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NEW YORK GRAPHIC SOCIETY
Greenwich, Connecticut

November 23, 1959

Mrs. Nell Dorr
Villa Serena
Nettleton Hollow Road
Washington, Connecticut

Dear Nell:

Herbert Schutz has just gotten back from a couple of months abroad, spent at the Frankfurt Book Fair in October and then subsequently in calling upon a large number of European publishers scattered among several countries. I can now write you about the reception on the part of the European publishers to THE BARE FEET. The truth of the matter is that while the book was generously admired, no one wants to publish it, which is something utterly unanticipated and seriously disappointing.

However, we are not despairing. This simply means that we will have to double our efforts in getting the book placed here with the U.S.I.A., with a book club, and in one or two other areas which I have in mind. One of these is the Carnegie Corporation, and I honestly don't know whether they would like to become involved or not, but surely they should see it. I am also anxious to find out whether or not there is a market for your book among the camera fans, or whatever one should call them, who support the several magazines on photography and, of course, have made the whole field of photography such a lucrative one for the manufacturers.

I would plan to go to Washington sometime during the first two weeks of December and either directly before or after that would want to get in touch with the other areas I have indicated. Is it possible that your dummy will be ready by this time?

This dummy is, of course, the key to all things at this moment. And so I hope that by now you have finished your enormous labors in putting it together and we can begin from here.

Now for a more personal note: I feel that this letter will be something of a blow to you, because I know that we have felt badly over the European response.

Herbert, I know, did his best and showed it to everyone wherever he went. The universal answer was that books of photographs in Europe are much more prevalent. A great many European publishers have their own printing plants, and it is very easy for them to turn out such books when their plants are not too busy. The subject matter varies considerably from straight travelogues to camera essays of one kind or another on all kinds of subjects. One or two of the more perceptive and sensitive people mentioned the great difference between your book and the run of the mill European book, but even so they felt it would be lost or rather buried amid the overworked market of black and white. This is indeed an economic fact of life which we have no power to change or reverse. Therefore, we must depend upon our own market here and our own wits. I believe we can even develop something of a market over and beyond that which has already been reached with your first two books.

I know that after you have read this you will want to talk to me. Please do call and we must discuss how best to go on from here. Our own love of the book and belief in it remains the same.

Best regards as always,

Sincerely,

B.

Burton Cumming
Director of Publications

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