

Dear Friend of U. S. Camera:

Within two weeks we begin judging of prints for U.S. Camera Annual 1940!

To fans in every branch of the photographic world, U. S. Camera is known as the outstanding annual of photography - devoted to the work of America's leading photographers. Each year since its inception in 1935, it has been a front rank best-seller.

Reviewers and critics of almost every American newspaper hailed the last U. S. Camera Annual as the finest collection of photographic masterpieces ever published. These are typical comments:

From Life publisher, Roy Larsen: "The best annual you've ever done." Says Lewis Gannett, New York Herald-Tribune reviewer: "Some beautiful pictures here . . . magnificent . . . eloquent." The New Yorker: "Best Camera annual available." Walter Winchell: "The most eye-arresting art and photos of them all."

Hundreds of newspapers and magazines requested permission to reproduce pictures from U. S. Camera. Papers like the New York Times devoted a full rotogravure page in hailing its pictures as the finest photographs of the year.

Back of the success of the last U. S. Camera Annual were both the thought and planning that went into its makeup, and the beautiful physical appearance of the book itself. It signaled the first year that Edward Steichen acted as one man judge and jury and the intelligence of his selection and the catholicity of his taste were undoubtedly the most important reasons for the book's unusual success.

As for its physical appearance, critics unanimously lauded the craftsmanship which went into its preparation. The two finest types of printing, sheet fed gravure and fine screen letter-press, preserved almost every detail and tonal variation of the original salon prints.

As we start to work now on U. S. Camera 1940 for fall publication, we have more ambitious plans than ever -- plans to make it a more beautiful and desirable book than any previous edition. Here are some features for 1940.

1. 100th Anniversary Celebration: Commemorating photography's first century of achievement.
2. Edward Steichen is again sole judge and jury. Mr. Steichen's masterly selection of prints this year helped tremendously to establish U. S. Camera as the world's finest photographic book.
3. Edward Weston Portfolio: A 24-page section featuring the work of this master photographer of the West - the first time his pictures have been put into a book in this form.
4. Arnold Genthe - an Appreciation - A tribute to this gentleman-photographer whose pictures have for nearly two score years been outstanding examples of the finest modern technique.

5. Color Section: Keeping pace with the tremendous growth of color photography, U. S. Camera 1940 will present a large, complete color section of 24 pages.
6. Aviation Section: A portfolio of the outstanding aviation pictures of the year.
7. News Pictures - a portfolio and a salute to this vital branch of photography.
8. New, Larger Index: Complete information on the pictures in U. S. Camera 1940 will be contained in a 24 page index section - the camera, lens, filter, aperture, exposure, the time and light conditions, etc.
9. Larger Text Section - 24 pages of text material - articles, stories and other data - informative, invaluable for reference.
10. Other Features: Stiff board covers and regular cloth book-binding will be used for the first time . . . more letterpress printing plates, the ultimate in fine reproduction, will be used.

In all respects, U. S. Camera 1940 will be the finest photographic year book we have ever published . . . a book of 256 beautiful pages for everyone who likes, uses or takes pictures!

To America's photographers, both professional and advanced amateurs, U. S. Camera has become the standard works, the "bible" of the photographic world. It is seen and read by hundreds of thousands of people in homes, in offices, in libraries, in galleries all over the world. It has properly been called "The biggest-photographic-salon-in-book-form-in-America," and as such, it has become the hall of fame for American cameramen and women - a springboard to fame for unknown workers and a testimonial of sustained excellence for veterans.

So make plans now to send your best prints for Mr. Steichen's judging - which gets under way in about 10 days. We invite pictures of any subject, any place, anything - and, as heretofore, photographic excellence, dramatic quality and originality in choice of subject are the only factors in selection.

earmark your best prints - and send them to U. S. Camera Annual. They should be 5x7" or larger, mounted or unmounted, but don't send negatives. Be sure to give complete photo-data on each entry - data on time, equipment, aperture, exposure, comments, etc. Your prints will receive the best of care while in our hands.

Cordially yours,

*Tom Maloney*  
U. S. CAMERA  
Tom Maloney, Editor

P.S. This year, prints will be returned immediately after judging is completed if you so desire. Be sure to enclose sufficient return postage.

P.S.2. Pictures used in U. S. Camera Magazine are not used again in the Annual.