

PICTORIAL PHOTOGRAPHERS OF AMERICA

AUDITORIUM

MUSEUM OF SCIENCE AND INDUSTRY
220 EAST 42D STREET, NEW YORK CITY

COMMUNICATIONS

WILLIAM J. LANE, SECRETARY-TREAS.
123 WILLIAM STREET, NEW YORK CITY

September 12, 1934

Miss Laura Gilpin
317 Cheynne Road
Colorado Springs, Colo.

My dear Fellow Member:

Most of our vacations are over and the pictorial exhibition season is before us. We will soon be looking over our negatives for salon possibilities and deciding what we will do in the way of sending prints to our favorite salons.

In addition to this there are a few of us here who have to lay plans for coming activities of the P.P.A. In this planning we want to embody the wishes and wisdom of every interested member of the P.P.A. and in order to do this we are sending you the enclosed questionnaire. This is your chance to tell us how you would like to see the P.P.A. run. Give this your careful consideration, fill it in, and mail it back to us as soon as you can so we can get things started.

Much water has gone over the dam during the past three or four years in an economical way for our nation, the P.P.A. and for most of its members. For those who are interested, I am going to review the events of the P.P.A. during the depression years.

In October, 1929, the crash came (I hate to mention that) and so did our Volume V of Pictorial Photography in America. Now the publication of a book of this kind means the incurring of a debt of about four thousand dollars and in this case we had depression years ahead of us in which to sell the books and pay off the debt. Despite this handicap we have carried on and are now in the clear with a good balance in the bank. The help from our loyal members both in payment of dues and work and advice has made this possible, for which I am very grateful.

During these hard years we published Light and Shade until the depression curtailed all advertising and since that time we have published our Bulletin to our members only. We have assembled splendid Travel Salons which have been routed to colleges, museums and art associations throughout the country. Another activity of considerable importance which never comes to the attention of the average member is a service of cooperation and advice on photographic matters with individuals, societies, clubs, schools and even branches of the government of our country.

When the Art Center folded up we were obliged to seek a meeting place elsewhere and found a most satisfactory auditorium, seating a hundred and forty, having complete projection equipment, in a well located twenty-four hour business building famed for its architectural beauty and with the Museum of Science and Industry which has proven

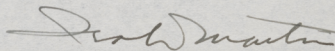
to be a most agreeable landlord. This move came at a time when our attendance had outgrown the Art Center and for the year previous we had been obliged to adopt methods to curtail the attendance.

During the past five years we have taken into account the financial status of practically everybody in this country and have felt that our first mission was with our own members and for this reason have carried all names on our membership roll up to this time. We are now told that things are on the "up and up" and many have actually felt this change. As we are about to lay plans for the future we are asking all our members what their wishes are. In order to make it more convenient for you we are inclosing a card which has only to be filled out, put in the enclosed return envelope, and dropped in a mail box. Of course we want every member now on our rolls to stay with us if he or she is interested in what we are going to do this next season and in order to do the most toward carrying out our plans we will need the dues for the coming year from all who are able to send them in. (In consideration of the depression years and wishing to make it possible for everyone who is interested in the future of the P.P.A. to be included on the new membership roll of members in good standing, the Executive Committee has voted to consider all present listed members as being paid up in full to April 1st, 1934. This means that all who have not already paid their dues for this current season can get on the new membership roll of good standing by paying their dues for this current season.) If conditions for you have not improved as yet, but you are interested in the P.P.A. and would like to be carried on to a better day, I wish you would tell me so on the card. We also want you to letter your name and address on the card exactly as you would like it to appear in our mailing files as well as on the printed page, in event it is used in an article or in a catalogue.

For the coming season we are introducing a series of small one-man collections of prints by leading workers, to be sent as travel sets to all our individual members throughout the country who care to enroll for them. We plan to have one arrive at the address of the member about every six weeks for him to unpack and study for a day or so, then forward on to the next member on the itinerary which will accompany the set. These will be representative, original prints accompanied by a statement by the worker regarding the making of the pictures. For economic reasons the sets will be small but will be of the highest quality. They will be packed and routed as economically as possible. A plan to pro rata the forwarding charges will be given. On account of the work and expense entailed in this plan it will be obvious that these sets can only be sent to members whose names are on the new roll of interested members. On the inclosed questionnaire you will find a space to enter the name or names of American workers whose prints you would like to receive in this series of Individual Travel Collections. The sets will be made up in accordance with your wishes.

Wishing you a pleasant and successful pictorial season, I am

Cordially yours,



Ira W. Martin, President