

National Educational Alliance

INCORPORATED
37 WEST 47TH STREET
NEW YORK, N. Y.

OFFICE OF THE
DIRECTOR
CLYDE H. ANDREWS

Dear Member:

Welcome to you as a member of the PHOTOGRAPHIC DIVISION of the NATIONAL EDUCATIONAL ALLIANCE. I also wish to acknowledge with thanks receipt of your enrollment for THE COMPLETE PHOTOGRAPHER, and with it your remittance.

Our PHOTOGRAPHIC DIVISION is breaking all records with the speed in which it is enrolling its full quota of 150,000 members. You may well congratulate yourself on having joined an organization with a larger membership than any other photographic school or college -- with the finest faculty of over 250 instructor experts ever assembled -- and with a plan of instruction, encyclopedic in scope, running into thousands of lessons and covering EVERY phase of photography more thoroughly than has ever before been attempted by any other similar course, magazine, set of books, or photographic encyclopaedia.

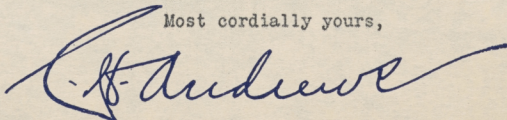
In addition, your every Issue or Lecture-Group of THE COMPLETE PHOTOGRAPHER will be a thrilling example of the most superb printing in America. Every Issue will be printed on flat-bed presses (fed one sheet at a time) from 150-screen engravings on the most costly Blendfold coated paper, faithfully capturing every delicate nuance of color and shading of the finest photographs. In order to get the supreme quality we desire, we are paying a higher price than any other similar publication in America.

Right now we want YOUR help in planning the contents of THE COMPLETE PHOTOGRAPHER so that every 10 days it will bring the fullest measure of profitable, pleasurable instructive reading to YOU. We attribute the sensational success of our other educational projects to the fact that every member helped us plan the courses. We think it only natural that we continue this practice that has proved so successful in the past in giving our members EXACTLY WHAT THEY WANT!

In this connection it is of the utmost importance that EVERY SINGLE MEMBER send back, completely filled out, the questionnaire enclosed with this letter. YOUR ANSWERS on this questionnaire will decide in what phases of photography YOU will receive the greatest amount of valuable instruction. Practically speaking, this means that Willard D. Morgan, Margaret Bourke-White, Walt Disney, Gregg Toland, and our more than 250 other top-notch experts will prepare this photographic course TO FIT YOUR PARTICULAR NEEDS so far as is humanly possible.

This is YOUR CHANCE to speak up and tell us WHAT YOU WANT. Any information you give us will be used for the sole purpose of assisting us in planning the contents of THE COMPLETE PHOTOGRAPHER to a point where it will do the greatest good for the largest number. No signature nor name need identify you on the questionnaire. The reply envelope enclosed requires no stamp. We are counting on YOU to send back the questionnaire, fully filled out, BY RETURN MAIL.

Most cordially yours,



CHA:CHC

Director, PHOTOGRAPHY DIVISION

P. S. Your first Group of Lectures of THE COMPLETE PHOTOGRAPHER is now in production and will be mailed to you in a few days, after which a copy will come to you every 10 days. No further payment need be made until you receive our invoice, which will be only after Issues 2 to 4 inclusive are in your hands . . . VERY IMPORTANT -- Please return YOUR filled-in questionnaire WITHOUT FAIL!

.....Advertising
Aerial
Animals
Animation in Movies
Aquarium Photography
Astronomical Photos
Cameras, Accessories
Careers
Chemistry
Color Films
Color Transparencies
Color Projection
Commercial
Contests
Darkrooms
Developing
Enlarging
Exposure
Filters
Films
Flashlight Photography
Focus and Focusing
High Speed Photography
Home Movies
Infrared
Lenses
Lighting
Markets and Selling
Microfilming
Multi-flash Technic
Nature Photography
News Photography
Nudes
Printing and Papers
Photo-Journalism
Photomicrography
Photomontage
Photomurals
Polarized Light
Portraiture
Professional Movies
Publicity Photography
Retouching
Scientific Photography
Sound Films and Recording
Sports Photography
Stage Photography
Stereoscopic Photography
Television
Three Dimensional Projection
Time Lapse Photography
Toning and Toners
Travel Photography
Ultraviolet Photography
Visual Teaching

NATIONAL EDUCATIONAL ALLIANCE, INC.
 PHOTOGRAPHY DIVISION
 37 West 47th Street, New York, N. Y.

QUESTIONNAIRE

1. In what specific field of photography are you most interested?.....
2. Are you interested as an Amateur?..... Advanced Amateur?.....
Free Lance?..... Professional?.....
3. Check the subjects in the column at the left in which you are primarily interested.
4. What cameras do you now own?
Still Cameras.....
Movie Cameras.....
5. Do you use any of the following?
..... Exposure Meter Developing Equipment
..... Extra Lenses Photoflood, Photoflash Lights
..... Carryall Camera Bag Photographic Darkroom
6. What photographic magazines do you read regularly?.....
What one photographic book do you like best?.....
7. What two subjects would you like to see covered most thoroughly in this series of courses?.....
8. What new camera would you like to buy?.....
What new accessories and equipment?.....
9. Name the kind of film you use most often.....
10. What are your favorite developers for processing negatives?.....
For paper prints?.....
11. Are you a camera Give club name
club member? and address.....
12. Would you care to join a local camera club?.....
13. Are you interested in photography as a profession, such as
Camera Journalism, Movies, Teaching, Selling, etc.?.....
14. What is your occupation or profession?.....
15. Check if you are a graduate of college....., high school.....,
grammar school....., name any other school.....
16. Check age group — under 20....., 20-30....., 30-40....., over 40.....
17. Check family status. Mr....., Mrs....., Miss.....
18. In what city do you live? City..... State.....

Use back of sheet for additional remarks.

NOTE — It is not desirable that this questionnaire be signed. We
 will appreciate your filling it in and sending it to us
 in the enclosed envelope at your convenience. N.E.A.