

THE
ANSEL ADAMS
GALLERY

1 August 1975

Dear Friend,

After nearly a half-century of making fine prints to order, Ansel Adams is planning some important changes in his professional life. Beginning 1 January 1976, Adams will no longer accept new orders for fine prints. He intends to devote his time and energy to work on books, exhibits and special archival sets of photographs available only to museums and universities.

We are writing you because we would like our friends to have one final opportunity to acquire fine prints by Ansel Adams. On 1 September print prices increase to \$800 each, and after 31 December no new orders will be accepted by Adams. The Gallery will have a modest inventory of fine prints in 1976, but if your choice does not happen to be available in our selection, it will be impossible to have a new print made. We would like to urge you to consider an order at this time, and particularly during August, while the present price of \$500 per print prevails. Any order postmarked prior to 31 August and paid in full (California residents include 6% sales tax) will be honored at the current lower price.

Fine prints are, in most cases, approximately 16 x 20 inches, on white archival mount board 22 x 28 inches, and are personally made and signed by Adams. The artist reserves the right to select the size best suited to the image and, consequently, some prints are smaller (11 x 14, mounted 14 x 18). Each print is very carefully packed and all shipping and insurance costs are paid by The Gallery. Depending on your selection, delivery would be anywhere from several weeks to several months or more.

Ansel Adams has offered, as a special gesture for friends of The Gallery, to personally inscribe prints on the back in any manner you may desire. If the idea appeals to you, please include careful instructions concerning the content of the inscription. Feel free to call on us if you wish assistance or advice in making a selection. We look forward to hearing from you.

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