

FEDERAL TRADE COMMISSION
WASHINGTON 25

BUREAU OF INDUSTRY COOPERATION
OFFICE OF THE DIRECTOR

September 15, 1953.

TO THE MEMBERS OF THE
PORTRAIT PHOTOGRAPHIC INDUSTRY:

Dear Industry Member:

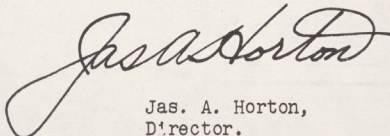
I am pleased to send herewith, for your information and guidance as a member of the industry, a copy of trade practice rules for the Portrait Photographic Industry as promulgated by the Commission, together with a card for use in expressing your willingness to observe the requirements of the rules in the conduct of your business. This card, which does not require postage, when signed and returned to the Commission, will be duly recorded as an indication of such cooperation on your part. It is suggested that industry members detach and retain for their own records that portion of the card which has been provided for such purpose.

After hearings of record on the subject, the rules have been approved by the Commission as a guide to business and a constructive basis for the prevention of unfair trade practices and the maintenance of fair competition, with protection of the public and the industry as primary objectives.

Experience of the Commission has been that substantial savings of time and expense result to the Government, the industry, and the consumer through avoidance of litigation where compliance with the law can be accomplished through cooperative action. Observance of the requirements of these rules is most desirable and your assistance in this respect will be appreciated.

A reply at your earliest convenience, through use of the enclosed card or other communication, is requested.

Cordially yours,

A handwritten signature in dark ink, reading "Jas. A. Horton". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Jas. A. Horton,
Director.

Federal Trade Commission

TRADE PRACTICE RULES

For The

PORTRAIT PHOTOGRAPHIC INDUSTRY

Promulgated September 15, 1953