



GENTLING PUBLICATIONS

Librarian
P.O. Box
University Station
City, State

March, 1988

Dear _____:

Although many institutions around the country have learned about OF BIRDS AND TEXAS and have already acquired copies, this letter and the accompanying Great Imperial Folio-size prospectus represents our first offering to libraries outside the state of Texas. At this writing about one hundred sixty Gentling-Graves books remain for sale out of the original edition of five hundred twenty-five copies. One hundred of these books have been set aside exclusively for sale to selected collections in the rest of the country and abroad. Since this is a very small number for world-wide distribution, there will not be enough books to meet the demand, and many people who should know about OF BIRDS AND TEXAS will not have the opportunity to see it. This special facsimile-size prospectus, then, has been created not just to sell books but also to bring to the attention of a wider audience of discriminating book people a publication now regarded as one of the most beautiful original bird books of the twentieth century.

The first sheet of our prospectus is an offset color reproduction of the folio's linen-covered box cover with a description of the book and its creators printed on its reverse side. Examples of David Holman's letterpress artistry follow with the inclusion of a title page and a dedication page that were actually done for the book. In addition we have included at least one color plate to give you an idea of Holman's superb color printing. The plates are personally signed by the Gentlings to make this announcement a very special gift as well. Finally, the last folio page in the package lists for easy reference the book's specifications along with plate numbers and the names of the bird species depicted. All the plates with the exception of the wild turkey show the birds life-size. It should be noted that three-fourths of the species are well-known throughout the United States thus emphasizing the fact that OF BIRDS AND TEXAS is meant to be more than a regional work.

We are pleased to complete our announcement with several articles and book reviews as well as a few pages of commentary by important people in the art and book world. The fact that OF BIRDS AND TEXAS has garnered nothing but excellent reviews will not surprise those who have had a chance to see the book for themselves. For those of you who cannot do so we hope this prospectus will give you pleasure and at the same time acquaint you with us and with an important new book — the first of several exceptional publications which we have planned for the future.

The price of the book is \$2,500 per copy. All purchase requests will be recorded in the order they are received. Orders by telephone will be honored but must be confirmed by mail within ten working days from the time the phone order is made. If you have any questions, please do not hesitate to call me. I will be pleased to help you in any way I can.

Sincerely yours,

E. Ralph Carr,
Project Manager