

THE PHOTOGRAPHIC SOCIETY OF AMERICA

CHICAGO



CHAPTER

CHICAGO, ILLINOIS

April 20, 1945.

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PLEASE DIRECT REPLY
TO THE WRITER AT ADDRESS
SHOWN, USING ZONE NUMBER

P.S.A. Portfolio of Photography
E. R. CHRISTHLF, Chairman,
5819 N. Ravenswood Avenue,
Chicago, 26, Illinois.

Miss Laura Gilpin,
334 N. Belmont Ave.,
Wichita, Kansas.

Dear Miss Gilpin:

Your PSA Board of Directors has decided to inaugurate the PSA Portfolio of Photography and has entrusted this work to the Chicago Chapter. This work will be national in its scope.

In British photographic history, the Portfolio idea occupies an old-established and well-earned position of esteem. It has been found that membership in a Portfolio is the surest way of advancement technically as well as artistically in pictorial photography. We suggest that you refer to page 80 of the February 1944 issue of the Journal and read the informative and very interesting article by Cecil J. Blay, ARPS.

Briefly stated the purposes of the PSA Portfolio of Photography are

- 1st - To provide a pre-exhibition evaluation of possible salon prints.
- 2nd - To provide criticism and discussion of possible salon prints.
- 3rd - To provide a final and authoritative estimate of each contributor's print by an outstanding, recognized photographer, the Commentator.
- 4th - To provide regular and sustained rotation of such Portfolios.

The first PSA members to be invited to share in our initial Portfolios are, almost without exception, PSA members living

Regular Chapter meetings are held on the second Wednesday of each month, excepting July and August, in the Randolph Room of the Triangle Restaurant, 57 West Randolph Street, Chicago. For those who can attend, dinner is at 6:00 P.M. Program at 8:00 P.M.

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in localities away from sectional PSA Chapter activities and whose only contact in many cases is thru the PSA Journal. We have endeavored to select to a large degree members of long standing who have thereby indicated that they are really interested in PSA. We are confident that all Portfolio members will benefit materially thru their Portfolio activities. Many of the leading workers in British pictorialism willingly pay tribute to the benefits they have derived from their association with these Portfolios and maintain their Portfolio memberships even when their position as front rank workers has been firmly established. Thus, whatever your position in photography the PSA Portfolio of Photography will benefit you.

The mechanics are simple. If you are desirous of becoming one of the pioneers in the PSA Portfolio of Photography, fill in the application enclosed with this letter. Return the application together with the first year's costs of 50¢ to the writer. We suggest that a check, money-order, or stamps be sent rather than to risk sending silver thru the mails. There will be certain expenses in connection with this work such as shipping cases, printing, forms, print folders, etc. This fee is to partially offset these costs.

Upon receipt of your application and remittance, you will be furnished with a Technical Data Sheet to be filled out covering the print that you are submitting for the Portfolio. This data sheet together with the print should be forwarded by first class mail to:

E. R. Christhlf, Chairman,
5819 N. Ravenswood Avenue,
Chicago, 26, Illinois.

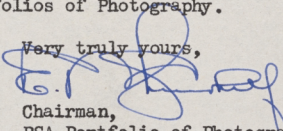
It is important that the print selected by you, be a pre-exhibition print—unmounted— not larger than 11 x 14 nor smaller than 6 x 8. As soon as we have collected 15 prints from the geographic area where you live a Portfolio will be started. It will require about four months for a Portfolio to make a complete circuit. This means that in the course of a year you will have the benefit of three travelling PSA Portfolios of Photography.

The only additional expense that you will be called upon to assume will be the prepayment of express charges from your home to the next stop of the Portfolio. Care will be exercised in the routing of the Portfolios to keep such expense at a minimum. Owing to the fact that the Portfolios will contain writing it is necessary that all movements be via express rather than by parcel-post. In the event that your express address is different from your mailing address, kindly note this information on your application blank in the space provided.

The utmost care will be taken with all prints submitted but no responsibility for loss or damage during transit or while a part of a PSA Portfolio will be assumed by the Photographic Society of America or by the Chicago Chapter.

Who knows—if the idea goes well, we may establish Portfolios for each of the PSA Divisions—Technical, Color, Press, Nature, Historical, as well as Pictorial. We are confident that you will enjoy this as well as benefit from it, so get aboard for the first PSA Portfolios of Photography.

Very truly yours,


Chairman,
PSA Portfolio of Photography.

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