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**GENERAL EXTENSION DIVISION RECORD
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First

**PHOTOGRAPHERS'
SHORT COURSE**

May 1-2-3, 1933

Gainesville, Florida



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GAINESVILLE, FLORIDA

**GENERAL EXTENSION DIVISION
UNIVERSITY OF FLORIDA**

FIRST ANNUAL PHOTOGRAPHERS' SHORT COURSE

May 1-2-3, 1933

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C. O. Towles, Hammer Dry Plate Company, St. Louis, Mo.
W. H. Towles, Director International School of Photography, Winona Lake, Indiana
Rudolph Weaver, Director, School of Architecture and Allied Arts, University of Florida and Architect to State Board of Control.
J. P. Wilson, Assistant Professor of Business Administration, University of Florida

GENERAL INFORMATION

Purpose

The General Extension Division and the Department of Chemistry of the University of Florida, as a part of their program of service to the state, offer the First Annual Photographers' Short Course. The Southeastern Photographers' Association and the Photographers' International Association of America, together with the manufacturers of photographic supplies and equipment, distributors and leading photographers of the state are co-operating with the University to make this course of practical value to the photographic profession.

Photography has come to play a very important part in our social, educational, commercial, and industrial life. A better understanding of the scientific processes involved will be of great value to those actively engaged in photographic work.

The chemical phases of photography will be treated by the members of the Faculty of the Department of Chemistry, University of Florida, while the practical aspects will be discussed and demonstrated by national authorities, manufacturers' representatives, and outstanding photographers of the state.

Outline of Instruction

The order of treatment of topics will approximate the sequence of events in the studio. Sessions will be held in the Chemistry Building and Science Hall; room numbers will be announced at the time of registration.

MONDAY, MAY 1

- 9:00-12:00—Registration in the lobby of the Chemistry Building — Mr. Walter Sansbury and Miss Mary Getzen in charge
- 1:30—General Assembly:
Introduction of Speakers—Mr. Heath
Addresses of Welcome—President Tigert, Dean Riley, Dean Leigh
Announcements—Mr. Mitchell, Mr. Thronson
- 2:30—Business Administration of the Photographic Studio:
Advertising and Sales Promotion—Mr. Wilson
Records—Mr. Gray
- 3:45—Lettering and Titling of Negatives—Mr. Stageberg
- 4:15—Psychology—How to Handle the Customer—Mr. Hinckley
- 5:00—Conducted Tour of the University Campus—Mr. Thronson in charge
- 7:30—Copyright Laws as They Affect the Photographer—Mr. Sadtler
- 8:00—Announcements
- 8:15—Reception for all visiting photographers and their friends in the lobby of the Chemistry Building

TUESDAY, MAY 2

- 8:00—Posing, Lighting and Operating—Mr. Koonce and Mr. Cornish
- 1:30—The Nature of Light and its Physical Behavior—Mr. Thronson
- 1:45—Color: Its Cause and Its Analysis—Mr. Heath
- 2:00—Color Filters and Their Use in Photography—Mr. Cornish and Mr. Koonce
- 3:00—The Chemistry of the Developer Bath—Mr. Heath
- 3:45—Purification of Water for Photographic Uses—Mr. Black
- 4:45—Photographic Chemicals, Their Properties, Storage, and Use—Mr. Heath

TUESDAY, MAY 2—Continued

- 7:30—Chemistry of Fixation and Washing of Negatives—Mr. Thronson
8:30—Retouching of Negatives—Mr. Joseph Hoover
9:00—Motion Pictures, Dark Room Demonstrations—Room 112 Chemistry Bldg.

WEDNESDAY, MAY 3

- 8:00—Principles of Art Applied to Photography—Mr. Weaver
8:30—Composition and Shading—Mr. Spencer and Mrs. Christensen
9:30—Composition: A Quality Factor of a Good Photograph—Mr. Will Towles
10:30—Metol Poisoning and Sulfonated Bitumen as a Remedy—Mr. Foote
10:45—Statuettes—Mr. LeSesne
11:00—Commercial Plates and Films—Mr. C. O. Towles
11:30—Protective Coatings for Pictures—Mr. Beisler
11:45—Discussion, Questions, and Announcements
1:30—Increasing Sales Volume—Mr. Dishinger
2:00—Photography in Florida—Mr. Burke
2:30—Photography as a Profession—Mr. Will Towles
3:30—Work of the Southeastern Photographers' Association
4:00—General Discussion, led by Mr. Burgert and Mr. Blakeslee
5:00—Brief visits to State Radio Station and Tung Oil Groves
6:45—Banquet

Entertainment

A reception will be given in the lobby of the Chemistry Building Monday evening at eight-fifteen by the wives of faculty members, Department of Chemistry.

A banquet on Wednesday evening will be the concluding feature of the short course. All persons attending the short course are cordially invited to be present at both the reception and banquet.

All photographers are urged to bring their wives; special entertainment features are being planned for the ladies by the wives of the faculty members of the Chemistry Department.

Expense

Meals may be obtained at the University Cafeteria at the following prices: breakfast, 25c; dinner, 30c; supper, 25c. Rooms may be had near the campus for seventy-five cents per person per night, or hotel rooms may be secured at reasonable rates. Rooms may be arranged for upon arrival.

NO REGISTRATION FEE WILL BE CHARGED. However, all persons attending the course, either as students or instructors, are urgently requested to register at the desk in the lobby of the Chemistry Building Monday morning, May 1.

Further Information

For further information address Secretary, Short Courses and Institutes, General Extension Division, University of Florida, Gainesville. For information regarding exhibits, address Professor S. M. Thronson, Chemistry Building, University of Florida, Gainesville, Fla.