

PHOTOGRAPHIC SOCIETY OF AMERICA

FREDERICK QUELLMALZ, JR.
TEN PARK AVENUE
NEW YORK, N. Y.



21st November 1939.

Dear Photographer:

As one of the leading American pictorialists, we know you will be interested in advancing the cause of photography in this country. The Photographic Society of America is the national organization dedicated to that purpose.

Feeling that your membership in the Society would be mutually beneficial, we cordially invite you to join the ranks of such P.S.A. members as Dr. Max Thorek, Eleanor Custis, Lola Stone, Gerald Granger, Frank Fraprie, George Slade, H. J. Phillips, Edward Alenius, Arthur Mawhinney, Rowena Brownell, Arthur Hammond, Dr. Kyo Koike, Nicholas Haz and hundreds of others.

Complete details and an application blank are enclosed; any additional information may be obtained from the writer.

Hoping to have the pleasure of welcoming you as a member, I am

Cordially yours,

F. Quellmalz, Jr.

Secretary-Treasurer

F/FQ

THE PHOTOGRAPHIC SOCIETY OF AMERICA
TEN PARK AVE., APT. 20J
NEW YORK, N.Y.

The PHOTOGRAPHIC SOCIETY OF AMERICA is a national photographic organization composed of many of the leading photographers and clubs of the United States and Canada banded together for the purpose of promoting all phases of photography. Membership, open to individuals and clubs, offers advantages that cannot be found elsewhere.

What Membership Means To The Individual

1. The prestige of belonging to the leading photographic organization in the United States.
2. The opportunity to win recognition for merit by elevation to the grade of Associate, open to members only, and Fellow.
3. A subscription to THE JOURNAL, official publication of the Society, issued bimonthly.
4. Copies of all other publications of the Society, including THE BULLETIN.
5. An engraved membership certificate.
6. A membership card for identification.
7. Ten members' labels for salon prints and the privilege of purchasing more at cost.
8. The right to use the letters "P.S.A." to denote membership in the Society.
9. The privilege of attending meetings of members of the General Association of Camera Clubs.
10. Free technical and non-technical information.
11. The Annual National Convention and various Regional Conventions, featuring programs unavailable elsewhere, attended by the leading figures in American photography.
12. Participation in the various projects of the Society such as print contests, salons, photo travel guide, etc.

What Affiliation Means To The Clubs

1. The prestige of becoming associated with the leading association of camera clubs in the United States organized for mutual cooperation. At the end of 1939 there were 300 affiliated clubs.
2. A subscription to THE JOURNAL, official publication of the Society, issued six times a year.
3. Copies of all publications of the Society, including THE BULLETIN.
4. Participation in the Society's Club Print Interchange and its awards.
5. Participation in the Loan Exhibit Service and the Foreign Travel Salons.
6. Participation in the Continental Monthly Contest with its certificates and medal awards.
7. Information and guidance in the conduct of club affairs.
8. Assistance to new clubs in forming.
9. Assistance in planning and conducting exhibitions and salons.
10. An engraved certificate of Affiliation for club-room walls.

11. The right to inscribe letterheads, membership cards, print labels, etc., "Affiliated With The Photographic Society of America".
12. Participation in the Society's Photo Travel Guide project.

What the PHOTOGRAPHIC SOCIETY OF AMERICA Is

The Society is the only nation-wide organization embracing all phases of photography formed for the purpose of the "Promotion of the art and science of photography in all its various branches, through individual memberships, associated camera clubs and other photographic organizations, research and dissemination of photographic knowledge, and promotion of photographic salons and exhibitions."

What the PHOTOGRAPHIC SOCIETY OF AMERICA Does

1. It publishes a magazine - THE JOURNAL - which contains papers and articles both of a technical and non-technical nature which are authoritative and written by the leaders in their fields. THE JOURNAL is illustrated with the best salon prints of the year selected from the work of members.
2. It issues a BULLETIN carrying news of the Society's activities and notes of the achievements of its members.
3. It has taken the lead in combatting restrictive legislation and in seeking a friendly solution of problems which affect the professional and amateur alike.
4. It has taken action to formulate standards for Salons, including judging and lighting standards.
5. It holds an annual national convention, attended by the leading photographic figures in the United States, at which an outstanding program is presented.
6. It collaborates with its Affiliated Associations in holding regional conventions.
7. It conducts an Annual 100 Print Salon of the highest standards.
8. It maintains a Club Print Interchange for its 300 Affiliated Clubs.
9. It maintains a Loan Exhibit Service which circulates one-man and other first class shows among Affiliated Clubs.
10. It brings to this country and circulates among leading museums and Affiliated Clubs shows and salons of various sizes from foreign countries.
11. It gives impartial and unbiased information on photographic subjects and materials.
12. It is working on a Photo Travel Guide project and a complete index of all magazine articles on photography.

Who May Become A Member

1. Any individual interested in photography.
2. Any association of six or more camera clubs.
3. Any camera club in a district where there is no association. In this case the club joins the General Association of Camera Clubs which is a member of the Society.

4. Any camera club in a district where there is already an association or regional council which is a member of the Society must first join the local association, thus automatically becoming a member of the Society.
5. Any firm believing in the aims of the Society engaged in the manufacture or sale of photographic materials or equipment or in the publication of photographic literature or engaged in any art or craft allied with photography.

What The Classes of Membership And Dues Are

1. Junior Member for those between the ages of 16 and 21. May not hold office or vote. Dues \$2.00 per year, payable in advance.
2. Contributing Member. May not hold office or vote. Annual dues \$3.00 payable in advance.
3. ACTIVE Member. Full privileges. See page 1. Annual dues \$5.00 payable in advance.
4. Life Active Member. Composed of those individuals who have contributed \$100.00 or more in one sum to the Society and who have been so designated by vote of Board of Directors.
5. Associate Member. An honorary grade conferred by the Society for ability above the average. May use the letters A.P.S.A. Annual dues \$5.00, payable in advance.
6. Fellowship. An honorary grade conferred by the Society for distinguished ability or originality. Not more than 10 Fellows may be elected in any calendar year. May use the letters F.P.S.A. Annual dues \$5.00, payable in advance.
7. Honorary Member. An honorary grade conferred by the Board of Directors for exceptional service rendered the Society. May use the letters Hon. P.S.A. No dues.
8. Honorary Fellowship. An honorary grade conferred by the Society on those whose position or exceptional accomplishments in any field of photography or in the allied arts or sciences shall be particularly outstanding. Not more than three Honorary Fellows may be elected in any calendar year and the total shall not exceed 25 at any time. May use letters Hon. F.P.S.A. No dues.
9. Sustaining Members. For business organizations only. Cannot hold office. Annual dues to be set by the Board of Directors but never less than \$10.00.
10. Membership in the General Association of Camera Clubs. For clubs only. Initiation fee \$10.00. Annual dues \$5.00, payable in advance.

APPLICATION FOR INDIVIDUAL MEMBERSHIP IN
THE PHOTOGRAPHIC SOCIETY OF AMERICA
10 Park Avenue, New York, N.Y.

(Print or Type all Entries _____)

Membership Desired: Junior ___ Contributing ___ Active ___ Life ___ Sustaining ___

Remittance Enclosed for \$ _____ Nominated By: _____

Name: _____

Home Address: _____

Business or Profession: _____

Employed By: _____

Club Affiliation: _____

Photographic Interest: Pictorial ___ Technical ___ Commercial ___

Name Other _____

What Office or Job do you

Hold in your Club Now? _____

What Offices or Jobs have

you Held in your Club? _____

If you are a Salon Contributor, in how many have you had acceptances
in the past two years? _____ in how many previously _____

Do you participate in your club's annual shows? _____

Have you won any awards in them? Which? _____

Do you participate in your club's monthly print contest? _____

Have you won any awards in it? Which? _____

Have you participated in any other shows or contests? Which? _____

Have you won any awards in them? Which? _____

Have you won boy or girl scout merit badges in photography? _____

Give any other information about yourself regarding club work or
photographic achievements which will assist the Membership Committee.

I hereby apply for membership in The Photographic Society
of America and agree to abide by its rules.

Signature

Answer all questions and mail, together with your remittance for one year's dues, to the Society at the address given above. Make checks payable to The Photographic Society of America.

How does the Society foster particular phases of photography?

Through National Divisions, some of which have local sections. Divisions now existing are:

The Technical Division

The Pictorial Division

The Contemporary History Division

The Stereoscopic Section

Divisions contemplated are:

The Press Division

The Color Division

The Cinema Division

The Naturalist Division

How is the Society governed?

It is governed by its General Assembly, which formulates policies, and by its Officers and Board of Directors, elected by the membership.

Are all elements of the Society represented on the General Assembly?

Yes. Representation is proportional to the number of members in each element.

Does the Photographic Society of America duplicate the work of existing national or local photographic associations?

No. Its purpose is to coordinate their activities by serving as a clearing house for them.

What does an individual gain from his Society membership?

A subscription to The Journal, official publication of the Society, and the bimonthly news Bulletin, as well as any other data released, mailed directly to his residence.

A membership certificate and a membership card for identification.

Free technical and nontechnical information and access to the collective specialized experience of all the members of the Photographic Society of America.

Participation in the various projects of the Society such as print contests, salons, contemporary history project, etc.

The right to affiliate with one or more of the National Divisions such as the Pictorial Division or the Technical Division.

Protection through collective action against adverse legislation or discriminatory action.

The privilege of attending meetings of members of the General Association of Camera Clubs.

The opportunity, open to Active and Life Members only, to win recognition for merit by elevation to the grade of Associate or Fellow.

The privilege of attending the Annual National Convention and the various regional conventions. They feature programs unavailable elsewhere, and are attended by the leading figures in American photography.

The right to use the letters "P.S.A." if an Active Member or the other designations if a recipient of honors.

Ten members' labels for salon prints and the privilege of purchasing more at cost.

His dues make possible the work of the Society's staff, which cannot afford to work with him directly without his financial support. The use of the Society's services can be expected to save any photographer many times his annual dues.

What does a club gain from membership in the General Association of Camera Clubs?

Direct contact with the experience of all the other camera clubs in the United States of which the Society has knowledge.

A consulting service with relation to its organization and its program.

The prestige of becoming associated with the leading association of camera clubs organized for mutual cooperation.

Copies of the Society's publications, including both The Journal and The Bulletin.

A Certificate of Affiliation with the Society for club room walls.

An opportunity to participate in the print interchange, loan exhibit service, and Foreign Travel Salons.

Access to the national contest (without entry fee) each month, with its certificates and medal awards.

The right to inscribe letterheads, membership cards, print labels, etc. "Affiliated with the Photographic Society of America".

Advice in the conduct of salons.

It can use directly all of the services of the Society listed above.

What does a council of camera clubs gain from membership in the Society?

Access to the evaluated experience of other councils. All the services of the Society are available to it.

Its member clubs receive The Journal and The Bulletin, a Certificate of Affiliation, participation in the Continental Monthly Print Contest without an entry fee, the right to inscribe letterheads, membership cards, print labels, etc. "Affiliated with the Photographic Society of America through the Camera Club Council," and incidental additional benefits through the assistance given to the council by the Society.

How do you join?

By filling out the Society's application blank and mailing it with one year's dues to the Secretary.

THE PHOTOGRAPHIC SOCIETY OF AMERICA

ITS AIMS, ORGANIZATION AND ACTIVITIES



A national photographic organization dedicated to the promotion of the art and science of photography in all its various branches, through individual memberships, associated camera clubs and other photographic organizations, research and dissemination of photographic knowledge, and promotion of photographic salons and exhibitions.

THE PHOTOGRAPHIC SOCIETY OF AMERICA

Foreword

A society of any kind is formed because two or more people who have similar ideas feel the need of some formal way of exchanging and promoting those ideas.

The Photographic Society of America is no exception. It was formed by a group of photographers who had reached the limits of their own resources and wanted an easy way of communicating with other photographers, of getting their problems solved, of seeing prints other than their own, of learning about new apparatus, new methods and new formulas, and of meeting the men whose names were nationally famous in exhibitions and in scientific achievement.

For more than 21 years the Photographic Society of America has been helping photographers to get what they wanted. Starting with the Associated Camera Clubs of America with 29 charter members in 1919, the Society now numbers hundreds of individual members and nearly 400 clubs—a total of more than 25,000 photographers.

As any society grows its immediate plans and purposes grow and change. From time to time it is necessary to overhaul its objectives, to determine whether its work and its activities meet the needs of its members. The Photographic Society of America has recently done this and the purpose of this paper is to restate its aims.

Every photographer on the North American Continent, whether photography is his business or his hobby, is invited to join the Society and obtain the benefits of its membership.

THE SOCIETY—A PROSPECTUS

What is the Photographic Society of America?

It is an association of individual photographers and those who are interested in photographers and photography, as well as a federation of photographic clubs.

Why was the Society organized?

It was organized to serve as a clearing house for ideas, methods, and achievements in photography.

When was it organized?

In January 1934. It grew out of the Associated Camera Clubs of America, founded in 1919.

Who sponsored the Photographic Society of America?

The officers of the Associated Camera Clubs of America, the publishers of photographic magazines and others who had long had the good of photography at heart. The early members were predominantly pictorialists and technicians.

What are the purposes of the Photographic Society of America?

Its stated aims are:

To encourage high standards of photography.

To increase the public's interest in, use of, and respect for all phases of photography.

To record and disseminate technical and nontechnical photographic knowledge.

As the Society has grown, its aims too have expanded. Its original purposes stand, but have been made more concrete, so that the Society now also proposes:

To stimulate photographers to a clearer appreciation of good photography, and to educate them in better methods of achieving it.

To improve the materials available for photographic use.

To act as a clearing house and a service organization for individuals, camera clubs, regional camera club councils, and national photographic associations in fields of special interest.

To honor those who reach the top of photography in every branch.

How does the Society intend to accomplish these purposes?

Its activities now include:

A quarterly magazine—*The Journal*—containing authoritative articles by the leaders in their field and illustrated with the best salon prints of the year selected from the work of members.

A Bulletin with news of the Society's activities and notes of the achievements of its members. (See insert).

Circulating libraries of exhibitions—*The Club Print Interchange* and the *Lens Exhibit Service*—available for the use of its affiliated clubs and councils.

An annual pictorial salon of the highest standards.

A monthly contest with classes for beginners and the more advanced workers—the Continental Monthly Print Contest.

An Annual National Convention, attended by many of the leading figures in the photographic world.

Regional conventions in collaboration with its affiliated associations.

A pictorial committee to coordinate existing salons, draw up minimum standards of lighting, judging, etc., and generally to foster the interests of salon exhibitors and pictorialists.

A service which gives impartial and unbiased information on photographic subjects and materials.

A complete index of all magazine articles on photography.

A committee to combat restrictive legislation and to seek a friendly solution of problems which affect the professional and amateur alike.

A traveling salon exchange with foreign countries.

The organization and assembly of outstanding one-man shows.

A press bureau to coordinate and publicize local and national news of individuals, clubs and councils.

In addition, the Officers and Directors plan to add, in the near future:

A headquarters staff.

An advisory service on camera club programs and photographic training courses.

An advisory service for individuals in the following fields:

Technical consulting service, including criticism of negatives and prints.

Pictorial consulting service, by nationally known masters of photography of different schools of thought.

Equipment and apparatus consulting service.

Research service.

An independent bureau of standards to determine the merit of apparatus and materials from the point of view of those who use them, and to make independent determination of the speeds of sensitive materials.

A national speakers bureau.

A national judges bureau.

A central mailing list for the use of affiliated clubs.

The assembly of prints for foreign salons.

The assembly of foreign prints for American Salons.

Special tours, with well-known photographers in attendance as guides and coaches at special rates.

Cooperation with art museums, colleges, fairs, etc., in the planning of photographic exhibitions of all kinds.

A continuing project, in cooperation with leading museums all over the country, for the systematic collection of photographs showing all phases of contemporary life.

Who may join the Photographic Society of America?

Any individual (amateur, professional, commercial, dealer, manufacturer or publisher) who is interested in photography.

Any camera club.

Any council or association of camera clubs.

Any national association of photographers.

Any firm interested in photography.

What are the classes of individual membership?

Active Member.

Full privileges as listed below. Annual fee \$5.00.

Life Member.

Full privileges. Single fee of \$100.00 or more.

Contributing Member.

Receives publications. May not hold office or vote. Annual fee \$5.00.

Junior Member.

For those between the ages of 15 and 19. Receives publications. May not hold office or vote. Annual fee \$2.00.

Honorary Member.

An honorary grade conferred by the Board of Directors for exceptional service rendered the Society. May use the letters Hon. P.S.A. Full privileges. No dues.

Sustaining Member.

Open to any firm engaged in the manufacture or sale of photographic materials or equipment or in the publication of photographic literature or engaged in any art or craft allied with photography. Annual fee by agreement, minimum \$10.00.

Associate.

An honorary grade conferred by the Society for ability above the average. Open to Active Members in good standing for at least six months. May use letters A.P.S.A. Full privileges. Annual fee \$3.00.

Fellow.

An honorary grade conferred by the Society on those members of the Society who have demonstrated superior merit in some phase of photography or the allied arts or sciences. May use the letters F.P.S.A. Full privileges. Annual fee \$5.00.

Honorary Fellow.

The highest award of the Society, an honorary grade conferred for outstanding position or accomplishment in any field of photography or the allied arts or sciences. Full privileges. No dues. May use letters Hon. F.P.S.A.

How do clubs affiliate with the Society?

Through membership in associations or camera club councils which are Affiliated Association Members of the Society. These are:

The General Association of Camera Clubs.

Any club not in the district of an affiliated council. Full privileges. Initiation fee \$10.00. Annual dues \$5.00.

The Affiliated Councils.

Any club in the district of an affiliated council. Annual dues as required by the council.

How do councils affiliate with the Society?

Any association of six or more clubs may be chartered by the Society. Initiation fee \$10.00. Annual dues \$1.00 per club.

Who are the present members?

The leading pictorialists and technicians in the United States and Canada.

A large number of beginners.

The leading photographic manufacturers and publishers.

Nearly 400 of the leading camera clubs in the United States.

The combined membership of the Society and the affiliated clubs is more than 25,000 photographers.

Application for Individual Membership in
The Photographic Society of America
10 PARK AVENUE, NEW YORK, N. Y.

(Print or Type All Entries)

.....194.....

Name

Mail Address

City and State

Business or Profession.....

Employed by

Club Affiliations

Photographic Interest: Pictorial.....Technical.....Commercial.....

Name Other

Membership Desired:

	Annual Fee	Check
Active	\$ 5.00	
Life	100.00	
Contributing	3.00	
Junior	2.00	
Sustaining		

Remittance Enclosed for \$.....Nominated by.....

Give any information about yourself regarding club work or photographic achievements which will assist the Membership Committee.

I hereby apply for membership in THE PHOTOGRAPHIC SOCIETY OF AMERICA and agree to abide by its rules.

.....
Signature

Answer all questions and mail, together with your remittance for one year's dues, to the Society at the address given above. Make checks payable to the Photographic Society of America.