

PICTORIAL PHOTOGRAPHERS OF AMERICA

Art Center, 65 East 56th Street

New York, N. Y.

February 1st, 1929.

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144 East 36 Street

Corresponding Secretary

KARL KLEIN
9 East 59 Street

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FRANCES S. BODE
120 East 37 Street

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170 Park Place, B'klyn, N. Y.

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LIGHT AND SHADE

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JOHN SKARA,
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JOHN C. STICK,
Los Angeles
J. VANDERPANT,
New Westminster, B. C.

Miss Laura Gilpin,
30 West Dale Street,
Colorado Springs, Colo.

Dear Miss Gilpin:

We are laying plans for a membership drive in the month of March and would like to reach every club-member and pictorialist in America. The tentative plan is to use the list of exhibitors given in the American Annual of Photography as a basis, this being the only source of street addresses, and proceed as follows:

First--- Send out a circular letter with two copies of LIGHT AND SHADE, an application blank, membership folder and return addressed envelope to each P.P.A. member with a request that they get at least one new member.

Second--- Send a circular letter, signed either by the Regional Vice-President of that section or by the Membership Chairman, with a copy of LIGHT AND SHADE, a membership folder and an application blank to each person listed in the catalogs of Buffalo and Los Angeles salons, congratulating them on exhibiting and inviting them to become a member of the P.P.A.

Third--- Send similar letter and contents to the remaining names on the Am. Annual of Photography list after the above names have been checked off.

Fourth--- Send similar letters to every remaining club-member and pictorialist in America that we can get an address for.

I believe that the letters sent out to names in your section are more effective when signed by you, and we will be glad to have them all made up and sent to you in bulk ready for your signature and mailing.

You will probably be able to do more than any one else about getting names and addresses of club-members in your section. They are often reluctant about giving out their membership lists but are usually willing to address and mail such things to their members themselves.

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Will you please let me know, at your earliest convenience, whether this meets with your approval and if not give me your suggestions? If you think it is alright, the next thing we want are the lists or number of members in the various clubs that are to be circularized in your section. By the 20th of February we must know the number of copies of LIGHT AND SHADE that will be needed, but should have the lists of names by the 10th of February in order to get the letters out and addressed.

We will put on a drive each year in March, doing it as thoroughly, economically and systematically as possible. In this way a little pressure once a year will keep the P.P.A. alive and healthy.

A special inducement will be offered to new members in the form of a copy of our last book, PICTORIAL PHOTOGRAPHY IN AMERICA, Vol. IV. This will be mentioned in each circular letter. Then of course the following month will be our salon in New York followed by the new book, PICTORIAL PHOTOGRAPHY IN AMERICA, VOL. V.

I will appreciate an early reply on this subject and will also be more than glad to hear any suggestions you can think of.

With best regards, I am

Very truly yours,

Ira W. Martin
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