

double:images -- ...being an Open Letter to DOUBLE:BILL Artists (Potential, as well as
Actual) from: BILL BOWERS, 2345 Newton St., Akron, Ohio 44305

We (both) have this hangup, you see.

We like artwork. ...or Artwork, if you so prefer.

Big; little. Intricate polished detail; or simple, unpretentious sketches.

We two are not art critics (...that's Alex's domain); we're art fanciers who enjoy a pictorial representation of...space ships plunging through hyperspace; a single line contorted into a Bergeron robot; nekkid females; a Fabian carefully constructed. or a CONR freehand; a Rotsler or an Atom cartoon; an Eisenstein BEM...but this could go on...and on. We sincerely feel that 'art' (if you think s.f. is an undefined term, try that...) has a very important as well as essential part in (some) fanzines...and that it has for far too long been regulated to the role of breaking up pages of solid text...or merely to provide a cover...because every magazine must have a Cover!

Mallardi and myself can conceive of no more delightful a goal than to turn D:B into an art-centered, and -dominated, science fiction fanzine. ...to this End, the Fancy, Expensive Repro, commencing next issue. We hope (& pray) that this will act as an inducement to fan artists to contribute more work--and perhaps some of those gems that they are normally reluctant to trust faneds with.

...with offset we will be able to considerably expand the type of art used--half-tone work, scratchboard, as well as pen & ink...and the blacks will be BLACK! (Take a look at Alex's cartoons in this issue.) We can also promise a limited amount of color ...up to 4 or 5 colors for 'wrap-around covers' and center-spreads--as long as you do the overlays. Unfortunately, color separation is a little out of our reach in the immediate future. I am also extremely interested in experimental b&w photography--and combination art/photo work (which process I fully intend to take advantage of myself).

Slant? A s.f./fantasy content--whimsical, serious, or sardonic. But this is by no means binding, i.e., the 'heads' and figures of Connie Reich--and Rotsler's unclassifiable cartoons. I would also like to see a few 'spreads' of humorous or satiric bent--preferably a little more biting than lukewarm MAD things. In other words, specialization of content or method is not our aim.

(Incidentally, Eddie Jones has already taken advantage of my promises--we've just received a 5-page 'experimental' folio from him...each page done in a different medium.)

We will return originals on publication, but only if so requested by you. We desire to fill our walls with original works--but will forgo that pleasure for the privilege (and we consider it to be so) of publishing otherwise unobtainable works. Furthermore, we hereby promise that anything accepted from here on in, will be published within a year. This has not always been true in the past (there were reasons), for which we are sorry.

You, the artist, are the person we aim to please. If we do this, you'll please our readers. ...and if we, with your help, can communicate with the readers...well. that's what the whole thing is about, isn't it?

DOUBLE:BILL is, if you'll pardon the expression, a fanzine. As such it is, decidedly a non profit venture. In fact, speaking in strictly financial terms, it's a real Loser. It shows every sign of continuing this trend. But then you know all this... If we were overly concerned with even the possibility of breaking even (tho. of course, that would be Nice) it wouldn't have lasted 7 years...by about the last 6. We publish because we enjoy it; we think that occasionally we have something to say; and it garners us a small amount of that delight full something called egoboo. This is our payment...

You, as contributors, get little of this...something which we hope somehow to change.

(As an aside, would any of you care to comment on the idea of putting your published originals up for sale through a mail-order bid system? No body would get rich off this but it might work to induce additional reader response. Just a thought...)

I make no claims as to being an artist; I'm a draftsman turned ambitious, who draws for nervous relief and likes to think that he has a flair for Layout. That's my bag...

Artwork should go to ALEX EISENSTEIN (6424 N. Moyart Ave., Chicago, Ill. 60645) or myself--after #21, Alex will be soliciting most of the work; and I'll content myself with presenting in the best possible way the material he furnishes me with. Hopefully, something by YOU!!!!

---Sincerely, BILL BOWERS

(Printed page size: 6 x 9; smaller illoes, base on a page 8 x 12 (these are borders))