

# I AM A FILM...

*My job is to put across a story.*

*My sponsor spent many dollars in the making of the original from which I came. But once we prints were made and showings began, he neglected me.*

*Now I'm damaged goods . . . I'm dirty . . . I've picked up oil spots . . . I'm beginning to buckle and curl . . . I have many unsightly scratches . . . I see the audience getting irritated, because my defects show up on the screen.*

*As a result my sponsor is no longer getting full benefit from all he invested in the original and in me and my fellow prints.*

*Yet my sponsor can correct my defects . . . in fact he could have prevented many of them from happening in the first place . . . at so little cost.*

*Because I like to see an investment pay off, dear sponsor, ask Peerless how you could have started me off right and how, now that I am in trouble, you can have me put back in the pink of condition — to serve you in the way I should.*

*Help me to be all I can be.*

*I want to live a long and useful life . . . and do a good job for my sponsor.*

**PEERLESS**  
FILM PROCESSING CORPORATION  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

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picture theater to seat 300, with projection room and built-in loudspeaker system. A well-equipped library has all the best publications in German, English and French on photographic techniques.

There is no dormitory for the students, who for the most part rent private accommodation in the town, as is customary at German universities. Lunch is provided at the College.

The curriculum includes both theory and practice. Of total hours of instruction, some 60% during the first year and 70% during the second are spent in practical exercises. The theory classes cover the fundamentals of photography — optics, physico-chemical principles of the photographic process, chemistry, electricity, chromatology and color photography, lighting techniques — and also a certain amount of commercial instruction, pictorial composition and criticism. Sound on film, using the latest 16mm magnetic sound systems, is included in the second year of the course. For students interested in studio photography there are classes in drawing and artistic pictorial composition.

Complete details about the courses cannot be given in this brief report, but the College will be happy to supply further information on request. With its excellent equipment and ample accommodation, the College has already attracted numbers of students from all over the world.—*Dr. Ing. Leo Busch, Gyrhofstrasse 6, Cologne, Germany.*

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