

GENTLING PUBLICATIONS
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Dear Collector:

Time and again we here at Gentling Publications have been advised to keep our overtures to other book people short and to the point. But how do you describe a Great Imperial Folio like Of Birds and Texas by artists Scott and Stuart Gentling and author John Graves? Is it sufficient to say that this recently published work, ten years in the making and the first of several books planned by the Gentlings, contains 50 color plates of life-size American birds in Texas landscape settings and that all the text is printed by letterpress with handset type? And if we add that the whole ensemble of the two linen-covered portfolios and box holding the 137 unbound folio pages measuring 22 by 28 inches happens to weigh more than forty-six pounds, will that be enough to give the reader a good impression of this book? In this case we think not.

Our experience has shown us that even the best-informed subscribers are still surprised and overwhelmed upon finally seeing the book — even in Texas where more than half the limited edition of 500 signed and numbered copies have already been sold. Ninety-five percent of our sales here have been to persons who were able to see the book and judge for themselves. Our book owners come from many different segments of the book-collecting public including prominent business people, museum directors, librarians, teachers, doctors, lawyers, artists and accountants — all who are united by their love of art and nature and fine books. The Gentlings do not want Of Birds and Texas to sell out completely in their home state. Therefore we are now making our first offering of the remaining copies of this remarkable book to specially selected dealers and collectors throughout the United States and abroad.

Recognizing the fact that even a detailed description of the book will not adequately convey the beauty and impressive size of this publication, we are doing the next best thing to sending you the book itself. Included with this letter and a prospectus are three pages that were actually printed for Of Birds and Texas. They are a title page and a page of text with its accompanying color plate. Rub your fingers over the text page and feel the impressions made by the metal type. If you like what you see and feel, we hope that you will read the entire prospectus to acquaint yourself with this volume's many unique features. For a fast review of the book's physical specifications see page five. A list of the plate numbers and the bird species depicted is on page six. Page seven contains comments and opinions from important people in the art and book world.

It should be noted that this is not a massive mailout, and each person chosen to receive this package may get a different color plate and text sheet from the one mailed to you. Although a small extra press run of the title page and a few of the color plates was printed for this purpose, all the text pages are sheets kept from the book because of some small flaw — an ink spot, blemish or wrinkle etc.. The color plates however are good artist's proofs which are signed by the Gentlings and are suitable for framing. We hope you enjoy them.

This mailout is designed not only to sell books but also to inform a wider audience of discriminating collectors about Of Birds and Texas. Since less than 250 copies remain for national and world-wide distribution, we can not guarantee how long this supply will last. Therefore orders will be filled according to the postmark date on the return envelope bearing the order card. The price of the book is \$2,500 per copy plus tax where applicable. A money order or cashier's check will expedite the delivery of your book by as much as three weeks. If you have any questions, please do not hesitate to call.

Lucy Ford, Subscriptions Manager