

U. S. CAMERA PUBLISHING CORP.

MURRAY HILL 4-1642

122 EAST 42nd STREET. NEW YORK. N. Y.

September 5, 1941

Dear Reader:

Despite months of re-shaping plans to fit sharply fluctuating conditions, it now becomes necessary to inform you that publication of U.S. CAMERA Quarterly, scheduled for September, has been postponed indefinitely.

This decision--which has been an extremely painful one for U.S. CAMERA to make--has been dictated by the uncertainties of the times and the material shortage occasioned by the defense program.

For example, the serious current paper shortage threatens not only to become worse - but in a very short time, it will be impossible to get the quality paper we had planned for U.S. CAMERA Quarterly. As with paper, so it is with almost every type of material which we had been counting upon to make U.S. CAMERA Quarterly a peerless magazine.

This inability to obtain guarantees for receiving material; to do what we wanted to do for U.S. CAMERA Quarterly led only to one conclusion - indefinite postponement.

You were a member of the large group which took advantage of the special \$5.50 combination offer made last spring.

As a token of our appreciation for your support, we have worked out two attractive offers to take the place of the \$1.75 which was earmarked for your three Quarterly issues. Each of these offers is worth more than you would have received under our original subscription. Each is designed to give you a bonus of invaluable photographic literature.

Instead of receiving a check for \$1.75, you have the option to receive either:

1. U.S. CAMERA Annual 1941. This is the same exact set of photographic books which retailed at \$4.85 and which was purchased by thousands of camera fans throughout the country. Due to the extraordinary value of this offer, we must ask you to pay the postage on the set on arrival at your home. Our present stock of U.S. CAMERA Annual 1941 is limited, so please act promptly if you choose this offer.

OR

2. If you own U.S. CAMERA Annual 1941, your present subscription to U.S. CAMERA Monthly will be extended 18 months. The first of these 18 issues will be sent to you immediately upon expiration of your present subscription. This offer--with a cash value of \$2.25--will add scores of profitable reading hours and hundreds of information-packed pages to your photo library.

Be sure to inform us as to which offer you would like to accept. To eliminate confusion and to assure yourself of obtaining the offer you select, please write us promptly.

NOTE: Your copy of U.S. CAMERA Annual 1942 will be sent to you just as soon as this book, now being printed, is ready for mailing.

Sincerely yours,

Elsie DeMary
Elsie DeMary

P.S. Unless we hear from you by September 20th, we will assume that you desire the U.S. CAMERA Annual 1941.