National Educational Alliance

37 WEST 47TH STREET NEW YORK, N. Y. OFFICE OF DIRECTOR PHOTOGRAPHY DIVISION

Dear Friend:

I enclose an $\overline{\text{AIR}}$ $\overline{\text{MAIL}}$ Business Reply Envelope that $\underline{\text{needs}}$ $\underline{\text{no}}$ $\underline{\text{stamp}}$ because it is urgent -- in your interest as well as ours -- that you send us a definite "Yes" or "No" answer by the fastest possible return $\underline{\text{AIR}}$ $\underline{\text{MAIL}}$!

We still hold in your name one of the last few available enrollments in the Alliance's sensational COMPLETE PHOTOGRAPHER HOME STUDY COURSE.

I made this reservation for you to protect your interests, because <u>YOU WERE RECOMMENDED TO ME</u>. There are countless photography enthusiasts eagerly waiting to snatch up THE COMPLETE PHOTOGRAPHER COURSE I have reserved for you -- especially when we tell them they may have the Course for about <u>lf</u> a <u>LESSON</u> on a CANCEL WHEN YOU LIKE basis.

Remember, your 25¢ Trial Enrollment is exactly as stated -- a "trial" with no obligation to continue unless you are truly delighted. To keep you enrolled, we rely entirely on our COMPLETE PHOTOGRAPHER COURSE proving to you in EVERY Lecture-Group its extraordinary value in covering EVERYTHING that both amateurs and professionals want and need for maximum pleasure, personal prestige and profit!

Think of the priceless instruction -- covering ALL the latest ideas and methods in EVERY field of photography -- you can gain from your distinguished faculty of 250 editor-experts, including Margaret Bourke-White, Bradford Washburn, Walt Disney, Edward Weston, William Mortensen, Ansel Adams, John O'Reilly, etc. Where else could you receive instruction of this caliber for less than \$1 a lecture, or for a course fee under \$200 or \$300?

There just isn't another Home-Instruction Photography Course -- as up-to-the-minute, comprehensive and authoritative as ours, and as profusely illustrated with 10,000 pictures, including hundreds in gorgeous full colors -- available anywhere in America today at a price within miles of our amazingly low rate of only 35¢ per Lecture-Group (first "trial" group only 25¢). And we know of no other course that gives you the privilege of STOPPING WHENEVER YOU WISH if you are not more than satisfied with your progress.

You may wonder why there is a "Waiting List" -- why we can't just expand the enrollment quota to take care of everyone. There is a good reason why we can't.

U. S. Postal Regulations place rigid restrictions on the reprinting of our periodically issued Lecture-Groups. We thought we had set a high enough quota to take care of the demand; but the response has far exceeded our plan. There is a real, acute shortage.

Warning -- Nearly 100,000 Members Already Enrolled for this Amazing Course!
For Every Hundred Enthusiasts Not Already Members Only One Enrollment Remains Open!

When I saw what was happening, I set aside one of the remaining enrollments especially for you because you were recommended by a mutual dealer friend as being one who would get the most benefit and profit out of the complete photographic education offered by our Course. But for every 100 photography enthusiasts not already members -- only ONE enrollment remains available! In fairness to them, I must have your decision immediately!

You can see now why I urgently need your definite "Yes" or "No" answer as rapidly as you can rush it to me by $\underline{\text{AIR}}$ $\underline{\text{MAIL}}$. Please do one of two things: Write across enclosed coin card "Release my reservation." Or fill in your name and address, slip only 25¢ into coin pocket, and $\underline{\text{RUSH}}$ card to me in the AIR MAIL envelope that needs no stamp.

P. S. If you have already given us instructions regarding your enrollment, please disregard this letter. If not, answer <u>AT ONCE</u> via enclosed <u>7¢ POSTAGE PAID AIR MAIL Envelope</u>!

Cordially yours.

Director,

NATIONAL EDUCATIONAL ALLIANCE, Inc.

CHA:CJP

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PICTURE SERIES

laze Penetration ola-Screens Over Lights and Story-telling with the Camera Poople and Faces Candid ws. Directed Pictures Preparing the Sheeting Script Sources for Ideas Selling the Series Set of Polarized-light Photos Cinemategraphy Effect of Polarizing Screen on

PINHOLE PHOTOGRAPHY Making the Eastman Pinhole Lighting the "Glamor Pertrait" Camera
The Pinhole Camera as a
Teaching Device
The Pinhole and the Lens
Exposure—With and Without a Achieving High and Low Key

Importance of Camera Angles Backgrounds and their Choice Edge Lighting PORTRAITURE

Character Studies and Close-ups Lighting Make-up for Black and White Processes
Contact Printers and their Use
Washing Prints
Brilliancy and Contrast in
Prints Portrait Photography in Koda-

PRINT FINISHING Drying and Flattening the Print Retouching the Print Trimming and Cropping the

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in Coming Issues Will Feature a Liberal Education in Photography

To give you, as a member of the Photographic Division of the NATIONAL EDUCATIONAL ALLIANCE, a clearer understanding of exactly what you will receive in your thrice-a-month issues of THE COMPLETE PHOTOGRAPHER, we publish in this supplement a partial list of the more than 1900 illustrated lectures that we plan to bring you during your subscription. Here is veritably an encyclopedic coverage of every phase of the subject that will appeal both to those who are making photography their chosen career and to those for whom it is a fascinating hobby. In this supplement also are listed many of the top-notch authorities who are contributing articles on their special subjects. This roster of the photographic great is the best guarantee of the practical, how to-do-it value of these lecture-articles. Many articles, while assigned, will not be written until shortly before they appear in The Complete Photographer so that the very latest information may be incorporated. Other articles, not listed here, will be included as a result of the survey of our subscribers' needs and desires.

Willard D. Morgan

GENERAL EDITOR - WILLARD D. MORGAN

PLEASE READ ALL 8 PAGES OF THIS SUPPLEMENT, BEARING IN MIND THAT LIST IS NOT COMPLETE

PROCESSING MOVIE FILMS Processing 16mm and 8mm

PROJECTION AND

Projected Backgrounds Prajectors for Slides and

RETOUCHING

PUBLICITY PHOTOGRAPHY Publicity Photography as a Profession Recommended Equipment Set-ups for Publicity Pictures Personalities
Markets for Publicity Pictures
Qualities of a Good Publicity
Picture

RAILPOAD PHOTOGRAPHY

Pictorial Shots
Photographing the Speeding
Locomotive
Commercial Uses for Railroad
Photographs

RANGE FINDERS

Blecking Out Lettering on Negatives and REVERSAL PROCESS Reversal in Agfacolor, Auto-chrome, and Dufaycolor Processes Treatment of Films Developer Formulas RADIOGRAPHY

RODEO PHOTOGRAPHY Angle and Point of View Equipment and its Use

Theory and Practice of Re-duction Formulas of Various Reducer Negatives for Reduction

Boeks the Photographer Shoul

THE PHOTOGRAPHER

DESEARCH FOR

SALON PHOTOGRAPH Salen Competitions How to Conduct a Saler Judges and Juries Requirements for Salon Prints

REDUCTION AND REDUCERS SCENARIO WRITING

SCHOOL AND COLLEGE

SCHOOLS OF

Electricity X-ray Photography

Beaded Screens and Diffusing

SENSITOMETRY Type of Training for Pro-SCIENTIFIC USES OF

Sensitometric Systems
Densitometer and Density
Measurements Studying the Characteristic ices for Producing Graded PHOTOGRAPHY PHOTOGRAPHY
Anthropology and the Camera
Archaneological Photography
Astroaemical Photography
Botanical Photography
Botanical Photography
Botanical Photography
Botanical Photography
Microscopic Mevics
Marcyphotography
Microscopic Mevics
Detarraphy
Microscopic Mevics
Statis Marks and Photography
Statis Marks and Photographic
Electricity

SHUTTERS IN MODERN CAMERAS Types and Descriptions Shutters for All Cameras

SEASONAL PHOTOGRAPHY

Rain Photography—Rainbows Snow and Ice Photography Snow Crystals and How to Photograph Them

Weather Photography and Photo Effects

SCREENS FOR PROJECTION

STILL PHOTOGRAPHY IN Functions of the Still Man Pregaring Production Stills Off-stage Portraits of Actors Fashion Photos and Publicity

THERMOMETERS AND TEMPERATURES USED IN PHOTOGRAPHY Human Interest Shots of Stars.
News, etc.
M'aning of "Set" Stills
Make-up Stills

TONING AND TONERS

TRAVEL PHOTOGRAPHY

Photography
Movies and Sound Recordings
Handling Exposure Problems
Development Problems in
Different Climates

TRICK CINEMATOGRAPHY

Lighting Problems
Textural Effects in Still Life
Handling Perspective
Equipment for Still Life Pho-STORING AND FILING

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Importance of Filing Systems Storage of Film Use of Albums for Record TITLING AMATEUR Cine Albums Descriptions of All Types

INE FILM
The Artistry of Title Making
Insertin of Titles
Insertin of Titles
Titles by Hand or Type
Freehand Printing and Hand
Lettering in Titles
Lettering in Titles
Blocks, Cut-out Guss. and
Magnetized Metal-Letters
Angle Shets, Approach Shots,
etc. in Titles, Wijnes
Illumination of Titles
Titles in Cale STREET SCENES

Stroboscopic Shutter Testing Description of the Kodatron Speedlamp Uses of the Streboscopic Phe tograph

STILL LIFE PHOTOGRAPHY

Effect of Different Speeds on Exposure
Fast and Slow Motion Hints
Putting Speeds to Werk
Tricks for Speed Changes
Special Subjects for this Work

SLUDGE AND PRECIPITATES IN PHOTOGRAPHIC DEVELOPERS

Causes of Sludge and Pre-

SOLARIZATION PROCESS

Solarization and the Char-acteristic Curve Development Problems Experiments with Solarization Making a Solarized Negative

cipitates Crystalline Precipitates

SOCIETY PICTURES

SPECIAL PRINTING

SPORTS PHOTOGRAPHY

Equipment for Taking Action Pictures

tizing Range Finders for Sports Pho-

tegraphy Telephoto Lenses for Sports Photography

Important Factors in Stage Photography Equipment Needed for this Work

The Professional Stage Photo-

STAGE PHOTOGRAPHY

Sound in Amateur Movies Equipment for Sound Recording Operation of Projector Principles of Sound Recording Sound on Disk and on Film Studio Management
Basic Preblims of the Phetagraphic Studentenent
Keping Business Records
Location and Arrangements of
the Studie
Darkrooms, Workrooms and
Dressing Rooms
Handling Publicity and Adver-

Sales Psychology

SPECTRUM, SPECTROSCOPE SPECTROGRAPH, AND SPECTROGRAM Photography
Photograms and Cameraless
Photography
Creative Use of Distortions
Photomontages
Negatives and Solarization
Pisneers in Surrealism

New Subjects for Table Top TRIMMING PRINTS

TREE PHOTOGRAPHY Work
Humor in Table Top Photog Movies in Table Too TEACHING FILMS

TRIPODS Types of Tripods Fer Cine Cameras Prevention of Slipping Panoramic Heads TELEPHOTOGRAPHY Focusing the Image in Tele

TROPICAL PHOTOGRAPHY Equipment and its Care Selecting and Protecting the Film Before Use Planning a Trip to the Treples Exposure Problems and their

Lighting Problems and their Solution Flash Photography Under

Flash Photography Under Water Equipment for Underwater Work

Lenses
Telephote Lenses for Amateur
Gine Cameras
Telephotography with Miniature
Cameras TELEVISION PHOTOGRAPHY Cameras for Television Work The Television Studio Scand Recording

TEXTURE SCREENS

The Ultra High Speed X-ray

TIME LAPSE PHOTOGRAPHY

Method The Fluorescent Light Method Filters and their Use Plates and Films Applications of Ultraviolet Photography TIME STUDY CAMERA AND PROJECTOR Functions of the Time Study

VARIOGRAPHY

History of Photography in Visual Teaching Advantages of Using Photog-raphy in Teaching Organization of Materials General Aims in Preparing Slide Materials The Elements of a Teaching Picture

WAR PHOTOGRAPHY Restrictions on the War Photographer telations with Officials realning for the Job Equipment—Its Choice and its re tology of War Photography Il Functions of Military Phatography Dangers and Difficulties Infrared, Color, and Stereo Work in War

Military Photographic Units WATER BATH PROCESS

Emulsions
Determining the Basic Contrasts of the Photograph
Procedure of this Special Pro-WATER IN PHOTOGRAPHIC SOLUTIONS

WASHING NEGATIVES Prints
Washing Film Packs and
Miniature Films
Temperature Considerations
Washing Devices

WEATHER PHOTOGRAPHY Seasonal Photography
Filters for Different Effects
Recording Clouds With and
Without Filters
Rain Photography and Rainbaws
Photographing Snow and Ice
Trapical Photography

WIDE-ANGLE LENSES

How Wire Photos Work The Major Syndicates and Hew They Work Origin and History of the Wire Phote Different Systems of Trans mitting Pictures by Wire

ZOO PHOTOGRAPHY

Basic Principles of Zoo Pha

tography
Possibilities of Animal Pictures
in Zoes
Realistic Pictures of Confined
Animals
Fecusing Problems and their
Solution

ADHESIVES IN

Permanency of Adhesives Rubber Coments Dry Mounting AGITATION Development Curve
Use of Stirring Devices
Brushing and Squeegeeing of
Emusion Surface
Injection of Air or Gases
Into Developer
Circulation Systems and Jets

Characteristics of Speech Music and Musical Scores

ACTION PHOTOGRAPHY

Time Lag and Nerve Lag Mastery of Fast, Shutter

"Posed" Action Pictures Anticipation in Sports

Photography Action Pictures at Night

DAPTERS
Descriptions of Lens Adapters
Enlarger Adapters
Film and Plate Adapters
Color Film Adapters
Filter and Lens Shade
Adapters
Projector Adapters

Models—their Direction and Make-up Space Allowance in Adver-

Visuals and Their Purpose
The Redern Illustrative Stud o
Synchrofiash in the Illustrative

Studio Cocce Photography in Advertir

AERIAL PHOTOGRAPHY

Uses in Military Practice Science of Photogrammetry The Aerial Fright Unit Oblique and Vertical Views Kinds of Aerial Cameras and

Filters for Aurial Work Effects of Aftitude

Effects of Aftitude

Fight Photography in the Air
Acrial Movies
Recommended Films
Color Film for Acrial Work
Acrial Light Conditions and

How to Read Aerial Pictures Direction of Shadows Archaeological Uses of Aerial

ing Wark Trends in the Advertising Field

ADAPTERS

Treatment of Backgrounds,
Handling Lighting Prib ems.
Cameras and Equipment
Correcting Distortion
Films and Filters
Glass, Chioa, Pottery, and
Metal Ware
Special Dramatic Effects with
Antiques AIDRBUSH AND ITS USE Building Antique-picture AQUARIUM AND ALBUMS

New Different Fishes Photo-Still and Cine Album Types Slig-in Albums The Bound Album Leose Leaf Albums The Free Lancer's Album Set-ups
Composing the Picture
Use of Backgrounds
Photographing Fish in Color
Haw to Handle Exposure
Difficulties ANALYZING THE MOVIES Best Pictures and Most Popular

ARCHAEOLOGICAL of Miniature Samera in his Field adding Seats, Clay Tablets. Getting Atmosphere into Architectural Skets Esthetics of Architectural

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ON THE SCREEN

The Importance of Camera-

Angling
How Movie Angles Differ from
Still Angles
Camera Angle Tricks
Sequence of Angles on the
Screen

Using Lenses of Different Focal

Use of Blinds Hunting Wild Life with Movie

uptiles
ural Photography
ss of Flash
sngers of Wild Antronal Work
ealistic Pictures at the Zeo
uilding the Life History

Lengths
Whon Not to Vary from the
Normal Angle
Psychology of Camera Angles

ANIMAL PHOTOGRAPHY

Big Game and Wild Life Technic of Approach

Camera Imals in Kodachrome

Pictures equirements of Animal Pictures Backgrounds and How to Create Them Choosing the Proper Equipment

Procedure for Making Anima

tions
Set-up for the Amateur
Carbons in Color
Planning the Story
Animated Titles
Special Effects and How to
Achieve These
Procedure in the Disney Studio

Geremonial Pictures and How to

Eggipment and its Cace
"Museum Piece" Shots vs.
Field Shots
Filters and their Uses in this

Treatment of Backgrounds

ANIMATIONS AND

ANTHROPOLOGICAL

ARCHITECTURE

ARTIFICIAL LIGHT

Using the Stationary Camera Photographina Through the Telescape The Astro-camera Shar Traffs, Planets, Moon, Sun Pictures Chemical Foods Film Materials

TS INFLUENCE

AUTOMOBILE ACCIDENT

As a Business What to Shoot The Picture Series Cooperating with the Police Appearance and Attitude in

Selecting Good Camera Angles Equipment and Its Use Lighting Problems Lighting Problems
Capturing Natural Expres.ions
Qualities of the Good Baby
Backgrounds in the Baby
Pletter
Chosing the Proper Film
Treatment of Skin Textures
The Outdoor Portrait Picture Scale and Dimension Line and Tone How to Eliminate Distracting

Details Church, Cathedral, and Mission Eliminating Confusing Eleme Sackgrounds in Synchrofiash

Work Portrait Backgrounds Differential Focusing and Its Applications
Considerations in Color Week
Backgrounds in Amateur Move Work
Figures in Backgrounds
Correct Seeing as Applied to
Backgrounds
Lighting and Tone Coutrast
Control of Backgrounds by
Filters

Camera Equipment for Banquet Photography
Focusing Problems and their
Solution

ics for the Medium-size ARTIFICIAL LIGHT FOR AMATEUR PHOTOGRAPHY Small Banquet; and Dinger Panorama Effects for Large Flashbulbs and their Gher acter istics of pon-flash Technic Open-flash Technic III of the Committee of the C

BARYTA AND ITS USE Effects of Baryta on Highlight
Odor of Paper
How Baryta Determines Surface
Smoothness of Paper
Texture Effects
How Baryta Controls Tints and
Metallic Spets
Bhemical Composition of
Baryta

EGINNING HOTOGRAPHERS

Cheosing a Camera How Your Camera Works Abalyzing Your Bwa Pictures and Others ments
Newspaper Assignments
Preparation for an Assignment
Making Notes and Boing
Research
Find the Unexpected
Complete Geverage of a Story
Travel Assignments in Fereign
Countries grounds How to "See" Pictures Amateur Developing and

Printing Using Filters Correctly Easy Interior Lighting System Common Errors and their

BIRD PHOTOGRAPHY Photography's Effect on Conservation Technics for Different Birds Methods of Getting Pictures— Blinds, etc. Composition in Bird Photo-graphy ATMOSPHERIC HAZE AND

Process
Bleaching of Chrematone Prints
Bleaching Bath Fermulas
For Color Prints
Bleach-out Process

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CASES FOR CAMERAS

Importance of Using Case

Exploring for Underground

CHARACTER STUDIES AND

Choosing Subjects Naturalness in the Character

CHARACTERISTIC CURVE

CHARACTERISTICS OF

FLASH LAMPS

Study
Dress and Costuming
Use of Properties
Capturing Peaks of Expression

Emulsions and the Characteristic Curve Characteristic Curve and

Characteristic Curve and Exposure Considering Films of Different Contrast and Speeds Straightline Portion

The Need for High Intensity Light Sources Mazda Photofiash Trial Ex-posure Tables Color Temperature of Flash-

bulbs
Time-intensity Characteristics
Infrared Work
Fæcters Affecting Lamp Timing
Reflectors for Photofiash Bulbs

CHEMICALS AND CHEM

ISTRY IN PHOTOGRAPH

Chemistry in Photographic

Chemistry in roots
Development
Evolution of Wet Plate, Dry
Plate, and Flim
Chemicals in Modern Sensitive
Materials
Manufacture of Sensitive

Emulsions
Chemicals Used in Processing
Factors Influencing Develop-

ment
Action of Chemicals in a
Fixing Bath
Intensification and Reduction of

Intensification and Reduction of Negatives Removal of Stains from Negatives and Prints Toning Processes Table of Chemical Solubilities

PHOTOGRAPHT

Backgrounds for Children's
Pictures
Camera Angles for Children
Action Shots and Portraits
Use of Spotlights for S.riking
Pictures
Stary\telling Pictures
Children and Babies

Types of Cases Gadget Bags Lens and Filter Cases Cases for Mevie Camera

CAME AND CAVERN

ground Cotor Work in Caves

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(Continued from other side) BOTANICAL PHOTOGRAPHY Photomicrography
Technics for the Plant Ecologic
Time Lapse Motion Picture

rime Lapse Motion Picture
Applications for the Plant
Taxesomist, Mycologist,
Plant Pathologist, Genetics
The Forester's Approach
Photography in Botanical
Laboratory and Greenhouse
Applications of Photography
Sotanical Teaching

POVING AND WRESTLING

Overerwided Fields
Portrait Studies
Commercial and Advertising
Photography
Careers in Oeier Photography
Photo Finishing as a fix-ma
Median Picture Photography
News Photography
Arm Professional Portraits for Boxers and Wrestlers
Technics of Photographing Fighters
Special Uses for Fighter Pictures Travel Photography
Visual Education Photograph
The Photographer and the POY CAMERAS Sciences Newsreel Photography as a

What Can Be Done with Bex Cameras Flash Work with the Bex Camera
The Box Camera in Portraits
Landscapes and Scenies with
the Box Camera
Box Camera Accessories

BROMOIL AND TRANSFERS Pager Considerations
Bleaching Process
Inking Equipment and Method
Three-Color Transfer
Pigment Process
Bromide Prints for Bromoids BROMIDE ENLARGING

PAPERS
Types of Entarging Papers
Centrasts of Papers
Surfaces and Tiets
Coating Photographic Paper
Photographic Characteristics
Brightness Range of Papers
Density Range
Exposure Seale of Papers CAMERA CLUBS

GAMERA CLUBS
Organization Procedure
Club Darkrooms
Print Competitions and
Exhibits
Courses in Photography
Publications of the Camera Publications of the Camera Clubs Club Financing and Program Planning Letures and Demonstrations Field Trips and Outings The Camera Club Library Print Clinics

CAMERAS

CAMERAS
Choosing the Camera
imperiant Parts of the Camera
Exa and Fixed Fosus Camera
Twin Lens Refiexes
Felicing Roll-Film
Types
Single Lans Refiex Cameras
Cut-sheet Film Pack Camera
View and Studie Camera
Special Cameras
Special Cameras
Ministure Camera Gun. et
Ministure Camera Accessorios
The Care of Cameras
Amateur and Professional
Movie Cameras
Various Types of Shutters
List of Modern Cameras

CAMP PHOTOGRAPHY Hew the Child Should Begin Camera and Equipment Darkreem Technics Standards for the Child Photographer Picture Ideas for Children Developing a Personal Style the Child Photographer

CAMPUS AND COLLEGE PHOTOGRAPHY Campus Camera Clubs Motion Pistures on the Campu Skoeting for Campus Pub-

lications
Yearbook Photography
Sales for Campus Pictures
The Free Lance Journalism
Student

The Campus Correspondent CARBON PROCESS FOR Advantages of Carbon Process Sultable Subjects for Carbon

CARRED PROCESS

Details
Illumination for Interiors
Special Services and Religious
Festivals
Treatment of Stained Glass
Windows CIRCUS PHOTOGRAPHY Photographing the Circus People When and How to Get Good

CITY PHOTOGRAPHY COLORING PHOTOGRAPHS Qualities of the Modern City Mental Attitudes of the Photo Differences in Black and White and Sapia Prints Treatment of Highlights, Shadaws, Grays Photo Oil Colors and Other Media grapher Possibilities and Limitations of Varieus Cameras Documentary Treatments

Coloring Landscapes and Portraits Recommended Equipment and Where to Secure It Werking from a Shooting Script Planning Effective Classroom Coloring with Aniline Dyes Coloring Miniatures COMBINATION PRINTING

CLOUD PHOTOGRAPHY

Building Composition with Clouds Angie of Lighting Films and Flitters Combining Glouds and Land-scape Recognizing and Classifying Cloud Ferms COLOR CINEMATOGRAPHY

Overexposure Black and White Prints from

COLOR IN COMMERCIAL

Colors' Appeal to the Emo Hue, Value, and Chroma Designs in Color Outdoor and Indoor Color

Summary of Color Transpa and Paper Print Systems Imbibition Processes

The Carbro Process Wash-off Relief Process

COLOR PROCESSES

COMMERCIAL Advertising and Illustrative
Photography
Photography
With
Miniature Camera
Industrial and Commercial
Movies
Putting Drama Into Commercial Photography
Retocobing and Airbrushing
Commercial
Commercial
Commercial Balance of Various

Films
Exposure of Kedachrome Mev
Care of Kedachrome Film
Before and After Use
Projection of Kodachrome
Animations and Cartoons in irtificial Light for Color Movies Antinuity Problems in Color COMPOSITION

tography Speed Computations in Cole Step-Motion Work in Color COMPOSITION
Viewpoint in Composition
Patters in Photographs
Correct and Fared Perspective
Geometric Approach to
Composition
Composition
Influence of Empirical Content
an Composition
Control in Picture Subjects
Shadows in Photographs
Cemposition the Kelarging
Perspective and Composition on COLOR FOR THE AMATEUR

Esthelies of Color Photography Calor Temperature and its Mca.waremat Principles of Make-up for Kedarhroma Calor Spettrum and its Use Delimities of Coler Terms Compositions with Color Backgrounds in Color Photographs Color Balance and How to

Process
Perspective and Composition on Assignment Sizes in Photographs

CONTACT PRINTING Contact Printing Papers Contact Printers—Equipmen Carbon Process for Contact Printing
Developing and Fixing the Special Effects
Exposing the Contact Print
Masking—Its Uses and Abuses

AND SOUND MOVIES Direction of Movement Telescoping Time and Space Natural Titles Adding Scenes and Matching Backgrounds Using Steck Shots

COLOR SEPARATION NEGA-TIVES AND THE EASTMAN WASH-OFF RELIEF PROCESS

Making Separation Negatives Requirements of Each Separ-tion Negative Separation Negatives in Kodachrome and Dufaycolor Reflection and newectors of efficients Color and Visual Contrast libramination as a Fact r Emulsion Characteristics Affect Contrast Affect Contrast Adjustion and its Effect Grainness and its Relation to Contrast Illumination of "Copy" Methods of Exposing Separa-Cheite of Emulsions and Exposure and Development of the Negative Color Correction Outline of the Printing Process COPYING

CONTRAST IN

The Positive-Negative Film Method The Direct Copy Method Reversible Film DESENSITIZERS AND Reversible Film Lenses for Copying Focusing and Aligning Camer

Criminal Investigation with the Camera

DANCE PHOTOGRAPHY

Background and Floor

DARKROOM PLANNING AND ARRANGEMENT

Lighting Problems Shutter Speeds and Subject Median

Floors, Partitions, and Light

Traps

Tr

DEFECTS IN NEGATIVES

Lew Density Areas or Markin General Uneven or Mattled

Shapes Overall and Local Stains Scratches, Reticulation, Blisters Frill, and Melting of

Causes, Effects, and Cures of

CROPPING

DESERT PHOTOGRAPHY Photography
Freatments of Desert Trees and Camera Equipment and its Care Ambrotypes Phetographic Examination of Documents Work
The Workshop in the Desert

Copyright Law for the Photog-rapher Contracts for Service DEVELOPERS Chief Classes and Their Characteristics
High Temperature Developers
Sludge and Its Effects
Formulas and Their Varying COSTS AND ACCOUNTING CRIMINOLOGY AND

characteristic Gurves of Various Developers Constituents of Developers respectative Effects Scasonal Considerations Developers for Copying Werk Developers for Chlore-Bromide ELECTRICITY AND THE DEVELOPING FILMS Developing Miniature Films Fine Grain Processing Spectrography
X-Ray and Its Application
Photomicrography in Crimina

Value Processing Cine Films Rapid Processing Methods Water Bath Method of

DISTORTIONS AND

ELECTRON MICROSCOPY
Teebmic of Preparing Objects
for Electron Microscopy
Aprilications of the Electron
Microscope
Used in the Study of
Photograph Development
Observation of Plant Viruses Sludge and Precipitates EMULSIONS

Will Cover Every Major Branch of Photography

everything from action shots and Adapters to Wired Photos and Zoo pictures!

Use of the Inverse Square Law Integrating Sphere Densi-

tometers Photoelectric Reflection Meters

Distance ocusing for Maximum Shar ness Between Two Planes

DEPTH OF FIELD AND

The amazingly complete range of subjects covered in this Course is indicated by the fact that

in this incomplete list the lectures are grouped under no less than 250 different headings -

DIMENSIONAL PROBLEMS IN PHOTOGRAPHIC COMPOSITION "Dimensions" The Rarity of Two-Dimension

ENLARGERS unctional and Puristic Optical Systems Diffuse and Specular Enlargers Image Contrast in Various Approaches essibilities in Photograms Enlargers Compared as to Prin Space Problems Adding the Fourth Dimension ythmic Arrangements Visual Metion in Objects Not in Motion
Time Composition in Three Dimensions
The Composition Possibilities
The Cime Camera as a Natural Impresent for Four Dimen-FNLARGING PROCEDURES

Enlarging from 35mm Films Defects in Negatives and Prints
Bromide Enlarging Papers and
Their Use
Cropping During Enlarging
Technic of Dodging
Combination Printing Technics
Focusing the Image
Diffusion Discs Diffusion Discs
Determining Expasures
Acid Rinse Baths
Fixing and Hypo Elimination
Paper Surfaces and Tints
Costrolling Distortion
Prints from Cine Frames
Vertical vs. Horizantal

EXHIBITIONS OF

ubrication of Cameras and

Shutters
Sound Recordings in Expedition Work
Attitude Toward Natives

Reciprocity Failure Law in

Exposure
Making Uniform Negatives
Exposing Movie Film
Exposure of Color Film
Exposure Meters
Meter Settings for Various
Types of Work
Relation of Exposure to

Graininess
Exposure Requirements for
Carrect Teme Reproduction
Exposures for Special SubjeExposures for Motion Picture
Photography

Use of Extinction Type Meter The Photoelectric Cell Measuring Illumination The Angle of View

FASHION PHOTOGRAPH

Fashion Photography in

EXPOSURE METERS

EYPOSIDE

Amateur and Open Pictoria Camera Club Contests and Exhibitions DOG PHOTOGRAPHY

Picture
Classification of Dog Pictures
Solving Lighting Problems
Choosing the Background

DUPLICATING NEGATIVES

The Duplicate Negative As A

Composite Four Methods of Preparing

DUST IN PHOTOGRAPHY

Anti-halation Dyes Color Sensitizing Dyes Dyes for Filters Orthschromatic Dyes Panchromatic Dyes

EDITING 16MM AND 8MM CINE PILM

Transitions Apparatus for Editing

Proper Studio Wiring

Automatic Switches and Electric Short Circuits

ELECTRON MICROSCOPY

Use in Movies
For Atmospherie Effects
Dramatizing the Landseape
Infrared Filters and their Use
Filters for Photomicrography
In Agrial Photography
Photography of Celored Objects
Manechromatis Filters
Filters Used in Copying
Filters Filters Kedachrome Clubs
One-man Exhibits
Permanent Collections of Print;
State, National, and international Salons
Goods and Camera Manufacturer's Prints
Business Concerns' and
Manufacturers' Competitions
Road Shaws of Photographic FIXING AND FIXATION Chemistry of the Acid Fixing Goods Professional Photographers

Chemistry of the Acid Fixing Bath Rate of Fixation Formulas for Different Fixers Revival of Acid Hardening Fixing Bath Fixing Bath Troubles Hype Eliminators and Tests Time. Strength, and Area Table Professional Photographers' Exhibitions Press Photographers' Exhibits Scientific and Technical Exhibitions Permanent and Historical Collections FLASH PHOTOGRAPHY Mavie Equipment and Its Car-Handling Exposure Problems in Different Climates What to do About Developmen A Simple Desiccator

FILTERS

The Action of Filters General Filter Types and Their

Synchronizers Described and Classified Classified
Natural and Unusual Flash
Set-ups
Multiflash Technic
Lighting Characteristics of
Flashbulbs tron Speedlamp Flash Lamps for Color Photography Reflectors Recommended

FLOWER PHOTOGRAPHY Control
Photographing Living Flowers
Choosing the Proper Film
Filters and their Use in this Determining Exposure by the Sky Chart Method Photographing Flowers in Color ELUOPESCENT LIGHTING Qualities of Fluorescent Light

ECCUS AND ECCUSING Soft Focus Pirtures and L Depth of Focus S-a'es Focusing in Theory and Prartice Focusing Devices Differential Focusing

FOG AND ITS CONTROL

FREE LANCE PHOTOGRAPHY

Sale
Stock Photographs that Sell
Preparing the Picture Series
Free Lancer's Relation to the
Horne Tawn Newspaper
Free Lance Photography with a
Miniature Camera
Combining Writing and Photography

Derivation and Measurement of Gamma Principles of Sensitometric Measurements

Measurements
Relationship of Developing
Time to Gamma
All Factors Controlling Gamma
Effect of Gamma on Film

Characteristics Gamma-Wave Length Relation-

The Nature of Grain Graininess vs. Density Graininess in Various Subjects

GAMMA

GRAININESS

Advertising Planning the Fashien Visible Evidences
Fas Feard Cenditions Leading
For Feard Cenditions Causing
Fog
Chemical Fog
Strage and Reparkaging of
Strage and Reparkaging of
Suggestiens on the Avoidance
and Detection of Fog
Surres of Fog Planning the Fashion
Photograph
Work with Editors
Work with Designers
Models—Their Choice and
Direction
Studio Set-ups
Fashion Photography in Color

FILING OF PHOTOGRAPHIC NEGATIVES AND PRINTS Purpose Files Press Files and How to Keep

Them
Editorial or Study Files
Educational Files
Historical Record Files
Microfilm Copies for Filing FILM PACKS Advantages of Using Film Packs

Packs eveloping Methods for Film Packs Drying Film Pack FILMS Varieties of Film Emulsions
Speed Ratings of Various Films
Film Reference Chart
Resolving Power of Films
Anti-halation Emulsions
Special Films for Pertraiture.
Commercial Scientific, and
Picterial Photography
Handling Panchromatic GROWTH OF MODERN

Improvements in Photographic Materials and Cameras The Science of Photography Progress in Coler Photography Developments in Mation Picture Photography Progress in Aerial Photography Engineering Uses of Photog-Photography in Medicine HALATION

HIGH KEY PHOTOGRAPHY

Definition and Description Subjects for High Key Photo-

ranhy Development of Photographic

Scene Contemporary Photography Motion Picture Developme The Future of Photography

HOLIDAYS WITH

HYPERSENSITIZATION

HYPO AND HYPO

Eliminators Tests for Hypo

Photography in Literature Photography and the American Scene

INSECT PHOTOGRAPHY Effects of Halation Reflex Halation Substances Used in Anti-hala-tion Layers Laboratory The Amateur Scientist at Worl INTENSIFICATION AND HIGH SPEED

Note the scope and value of this unusual educational course! Merely reading this

outline will, we believe, convince you that never before has information of such

quality and value been offered in such convenient form, nor at so low a cost — for

LESS THAN 1c PER LECTURE! No comparable enterprise has been attempted in

America! It represents an investment of hundreds of thousands of dollars!

INTENSIFIERS High Speed Cine Camera Kodatron Speedlamp Mechanical Action of Shutters Portraits by High Speed Uses in Commercial Photography Films for High Speed Work Synchronization Problems and Solutions
Costs of High Speed Operation

INTERIOR PHOTOGRAPHY Interiors and the Cine Photo Low Key and High Key Pertraits

INFRARED PHOTOGRAPHY

Subjects for High Key Photo-graphs Range of Tomes Shadowless Lighting Arranging Back Lights Exposures in High Key Work Printing the High Key Photograph Set-up for Shadowless Lighting raphers The First "Map Views" Uses of Balloon and Kite Photography in Wars HISTORY OF PHOTOGRAPHY

KODACHROME FOR COLOR Principles of Kedachrome
Structure of Kedachrome Film
Make-up for Kedachrome
Filters Recommended
Kedachrome Duplicating and
and W Enlargements

KODACHROME PHOTOG Color Temperature Problems of Exposure What to do About Reflections Copying by Daylight

Processing Problems and their Solution Need for Exposure Diary Alpine and Mountain Photog-KODACOLOR FILM PROCESS The Principle of Kodacelor Multiple Colored Filters Development of Kodacelor Film HORSES AND HORSE RACE

KODATRON SPEEDLAMP ODATION SPEEDLAMP
Detailed Description
Exposure Values for Use with
Speedlamp
Use of the Lamp in Scientific
Educational, and Picterial
Photography

LANDSCAPE PHOTOGRAPHY Pre-exposure of Film to Uni-form Light Source Treatment of the Film in Dry

Vapors Stock Solutions of Fore-baths LANTERN AND FILM SLIDES Lantern Slides by Contact an Lantern Sildes by Contact and Projection Finishing Processes Binding and Spotting Cover Glasses for Lantern Slides Intensifying Lantern Slides Tinting and Toning Slides Composition of Hypo and Hypo Eliminators For Gold-toning Papers Duration of Hypo Bath Preparation of Hypo and

INDUSTRIAL PHOTOGRAPHY he Law of Refraction

Subject Matter in Steel Mills. Coke Plants, and Other Photography Use of Synchroflash and Multifigures in Pictures-Men and Machines LIBRARY OF PHOTOGRAPH What the Photographer Should Read The Photographer's Attitude Toward Research

LIGHTING FOR STILL WORK Lighting in the Modern
Pertrait Studio
Lighting Equipment for the Amateur Lighting for Color Photog-

raphy
Copying Problems and their
Solution
Direct Sunshine
Lighting for Pamoramic Views
Use of Reflectors

LIGHTING FOR MOVIES Lighting for Realistic Effects Lighting for Atmospheric Effects The Key Lighting Method Night Interior Sections
Lighting a Simple Set
Lighting for Dramatic Effects
Lighting for Color Cinematog
raphy

LIGHT SOURCES For Color Photography Kedatron Speedlamp For Interior Amateur Movies Fluorescent Lighting Color Measurements of Light

Lamps lash Lamps and their

Application of Straight
Make-up
"Corrective" Make-up and its MODERN TRENDS IN Character Make-up Treatment of All Facial

MARINE PHOTOGRAPHY Equipment for Marine Work and Its Care Angles and Viewpoint in Marine Work Shutter Sreeds Marine Work in Color Filters and their Use

MARKETS FOR PICTURES

MEDICAL PHOTOGRAPHY Technics of Microscopic Movie X-ray Phetography Use of Kedarhrome Cameras and Accessories for Clinical Work Photography of Body Cavities Infrared Phetography in Medical Work

METER READING CAMERAS Types of Meter Reading Camras Fields Covered by these

MICROFILMING Applications and Technics
Uses by Financial, Commercial
and Cultural Institutions
Uses in Government Records
Future Trends in Microfilmin

Use of Microscopic Movies Comera and Accessories Light Sources Exposure Problems and their Solu-lan

Prize Pictures

Each lesson group of THE COMPLETE PHOTOGRAPHER will bring you an 8-page section devoted entirely to Art Prints of extraordinary salon pictures and American and foreign prize winners, printed either in beautiful Deep Tone or gorgeous Full Colors!

Multifash and Pertraiture
Commercial Uses
is w Multiple Flash Eliminates
Retouching
Duplication of Natural Lighting
by Multiflash
How Multiflash Adds Drama
and Interest to News Pictures
Processing and Testing Emul-

sion Hew X-ray Film is Made Special Emulsions and their

Characteristics Reversal and Duplicating

Emulsions for Color Photog-

Century
Early and Late Movie Screens
Sources for the Collector

Developer Tests for Achieving Correct Densities

Positive Process Relation to Exposure and Development

NEWS PHOTOGRAPHY

Problems
Selling Photographs to News
paper Syndicates
Society Pictures
Accident Pictures
Multiflash and Multiflash

Assignments covering Sports Events Newspaper Darkrosms Place of Women in News

Captions and How to Write

MUSEUMS OF

MINIATURE CAMERAS

The Ministure in News Photon. raphy
Sports and Action
The Miniature in the
Advertising Field
Synchroflash Work
Lenses, Films. Developers, etc.

THE COMMERCIAL FIELD

Cameras Guide Pictures for Commercial nsurance Records of Homes Insurance Records of Homes and Possessions The Miniature Camera in Microphotography Progressive Records of Con-struction Work Secord of Clubs and Lodges

Pietures
Planning and Managing the
Photographic Museum
How to Use the Museum
Collecting Old Photo Books
Uses for Old Photographs
The Gadgetry of Another
Control MIRRORS IN PHOTOGRAPHY Use in Copying
Artificial Reflections
Distorted Images
Surrealist Distortions
Sicrescope Made at Mirror
Mirror in Front of Camera
Lens for Angue Shots

MOTION PICTURE SCREENS

The Brightness of the Screen Relation of Size to Screen

Effects
Types of Surfaces—Specular
and Semi-specular
Measuring Screen Brightness
Distribution Characteristics
Transmission of Sound

Dry Mounting Adhesives Mounting Photographs for

MOVIES FOR AMATEURS

Shots Action with the Cine Camera Sequence of Long, Medium, and Close-up Shots Artificial Light for Indoor

Artificial Light for Incoor Movies Coninsity in Cine Films Direction of Movement Editing Cine Films Faults in Amateur Movies New to Handle Panning Shots Movie Ideas for Beginners

Extension lubes Scanario Writing for 16mm

Mavies
Size and Rapid Motion: Use of
Different Camera Speeds
Seand in Amateur Movies
How to Analyze Professional
and Home Movies
New Ideas for Titling Cine

Films Camera-angling for Speed Movies After Dark

NATURE PHOTOGRAPHY MODELS IN PHOTOGRAPHY Them Bird Photography, Still and Movies Choosing the Model The Direction of Medels Posing Amateur Models Photography of Small Living Animals Special Equipment for Nature Photography Treatment of Backgrounds Psychology Applied to Direction Handling Babics and Children The Model's Wardrobe

Panning Directional Panning Drescendo of Interest in Panning

PAPER NEGATIVES Advantages of Paper Negatives Line and Tone in Paper

PERSPECTIVE IN

PHOTOGRAMS

NIGHT PHOTOGRAPHY

Work Tricks in Night Photography

Qualities of Good Medels Securing the Model Composing the Picture Nudity vs. Nakedness Composing the Picture Pattern in the Nude Phote-

NUDE PHOTOGRAPHY

Making the Negative
Making the Final Print
Grain and the Paper Negative
Materials for Making Paper
Negatives PERSONNEL RECORD

PHOTOMECHANICAL PRINT lassification of Printing Processes

PHOTOMICPOGRAPHY Considerations of Perspective Distortion—How to Achieve or Prevent It Lenses and Perspective Simple and Compound Micro

scopes
The Photomicrographic Outfit
Homemade Equipment for this
Werk We'K
Accentuating and Suppressing
Contrast
Plates and Films
Determining the Exposure Time
Specialized Types of Photo-Rayographs and Shadowgraphs The Esthetics of Photograms History of Photograms Tethnic of Making Photograms micrography ommercial Uses of Photo-

THE HOME

HOTOGRAPHIC

Trends in Modern Emulsion

Described Adapters and their Many niargers and Enlarging Equipment Equipment
Symplements
Symplements
Lighting Equipment
Film and Emulsion Material
Range Finders
Second Hand Photographic
Equipment
Trippds—Still and Cine
View Finders
Extension Tubes Night Effects in Daylight Infrared and Night Effects Synchrofiash and Multifiash Treatment of Meving Objects at Night Pictures by Mosnlight Use of Spotlights, Car Head-

PHOTOGRAPHIC PRINTING

Use of Spotlights, Car Head-lights, etc. Parachute Flares and their Use Celor Work at Night Composition of Night Pictures Exposure Prob.c.s Choice of Film for Night Types of Enlarging Papers Varigam and Multigrade Paper The Structure of Enlarging Papers
P. O. P. Printing Out Papers
Contrasts in Papers
Surfaces and Tints
Brightness and Density Range

PHOTOGRAPHY AS A

Comera Journalism
Commercial Photography
Free Lance Photography
Press Photography
The Pertrait Photographer and
His Problem
Costs and Accounting in Photography Teachers of Photography Photographic Writers and Editors

PHOTO-JOURNALISM

Stock Photographs that Sell Background of the Photo Engraver
Phote Journalist and the Small

Town Newspaper
Picture Ideas and Where to
Find Them
Writing and Querying Picture Editors Educational and Documentary Pictures

oses of Personnel Record Pho-tograph Minds of Identifica-tion Systems
The Graflex Identification Unit Operation of Available
Equipment Processes
Intaglio Methods
Planographic Methods
Making Line Nepatives
Making Halftone Negatives
Color Reproduction by Halftone

PHOTOMONTAGE Combining Photo with Type,
Paintings, etc.
Phatomontage for Murals
Construction Photomentage
Collages and How to Make

PHOTOMURALS FOTOMUKALS
Subjects Suited to Murals
Fitting Subject to Setting
The Negative for Murals—
Exposure, Development, et
Equipment for Mural Work
Mounting the Photomural
Steps in Making the Photo-

(Continued on other side)