

HEYWORTH CAMPBELL

COMPLETE ART DIRECTING, CREATIVE DESIGN AND TYPOGRAPHIC SERVICE
325 EAST 72ND STREET, NEW YORK CITY

December 12, 1936

Dear Miss Gilpin:

"Crazy as a loon!" I blasted when a young publisher friend outlined the idea of hatching a series of photographic books. He parried defensively, "But this isn't going to be just another camera book!" Still, I was skeptical. Very quickly, however, I realized he was not punch drunk from extraordinary interest in the camera and the popularity of photographic books.

His idea is a series of books - so unusual, so startling; yet so simple, that you can only exclaim, "Why didn't someone think of that before?" His formula does not follow the style of the many volumes already on the market: nor, is this merely an editorial brainstorm.

Combined with unique editorial ideas, we have a production plan that makes possible a really de luxe edition...a portfolio of exquisite reproductions at a popular price. Just the kind of publishing venture that I am excited about editing and compiling, an idea that combines altruistic, idealistic standards with commercial possibilities.

We are publishing a quarterly in box portfolio form. Our manufacturing plan makes possible the widest range of reproduction techniques. Plates, paper, inks and processes will be selected solely for adaptability to each individual subject selected. An overall size of 11 x 14 gives ample area for maximum display that will guarantee each picture the dignified spotlight background that it would have in the most exclusive modern art gallery.

I am more steamed up about this project than any publication or advertising job with which I have ever been identified. And here's where you come in. I hope! I want a handful of your most outstanding camera creations. Regardless of subject matter, time of making, purpose, print or technique, pick out your pet compositions and forward them to me at the above address.

Although a quarterly, I am going into production at once. So let me have prints not a minute later than December 27th...only two weeks off, but plenty of time to select your favorite pictures. For selection purposes, rough unmounted proofs will be adequate.

Sincerely,

Heyworth Campbell
Heyworth Campbell

Miss Laura Gilpin,
317 Cheyenne Road,
Colorado Springs, Colorado.