

Route 4, Box 33
Santa Fe, N. M.

4 January 1967

Mr. John Macrae, Executive Editor
Harper & Row, Publishers
49 East 33rd Street
New York, N. Y.

Dear John:

Have you come to any decision about the Great Smokies project? I would like to know if it is seriously being considered, for if it is I would like to plan to go there next summer or fall.

I received yesterday a copy of a letter by Herbert Keppler of Modern Photography to the President of Harper & Row complaining about not receiving a review copy of "Forever Wild". I don't feel that I should enter this controversy although I think it is proper for me to tell you that the magazine has given both me and the Sierra Club a lot of publicity in the past and would probably do the same for "Forever Wild".

The Sierra Club is quite definite now in wanting to publish the Galapagos material, but ~~is~~ not prepared to do it soon for financial reasons. I conveyed your suggestion that joint publication be considered and received a rather cool reply. I cannot speak for the Sierra Club, so whatever I say on this matter is my personal opinion. However, I do know why the Club shuns joint ventures. When it was tried once the proceeds went mostly to the commercial publisher. But perhaps something more agreeable to the Sierra Club could be worked out and I am willing to transmit to it any proposal you care to make, if under these circumstances you think it worthwhile to do so. It should be understood though that I can guarantee nothing.

I have certain ideas of my own about what the book should be, some of which have tentatively been accepted by the Sierra Club.

- 1) It should be the size of the Sierra Club books or "Forever Wild".
- 2) It should be two volumes of 72 -80 photographs each. This is important I believe because large picture books like the continent series by Chanticleer are unpleasant by their sheer weight to look at.
- 3) The pictures should be one to a page; perhaps there could be some double trucks but I am not sure.
- 4) Quotations from famous writers and visitors to the Galapagos could be used as extensive captions or in symbiosis with the photographs.
- 5) There should be a text independent of the quotations, and I would like to submit my version of a text before any other text is considered. I would expect it to be taken seriously. (so far I have completed about 90 pages.)
- 6) The most difficult requirement is that the two volumes be complimentary. The second should not be just more of the first.

Mr. John Maczias

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
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7) The aim of the volumes will be conservation; to show the reader the need for the preservation of this unique ecological system, not only because it exists, but for the reservoir of biological and evolutionary knowledge it contains for the enlightenment of man.

Of course there are many other considerations beyond my competence that will have to be taken into account. Division of responsibility between the Sierra Club and Harper & Row, division of proceeds, manufacturing and marketing problems to mention only a few of the problems that will have to be worked out between the publishers.

If you have time to spare from your preoccupation with the Manchester book please let me have your opinion.

With best regards,


Eliot Porter