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My dear Fellow Member:

In the last issue of LIGHT AND SHADE we announced that we would carry a list of private photographic collections available for loan exhibitions to clubs, museums and libraries. Any collection of prints listed will at all times be under the jurisdiction and control of the owner because we will simply list a description with the owners name and address. Requests for these exhibitions will be made directly to the owner who can at all times use his or her judgment as to whether they care to send their prints to fill any particular request. The owner will also keep an itinerary of his own collection.

This is being done for several reasons. To give every worker a chance to have his prints exhibited and to give clubs, museums and other organizations a chance to obtain photographs for exhibition purposes and for the promotion of photography as an art as well as to help awaken broader interest in it.

We are asking you to get from twenty-five to fifty prints of your best work together for exhibition, if you have not already done so, fill in the attached coupon and let us put your collection into this work.

Thanking you for your co-operation, we remain