



THE WORLD'S FAIR OF 1940

IN NEW YORK

FOR PEACE AND FREEDOM

WORLD'S FAIR, NEW YORK

March 20, 1940

Dear Miss Gilpin:

The 1940 New York World's Fair has asked the Photographic Society of America to arrange for an exhibit of photography in all its branches that will represent the finest work that has been done in America to date.

One section of this exhibit will take the form of an Invitation Salon. In order to decide who should be asked to contribute, the Society requested a jury of five eminent judges, working independently and without knowledge of the others, to select a list of photographers whom they considered to be the most outstanding in this country.

The jury consisting of Joseph M. Bing, J. Ghislain Lootens, Ira Martin, Dr. D. J. Ruzicka and William H. Zerbe has selected your name as one of these and it is with a great deal of pleasure that I invite you to submit two prints for hanging.

May I suggest that you pick the two prints you consider your best and send them as per the enclosed instructions so as to be received at the Fair no later than May 15th. If for any reason you find you cannot accept this invitation, will you kindly notify me at once, in any case before April 1st, so that an alternate may be asked to participate.

With your cooperation, one of the outstanding photographic exhibitions of all times can be collected.

Cordially yours,

F. Quellmalz, Jr.

F. Quellmalz, Jr., F.S.A.
Salon Director

Reply to writer:
Photographic Society of America
Ten Park Avenue
New York, N. Y.

A distinguished jury of the Photographic Society of America consisting of: Joseph M. Bing.....J. Ghislain Lootens.....Ira Martin.....Dr. D. J. Ruzicka..... William H. Zerbe has picked you as one of the leading photographers in America and invites you to participate in a Special Invitation Salon.

PURPOSE - The purpose of this Invitation Salon is to gather together a limited number of the outstanding photographs of the leading American photographers for display to the millions who will visit the 1940 New York World's Fair.

There will be no judging of entries by the Society. Keeping in mind that the Salon is to be representative of the finest photographs that America can produce, you are requested to do your own judging, selecting the two prints you consider your best. However, if circumstances should make it necessary, the Society reserves the right to eliminate any entry in whole or in part.

Because of space limitations photographs will be rotated so that never more than one print of a photographer will be hung at once. All entries will be returned as soon as both have been exhibited.

There will be no entry fee or other charge.

If you are unable to accept this invitation will you kindly notify the Salon Director by April 1st in order that some other photographer may be invited to submit an entry.

RULES - The Entry Form on the opposite page must be filled out completely and mailed to the Salon Director, care of the Photographic Society of America, to be received no later than May 10, 1940. It should not be enclosed with the prints.

All prints should be mounted on 16" X 20" mounts. On the back of each mount must be written the number and

title to agree with the information on the entry form, together with your name and return address. All prints will be hung under glass.

Prints must be shipped post-paid and must arrive not later than May 15, 1940 at the New York World's Fair. Prints will be returned promptly by the Fair with shipping charges prepaid.

Arrival of prints will not be acknowledged unless a stamped self-addressed post-card is filled out and enclosed with your ENTRY FORM.

A catalogue will be published and will accompany the return prints. A suitable sticker will be affixed to the back of each mount.

Permission for reproduction in connection with the Salon is assumed unless the contrary is specifically specified.

The greatest care will be exercised in handling and packing prints but no responsibility will be accepted by the Photographic Society of America or the New York World's Fair for any loss or damage.

Submission of prints denotes acceptance of the above conditions.

ADDRESS FOR ALL PRINTS - See shipping tag.

ADDRESS FOR ENTRY FORM, Information and all correspondence before October 1, 1940 - F. Quellmalz, Jr., Photographic Society of America, Ten Park Avenue, New York, N. Y.