4. That the books would cover the work of individual photographers, as well as collected works on certain subjects; and that current interest, photo history, unusual excellence, educational and entertainment value would determine each work to be published.
5. That T. J. Maloney, Editor of U.S. CAMERA, would be editorial supervisor.
6. That each book would be so beautifully bound and printed in the printing process that would be best for that book, it would immediately become a collector's item.
7. That such famous designers as T. M. Cleland, William Kittredge, Edward Wilson and W. A. Dwiggins would supervise the production of these books.
8. That the price of each book would be half the price of comparable photographic books. (Estimated price per year \$15.00; per volume \$3.75.)

\*These books would be show pieces . . . the kind of books you'd proudly show your friends. Each would be different . . . different in size, binding, printing. Some would contain color; all would be printed by the finest printers here and abroad.

All of the books would contain accompanying text, and in many cases text would be lengthy. But in all

cases, the pictures and text would be balanced to produce a lasting photo literature. Books would run the full gamut; picture collections, children's books, photo biographies, all types of photo books . . . flowers, animals, the American Scene, the World Scene, pictorial photography, color, scientific photography, etc.

9. That any purchaser could return any book and have the full purchase price refunded.

10. That purchasers who subscribed for the series in advance would receive U.S. CAMERA 1938 as a free gift, or could designate a free copy as a gift to a friend.

11. That copies of these books would go only to the subscription list. (Subscriptions could be secured through booksellers, but there would be no open sale of the books.)

12. That the aim of the editors and all associated would be to give the photo public a series of books that will fill a long felt need in photography.

13. That should the response be favorable, the first subscription year will be 1938. Original subscribers will receive their first book by December 25, 1938.

STRANGE AS IT MAY SEEM, successful photo books can be counted on one hand. U. S. CAMERA is the outstanding exception. It is the exception because it contains the best and can be obtained at an extremely low price.

If photography is to have a literature other than the daily newspaper or weekly, or monthly magazines—here today and gone tomorrow—a new method of producing and distributing photographic books must be established.

These two pages are devoted to an attempt to explain to all those interested in photography, a solution. The same procedure introduced U. S. CAMERA three years ago. It obviously depends on the number of people who are interested enough to want to preserve photography in a literature worthy of it. Will you be kind enough to register your opinion of the plan on this sheet, and mail to T. J. Maloney, 381 Fourth Avenue, New York City.