

350 FIFTH AVENUE

photo arts

NEW YORK 1, N. Y. Wisconsin 7-0400

March 12, 1948

Miss Laura Gilpin
Box 1173
Santa Fe, New Mexico

Dear Miss Gilpin:-

Enclosed herewith I am sending you a complimentary copy of the Spring issue of our quarterly PHOTO ARTS, which will become a monthly with the June issue.

PHOTO ARTS' aim is to provide a magazine of distinction for mature photographers, both amateur and professional.

To accomplish our purpose in creating a periodical to which all discriminating photographers will turn with pride, we need more than mere editorial and production know-how. We need to know as clearly as possible what the photographers themselves want to see in a magazine that will really satisfy them.

We began this venture with the conviction that there was a definite need for a photographic publication that would go far beyond the interests of the beginning and middle-ground amateur hobbyist. The response has been so encouraging that we feel fully justified in printing 250,000 copies of the June (first monthly) issue.

But we're not satisfied. We feel we can do a much better job. Which is why I'm writing to ask you what you honestly think about PHOTO ARTS. Only this way can we produce a magazine that will really serve the craft of photography in America as no other magazine has ever done.

Won't you help us by taking a few minutes out of your busy day to answer the attached few questions? A self-addressed, stamped envelope is enclosed for return of the questionnaire.

Your cooperation will be greatly appreciated.

Cordially,

PHOTO ARTS

Bruce Downes
Editor and Assistant Publisher

Bruce Downes/dg

