



CLARENCE H. WHITE SCHOOL OF PHOTOGRAPHY

460 WEST 144 STREET • NEW YORK CITY
TELEPHONE • EDGEcombe 4-3272

January 19, 1940

Miss Laura Gilpin
Colorado Springs, Colo.

My dear Miss Gilpin:

We are sending you literature which we are issuing regarding the expansion of our school. You and I both know what undreamed of growth there has been in the photographic field, and what marvelous aid this has been to so many things. We have worked hard to keep up with the movement and have had fine commendation from those whom we highly respect. The school has prospered, though I wouldn't say the Whites have, for we have put everything back into the school in equipment and re-arrangement of space, until there was nothing more we could do with our present place.

We have been compelled to turn away such very desirable students, and plainly it can be seen, we must have students in order to continue. So here we are - working out the new venture. I believe in it fully. I know we are needed.

We hope you can help by being a sponsor. When I took over the work Clarence left, the boys and I felt it would be the finest memorial we could build to his memory, and we still feel so and hope our friends do too.

It has been long since we have seen you. We will have lots to show you when you come East again. We enjoy your pictures as they appear in the salons and magazines. I hope the years have been kind to you and yours, and that you derive great joy from your photography.

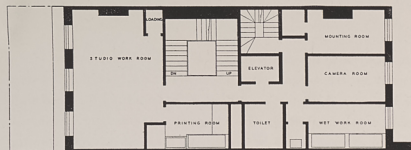
Most sincerely,

Jane Felix White

Mrs. Clarence H. White
Director

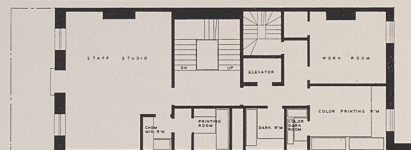
JFW:RR

5TH
FLOOR

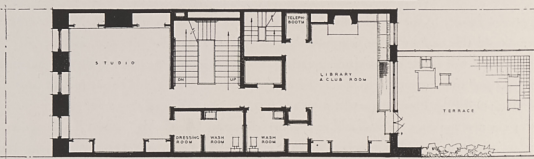


A. LAWRENCE KOCHER
Architect
FOREST HILLS, LONG ISLAND, N. Y.

4TH
FLOOR



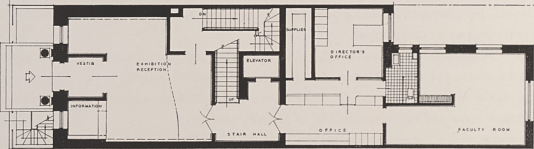
3RD
FLOOR



2ND
FLOOR



MAIN
FLOOR



LAB.
FLOOR



BOARD OF ADVISORS

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MERVYN W. PALMER, M.E.	Motion Picture Engineer
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EDWARD J. STEICHEN	Photographer
MAX WEBER	Painter
	Co-founder of the School and First Instructor in Art Appreciation and Design.
	Typographer and Printer

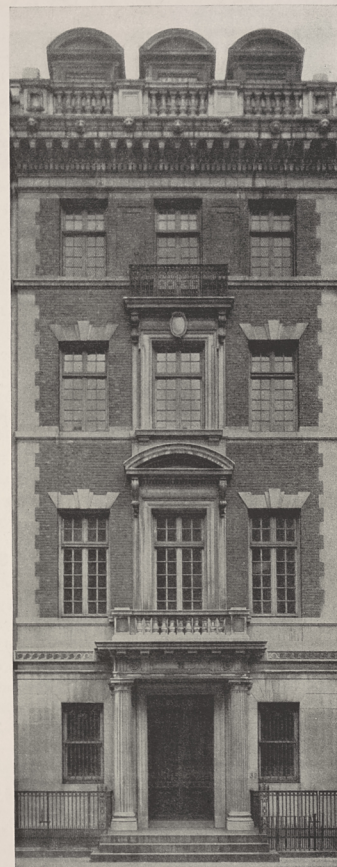
FACULTY

OLIVE L. RILEY, M.A.	Instructor Fine Arts Department, Teachers College, Columbia University.
JOHN P. HEINS, M.A.	Instructor Former Instructor, Fine Arts Department, Teachers College, Columbia University.
CLARENCE H. WHITE, 2nd	Instructor
HAROLD FOWLER	Instructor
ALFRED A. COHN	Instructor
ELIOT ELISOFFON, B.S.	Instructor
KENNETH A. LINN	Instructor
BRYANT CHESTER	Assistant Instructor
MERTON M. WEBB	Laboratory Technician

DIRECTORS

MRS. CLARENCE H. WHITE	Director
CLARENCE H. WHITE, 2nd	Director

CLARENCE · H · WHITE SCHOOL OF PHOTOGRAPHY



32 WEST 74 STREET · NEW YORK · N. Y.

A MEMORIAL TO ITS FOUNDER



THE CLARENCE H. WHITE SCHOOL OF PHOTOGRAPHY enters a new era after nineteen years in its present quarters, and twenty-nine years in photographic education. It was founded in 1910 by the late Clarence H. White at "Seguinland", Georgetown, Maine, as a summer school of photography for a selected group who desired his personal guidance. The success of this venture led to the establishment of the school in New York City in 1914 as an institution for the training of men and women in the vocation of photography. For the first three years it was conducted in the old brownstone residence at 230 East

11th Street, adjoining St. Mark's in the Bouwerie. With the growth of the school the necessity for more space led Mr. White, in 1917, to move it to an old residence, known as the Washington Irving House, at 122 East 17th Street, where it remained until 1920.

The continued increase of interest in the school and its work, enabled Mr. White, with the cooperation of friends and former students, to move it in that year to its present address, 460 West 144th Street. In 1925, the sudden death of Mr. White, in Mexico City, where he had taken a class for pictorial work, very unexpectedly terminated his fifteen years of successful direction of the school.

The personality of Mr. White had been such an important factor in the school, that, upon first thought, it seemed that the institution could not survive without him; but many of his co-workers and students had such faith in the future of the work, that they urged the continuation of the school as the most fitting memorial to his life and accomplishments in photography. So many felt that this would be his wish, that Mrs. White was finally persuaded to carry on the work, with the loyal and able assistance of those who had for years worked side by side with Clarence White in his development of the school.

There followed six years in which the development of the school was slow and difficult. Photography was changing rapidly, both in its technique and its application, and this necessitated alterations in the curriculum to meet the changing viewpoint and the rapidly expanding field that photography occupied in this modern world. In 1931, Mr. White's son, Clarence H. White, II, after four years of professional photographic experience, joined her in the direction of the school. His aim has been constantly to improve and expand the curriculum, and thereby develop the school as a living memorial to its founder.

For the first two years the effect of the new curriculum on the enrollment was not apparent, but since 1934 the rise has been both definite and continuous. From about twenty students in 1922 enrollment increased year by year to one hundred and six students in 1939, with income rising from \$5,310.00 to \$15,812.00 in the same period. By 1937 it was evident that the present quarters were not adequate for the needs of the school. For the years 1937, 1938 and 1939 the building has been utilized to utmost capacity, with no possible further development of facilities to meet present, or future, needs. The result was that we were compelled to reject a great many applicants. Furthermore, though new courses, as well as changes in present courses, were desirable, we were unable to fulfill our plans with the limited facilities available.

Plans were begun five years ago for the enlarging of our present quarters by acquiring one or both adjoining buildings on 144th Street, but they were finally abandoned for three reasons: the continued decline of the neighborhood, the location so far from the central part of the city with its resultant loss of time

in traveling, and the discovery that this type of building, wood and brick, does not meet City Building Department requirements. The last could be partially overcome in so far as it affected our present quarters, but the expense was too great for the slight benefit derived. Therefore the present quarters are no longer suitable for the growing school.

For months we examined every available building that might meet the four major requirements that we had established: suitable for the needs of the school, structurally satisfactory to the building department, low enough in assessed valuation so that taxes would not be too heavy, and located near good transportation. Such a building was found and negotiations were opened with the owner. In the meantime we were seeking an architect who would be best fitted to carry out the work of planning the alterations for whatever building we obtained. A. Lawrence Kocher, a well known architect with years of experience and both an appreciation for and understanding of the special problems of a photographic school, was our final selection. His approval of our choice of building was obtained, and as soon as we had title to the property he began work on the plans.

This property is the five story building at 32 West 74th Street, just half a block west of Central Park. Ideally suited to the needs of the school, as it is of steel and concrete construction with high ceilings and large rooms, it will be ready for occupancy early in 1940. When completed it will meet all requirements of the Building, Health and Fire Departments, and will increase the usable space from 2,800 to 8,500 square feet, thus affording room for all school needs for many years to come. All six floors, including the basement, will be used by the school, giving, for student use, five darkrooms; six printing rooms; negative and print washing and drying rooms; chemical room for the preparation of solutions; one very large studio and one smaller studio; a studio-workroom; three general workrooms; a classroom, and a library-club room with a terrace that will make an excellent out-door studio. There will be ample exhibition space for the display of photographs, a general office, a private office for the Directors, a supply room and a faculty room. One complete floor will be fitted out for the use of the instructors, with a studio, workroom, two darkrooms, printing room, color laboratory and a chemical room, all being also available for demonstration of certain phases of photography to small groups. All laboratories are artificially ventilated. Ample electrical capacity is assured. An Otis automatic elevator, now in the building, makes all parts easily accessible.

The building is conveniently located for transportation to all parts of the city. Four bus lines pass within two blocks of the school, two subways are within three blocks, and a trolley line and elevated are also convenient. Times Square is only ten minutes by subway.

The completion of the work of altering the building from a residence to a school, the purchasing and setting up of necessary new equipment, and the moving of the present equipment to the new building will cost about \$50,000.00. \$30,000.00 of this sum is to be raised through an Association of Sponsors. This plan for the financing of the project has been in the process of development for several months, this being the first formal announcement. During the past summer a few friends and former students cooperated with Mr. White, lending financial aid particularly, to get the work actually under way. The building plans are now substantially complete, and have been approved by the city departments; specifications have been sent out and bids received, and actual work on the alterations has been started.

The Association of Sponsors will consist of friends and alumni of the school who are interested in furthering the plans for this institution in the development of education in photography, and as a memorial to its

founder, and who are willing to subscribe to this capital fund of \$30,000.00 in amounts of \$100 or more. Each sponsor shall receive a receipt for the amount subscribed to this fund, which shall state that 4% per annum will be paid on the amount, and also that one-half of the net profits of the school shall be paid to the association for distribution to the members, on a basis proportional to the sum contributed.

Five members of the Association of Sponsors will be selected as a Board of Advisory Directors to cooperate with Mr. White and the school faculty in the administration of the school, thus insuring the permanency of this institution through the years to come. To this board will be paid 2% of the gross income from tuitions, to apply to the retirement of the capital fund, and 25% of the net profits of the school, to be applied to whatever purpose they may designate.

The continuous growth of the school during the past six years, the development of its reputation, the increased demand for our instruction, coupled with the favorable prospects for growth in the better location and with the added facilities afforded by the new building, justify the expansion and indicate its success.

The present faculty of the school, Olive L. Riley, Kenneth A. Linn, John P. Heins and Merton M. Webb, has been increased this year by three new members, Alfrd A. Cohn, Eliot Elisofo, and Bryant Chester. This increased staff will enable us to expand greatly our work, as soon as we move to the new building, and, with additional part time instructors to be added during the coming year, to add to our present courses.

The addition of Eliot Elisofo enabled us to add work in photo-journalism to our present curriculum. On entering the new building, we shall add an evening course in "Reportage", under his direction, for a limited group of experienced photographers who are interested in developing their work along this line. He is a graduate of Fordham University, and has been working in photography for a number of years. He is well known for his contributions to LIFE, is active in the field of photo-journalism, and will continue his activities in photography in addition to his teaching.

Alfred A. Cohn, a professional photographer of twenty-one years experience in New York City and Woodstock, New York, graduated from this school in 1918. He has been a teacher of photography in this and other schools. This addition to the faculty enables us to expand and develop the evening and summer courses.

The growing interest in color in photography is to be met by the extension of our present courses and the addition of others. Bryant Chester, a graduate of the class of 1938, who has been working on this subject, will devote his time to its development.

Plans are now under consideration for the inclusion of instruction in motion picture photography with 8 m/m and 16 m/m equipment for amateur as well as industrial and educational work. This phase of our curriculum will be directed by Mervyn W. Palmer, an experienced motion picture engineer, who has for many years been connected with the school in an advisory capacity.

This communication we are sending to friends of the school, in order that they may understand the serious effort being made to develop its activities and meet the ever changing and growing demands made upon it.

We feel that the fulfillment of this plan, as outlined, will perpetuate the name of Clarence H. White, and the ideals which are expressed by his many years of work in photography. We trust your interest will lead you to become a member of the Association of Sponsors for this memorial.

THE ASSOCIATION OF SPONSORS
OF
THE CLARENCE H. WHITE SCHOOL OF PHOTOGRAPHY
◆
SUBSCRIBER'S COPY

Recognizing the work of the late Clarence H. White as an unparalleled advance in the ideals and principles of photography; and believing that his enterprise in education, now being carried forward and developed by his son, Clarence H. White, II, has an imperishable mission in the promotion of photography, both as a science and an art; and also confident that the instruction now being given and planned has a definite commercial value in addition to its contribution to art, We, the undersigned, voluntarily join in cooperation as an Association of Sponsors to this undertaking, according to the plans herein outlined, which constitutes our working agreement.

The direction of the school in all its operations, including housing, faculty, curriculum and administration, is the responsibility of Clarence H. White, II, and those whom he shall select as his assistants.

We, the Association of Sponsors, create a capital fund for operation purposes according to the sums set opposite our names. This capital fund is to be administered by Clarence H. White, II, in conjunction with a group of five (5) selected from our number who will be regarded as Advisory Directors. The five Advisory Directors, chosen as the representatives of this association, will render such service as may be possible when requested by Mr. White to sit in counsel on questions of policy, financial administration and general business development, sharing with him such advisory responsibilities as he shall deem necessary to stabilize the administrative interests of the school.

The five Advisory Directors shall be selected originally by Mrs. Clarence H. White and Clarence H. White, II, to serve: two for two years, two for four years and one for five years. Their successors, as vacancies occur, shall be elected from nominations made by Mr. White. All members of this Board of Advisory Directors will assemble for reports at the call of Mr. White at least once each year.

Each of us shall receive a receipt for the sums placed in the capital fund, which shall state the amount received, and shall declare that upon the same shall be paid four per cent (4%) per annum as a guaranteed first claim from the net proceeds of the earnings of the school. The members of this association shall share also in the net earnings of the school, after the operating costs and prior claim of 4% on capital fund above described have been paid, and two per cent (2%) of the gross income from tuitions has been set aside to apply to the retirement of the capital fund; the balance of the net earnings (after deduction of the aforesaid sum, taxes, depreciation and the other costs of operating and maintaining the school), it is planned to allocate as follows:

- 25% of the net earnings, after deductions have been made as above described, shall be assigned to a fund to be administered by the five Advisory Directors.
- 25% of the net earnings shall be distributed to the members of the Faculty of the school on a basis proportional to the salaries paid.
- 50% of the net earnings shall be distributed to the members of this association on a basis proportional to the sums contributed to the capital fund.

The fiscal year will run from July 1 to June 30.

NAME _____

ADDRESS _____

AMOUNT _____

(\$100 or more in units of one hundred dollars)

☐ In full herewith.

☐ 25% herewith, balance in three quarterly payments.

The school plans presently to issue approximately thirty thousand dollars (\$30,000) principal amount of four per cent (4%) debentures to be delivered to the contributors to the fund.

These debentures will be issued under substantially the following terms and conditions: Not more than five thousand dollars (\$5,000) in amount may be held by any one contributor. The debentures will be payable three (3) months after demand of the holder, or three (3) months after demand by the holder's executor or personal representative, if the holder dies. The debentures may also be called by the school for redemption, in whole or in part, at par and accrued interest on any semi-annual interest date, but neither the holder nor the school shall demand payment or call the debentures for redemption during the first three years. The maturity date of the issue will be June 30, 1955.

The Advisory Directors will also have the power to refund the contribution of any subscriber with accrued interest by a vote of five (5) of the Advisory Directors, provided there are sufficient funds in the two per cent (2%) sinking fund to refund the retiring subscriber's contribution.

It may prove desirable for the future continuation of the school and facility of operation to incorporate under the New York State Laws, and, if such action be taken, the debentures will be issued by the corporate body, but the claim of the holders of the proposed debentures shall at all times be prior to that of any stockholder of the school.

Believing, as we do, in the outstanding superiority of this school, and in the certainty of its expanding professional and business success, we rely as security for our financial investment upon the character of Mrs. Clarence H. White, who is the embodiment of the founder's principles, integrity and ideals; and upon the ability and trustworthiness of Clarence H. White, II, and the faculty whom he shall select. We ask no other contract than the receipt, as above indicated, carrying with it the privilege of withdrawal upon due notice.

In consideration of these provisions and the several agreements of the undersigned to subscribe to said issue, we severally agree to subscribe for the amount of said debentures set opposite our respective names; duplicate copies hereof may be signed and shall be considered collectively the original agreement, and the Advisory Directors shall determine when the plan becomes effective and reserve the right to reject any and all subscriptions and to refund the amount of any contributions made hereunder:

THE ASSOCIATION OF SPONSORS
OF
THE CLARENCE H. WHITE SCHOOL OF PHOTOGRAPHY

◆

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