

Pictorial Photographers of America

Publishers of LIGHT AND SHADE

Art Center, 65 East 56th Street

New York City

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Los Angeles



April 22nd, 1932

Miss Laura Gilpin
317 Cheyenne Road
Colorado Springs, Colo.

My dear Miss Gilpin:

We are now going to put the new re-organization plan into effect and look forward to a stimulation of national and broader interest in the finer type of photography by individuals in all localities; a pride in local ideals and standards, as well as seeing that they are represented in national exhibitions as exemplifying such standards and ideals; a pride in the strength and development of local interest and above all, increase our efficiency in promoting better photography among our American workers and increasing the appreciation of it by our public.

It is interesting to know that those who are in the closest touch with world-wide photography, claim that at present the best work is being done here in America, this by men like Dr. Aga of Conde Naste and Julian Levy who has just had a hand-picked exhibition of European Moderns.

We are now in the third year of the depression and everybody and everything is feeling the effects of it. Here's hoping this spring sees the turn. The effect on the P.P.A. is that a great many of its members have found it necessary or easy to let their dues slide, which has resulted in the accumulation of back dues. It is easy to see that in times like this, one might be willing to pay one year's dues but would not feel able to pay for back dues. With this in mind, as well as the fact that we are starting the new re-organization plan and want to give every District Executive a chance to hold every local member possible, the Executive Committee has voted to start every member with a clear slate on the first of April, 1932 and send the annual bills out only for the coming year for everybody. In case of members who are in arrears, the bill will be rubber-stamped stating that in order to give the

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-2-

new District Executive a fair start under the new reorganization plan, there will be no bill rendered for dues incurred prior to April 1st, 1932. There will be some who will not care to continue for one reason or another but there will be many who will continue under the conditions and the new plan in order to support you and your District.

We are sending you file cards of the members in your District with the date of their becoming a member. We have found here in this city that in order to keep the membership up, we have to keep getting new members and have hit upon a plan for doing it. Realizing that the enthusiasts and workers are to be found among the beginners and that the best workers and leaders develop from the beginners, also that all beginners go to the photographic dealers for their early information, we have asked the dealers to pay the printing cost of some small folders, giving them credit for their help, and send them out with their mail, as well as have them on their counter to be picked up.

In conjunction with this scheme, we started our Mid-Month Lecture-Demonstration Meetings at which we give progressive instruction on composition and technique, answer all questions and give constructive criticism on all prints they bring to the meetings for that purpose. This plan has proven most valuable. The attendance of our Regular Monthly Meetings has increased from 20 or 30 to 75 or 100, and we now have 40 to 50 at the Mid-Month Meetings.

Any camera club will be glad to give the use of the clubroom once a month for a P.P.A. night and it will stimulate a lot of interest and get a lot of new members as well as develop a new crop of pictorialists.

We find technical demonstrations are not as necessary as teaching the beginner to "see a picture," compose it, learn what good print quality is and mount it up in salon style. I am enclosing one of the folders we used last fall.

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The dealers will pay for the printing and mailing and distributing. We keep the returns of these folders as a special mailing list and send them meeting notices. Our notices, as you know, are mimeographed on post cards. If you care to start such a plan, the P.P.A. will be glad to pay for such meeting notices. On account of only needing a small quantity, you might do as we do with our notices for committees, etc. We had a rubber stamp made and use it as we need it. Below is an example of the work of our stamp. The P.P.A. will pay for all such items as postage, rubber stamps, etc.

We are sending other information relative to the handling of finances, etc. and urge you to make suggestions which would facilitate your work as District Executive and the P.P.A. as well as to carry out the aims of the P.P.A. You are in full charge of your District and we will do everything we can to help you develop harmony, satisfaction and interest in your District.

Wishing you the best of success and hoping to hear from you often, I am

Very sincerely yours,

Everett Masten
President.

IWM:FMK

Pictorial Photographers of America
Art Center, 65 E. 56 St., New York

Dear Fellow-Member:

There will be _____ at the

Art Center at 8:00 P.M. on _____

Very truly yours,

Secretary

*My dear Miss Gilpin
when you receive the letter to your members, please
sign them, add my margin note you like, stamp by mail etc.
Best regards from E.M.*