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Pictorial Photographers of America

Publishers of LIGHT AND SHADE

Art Center, 65 East 56th Street

New York City

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6 East 71st Street

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General Motors Building

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November 1st, 1929.

My dear Fellow Member

Our organization, The P.P.A., has with your support cleared off a \$3,200.00 indebtedness during the past two years and at the same time published its own house-organ, *Light and Shade*, put on its Third International Salon and is about to publish Volume V of *Pictorial Photography in America*. This has been made possible by the generosity of those who subscribed to the \$1,500.00 Book Fund and because most members pay their dues promptly, for which we are duly thankful.

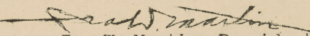
In selecting the 200 prints which were hung in the Salon every conceivable means was used to find those having the highest standing from the stand-point of photography as an art. From the American work thus chosen for the Salon the prints for the book were taken according to their rating determined by the ballots as voted by the jury. All prints receiving a given score or better make up the book without a single change by the editing board.

These books go down as a permanent record and do not vanish in a day as a salon does. Therefore they are valuable documents and should not be considered in the same sense as a passing amusement such as the Pictorial section of a Sunday paper. They are of sounder stuff and as a whole represent the progress of pictorial photography in America. To realize the meaning of this, glance through Volume I and compare it with Volume IV or with Volume V when you receive it a few days from now.

As to the matter of financing, it is well to realize that to a society whose regular income is derived from its membership dues the payment of those dues becomes a very vital part of its success. At this time it is even more important because the equivalent of nearly one third of the cost of the edition goes to the members, in the form of books, without charge. With this in mind the Executive Committee voted that books will be sent only to members in good standing. If you are not paid up a statement will accompany this letter. In case of any error in a statement please notify the Treasurer at once so your book will not be delayed.

We are looking forward to greater national activities during the coming year and want to thank you for your support which makes all things in the P.P.A. possible.

Very cordially yours,


Ira W. Martin, President