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18 AUG 1931

25 Litchfield Street,  
Charing Cross Road,  
London, W.C.2.

DEAR SIRs,

We are sending you under separate cover, a specimen copy of our magazine, *Close Up*, that was founded in 1927, to meet the need of those interested in the artistic and educational development of the cinema, for a magazine containing reports on the progress of the film throughout the world. Since that date an increasing number of libraries have subscribed to *Close Up*, and we have been asked to supply them with sets of back issues, because each number offers a brief history of current film progress.

We have published articles on the film in England, France, Germany, America, Russia, Japan, Portugal, Italy, Czechoslovakia, Holland, Belgium and other countries, illustrated each quarter with from 40 to 50 reproductions of photographs, that are usually exclusive to *Close Up*. Articles on the use of the film in education and on technical discoveries are included in most issues. We do not issue "gossip" articles. Reviews of books dealing with the cinema and of the reports of such bodies as the Educational and Cultural Film Commission, or The International Educational Cinematographic Institute of Rome, are also a feature of the magazine.

Our subscription rates are fifteen shillings a year, for four issues, published in March, June, September and December. The price of a single number is 3/6. Subscriptions may be made through any bookseller or sent direct to the London office.

At this time, the question of the improvement of the standard of films being shown, is receiving much attention in England. We hope, therefore, that you will find leisure to glance at the specimen copy of *Close Up*, and that if you find it of interest, we may number you among our subscribers.

Yours very truly,  
CLOSE UP.

.....  
*Please enter my subscription to Close Up, for which { cheque } is enclosed  
for fifteen shillings. { postal order }  
{ money order }*

Name.....

Address .....

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