

Subscriptions are invited to the Amero Portfolio of Photographs.  
The edition is limited to 100 sets, and the price per copy is set at  
a very low figure, \$25.00.

*The Weyhe Gallery*

794 Lexington Avenue

New York City, N. Y.



A M E R O  
P I C T U R E B O O K  
P H O T O G R A P H S O F M E X I C O

THE Weyhe Gallery announces the publication of a Portfolio of original photographs by Emilio Amero. There are thirty actual photographs printed on Defender paper, 11 by 14 inches in size, together with an introduction by Alexander King, inclosed in a decorative cloth portfolio. The subject of the work is Tehuantepec, one of the most beautiful and picturesque sections of Mexico, and the photographs portray, with rare tact and felicity, the life and flavor of that land. It appeals not only to all lovers of art and photography, not only to ethnologists and social historians, but also to all those who love Mexico and its people.

---

TEHUANTEPEC is here assessed, not for the sheen of its spectacular dresses or the winglike flutterings of its headgears, but rather for the supple and strong quality of the human beings that people unobtrusively this beautiful land.

Amero's choice of shots is of great delicacy, stresses the textures of straw, and wood, and flesh, tames without frightening them the delicate souls of children.

He combines the utmost technical refinement with a humane point of view, an interpretation of Mexico which cannot be matched by any touristic achievement.

*Jean Charlot*

THIS is an important work. It is authentic; it rings true. It has the real flavor of Mexico. It is not sentimental or picturesque or tcuristy. It is Mexico from within: the land and its people, simple, enduring, beautiful. Emilio Amero, who made these distinguished photographs, is an artist of renown, painter, etcher, lithographer, as well as photographer. He is par excellence, the graphic artist of Mexico, not only by his own achievement but also by his generous aid and encouragement to the other great artists of the country. Mr. Amero is a rare combination of taste, sensibility, and warm human feeling. But above all he is a modest man; he does not push himself forward but lets his work speak for itself. And this work has these very qualities: taste, sensibility, and warm human feeling.

*Carl Zigrosser*

AMERO'S photographs of Tehuantepec are more than documents, as he modestly calls them, and are a good deal more than just "good photographs"—they have captured the full spirit, stark and amiable at the same time, of the region of Tehuantepec and of the Zapotec Indians. Furthermore, they are evidence of the sensibility of an artist who turns to the camera with the same understanding and mastery of his medium as when he labors over a delicate colored lithograph.

*Miguel Covarrubias*