

LENS LEAGUE

814 CHANIN BLDG., NEW YORK, N. Y.

June 13, 1941

Dear Lens League Member:

When you received your last Lens League book, CALIFORNIA AND THE WEST, this office was swamped with complimentary letters. But why we have not received just as great a collection of derogatory missives because of the undue delay in delivering the last book of the first series bewilders me. For "late" is hardly the word for a three months' wait. All I can do is thank everyone for his forbearance--assure everyone that I think that forbearance will be well rewarded.

First of all, the Toni Frissell book promised was completely delayed by a swinging ten weeks' working jaunt on her part. Part of the plates are completed, the book was half ready for press when all this occurred. That is the immediate reason for delay.

In the meantime, we set search for a book as good as any we had printed (each one sold the original 5,000 printing in short order). We were late in finding it, but we think that lateness can be partly excused when I tell you it is a book of Margaret Bourke-White's in collaboration with her husband, Erskine Caldwell. As American as brown bread and baked beans, corn pone and hominy, bourbon and pot likker, it is titled SAY, IS THIS THE U. S. A.

Every right-hand page of its 182 pages is a full page Margaret Bourke-White photo. The printing is by the same printers who made the excellent reproductions in CALIFORNIA AND THE WEST. The page size is 8½" x 12", making a large and handsome volume. Published by Duell, Sloan & Pearce, it will soon go on sale at \$3.75 a copy. The price to Lens League members will be the usual \$2.50.

The only criticism of CALIFORNIA AND THE WEST was on the amount of factual information on the actual taking of the pictures. That criticism cannot be leveled at SAY, IS THIS THE U. S. A., for Margaret Bourke-White has a section devoted to nothing else.

It seems hardly necessary to do more than mention the Bourke-White name to anyone interested in photography. No woman's name in American photo history means so much. Erskine Caldwell, her husband, is equally well known for his books in Americanesque, if such a phrase is permissible. His novels TOBACCO ROAD, GOD'S LITTLE ACRE, TROUBLE IN JULY, and his many fine short stories are a clear delineation of down-to-earth America. This book is the culmination of the creative work of two of America's best creative talents.

You will receive your copy about June 23. As always, you have the privilege of returning the book if it does not meet with your approval. I believe it will meet with the same enthusiasm that every Lens League volume has created. And I hope that in that approval will rest at least a measure of pardon for the long time between volumes.

Sincerely,

Tom Maloney

T. J. Maloney