



*"Water Flowing Over Rocks," by Bobby Cranford, ©2003. Developed in Pyro during Gordon Hutchings' "How to Pyro" workshop, August 2003*

## The Photographers' Formulary Newsletter



Dedicated to Preserving  
19<sup>th</sup> Century Alternative Processes

May 2004

Vol. 1, No. 8

### **Items in the May Newsletter**

- Formulary Newsletter has New Schedule
- Shipping Costs on the Rise
- April-May Tuition Special
- April-May Newsletter Specials
- Guarding Your Credit Identity

### **Newsletter has new Schedule**

Kathie prepares and packs many of the orders at the Formulary. She noticed that some online customers had not been able to take advantage of our Newsletter Specials because the month seems to go by too quickly! She suggested we change when we send out the newsletter to give everyone the same amount of time.

So, here's the deal: instead of publishing the newsletter on the first of the month, we'll publish on the fifteenth. Monthly specials will remain effective from the first day of the following month, to the last day. This change will give you a chance to receive the newsletter, read it, and decide which of the Specials you want to order on the first of the following month.

This is our first newsletter on the new schedule. It's more of an announcement than a full-scale newsletter, because we published the April edition just two weeks ago.

### **Shipping Costs on the Rise**

Who hasn't noticed the streaking rise in gas prices? All of us are paying a lot more at the pump, and the Formulary is paying more for every package we ship. The shipping costs you pay now are more than 20% below what it costs us to put your order on the UPS truck. These higher shipping rates are in the form of "surcharges," that UPS, and all shipping companies, have added to their bill since January 2004. These surcharges average a minimum of \$2.00 for every package we put on the truck.

### **April-May Tuition Special**

The *Young Photographer in Montana*, taught by David Spear, is the April-May Tuition Special. An award-winning teacher, David specializes in working with young adults, showing them the magic of the darkroom, and sending each student home with highly prized pieces of their own work.

David's two-week workshop, the *Young Photographer in Montana*, from June 27-July 9, is designed for high school students. It combines a visual exploration of Western Montana with an intense technical practice in the medium of traditional black and white photography.

Visits to the Bob Marshall Wilderness, the Mission Mountains and Glacier National Park will be combined with visits to historic sites, Montana towns and summer celebrations including a Pow Wow and Rodeo.

Photography "field shoots" are followed by daily work in the Formulary's state of the art darkrooms.

*Young Photographer* workshop students have constant supervision together with staff and faculty support for two weeks. They will meet other professional photographers and teachers working at the Photographers' Formulary campus.

Sign up for David's the [Young Photographer in Montana](#) workshop during the months of April or May, and get it for \$2070.00 or **10% off the regular price of \$2300.00**. It's an opportunity for your young adult you should not pass up. Call the Formulary now at 1800-922-5255 for more information, or write to us at [Formulary@Blackfoot.net](mailto:Formulary@Blackfoot.net), and we'll reserve a place for your young adult. Tuition: \$2300



"Leaf," by Bob Daugherty, ©2003. Developed in Pyro

## We Need Your Images

The Formulary would like to give you some exposure. Our newsletter mailing list is growing rapidly. Your 15 minutes of fame will reach more than 3000 readers if you send us an image made using an alternative process. Email it to [Formulary@Blackfoot.net](mailto:Formulary@Blackfoot.net) in JPEG format, with the image size not more than 5"x7", and the resolution set at 72 dpi. We'll publish it, and give you a photo credit.

**If you are not sure how to transmit your photo** via email, read how to do it by pressing [here](#):

## April Formulary Newsletter Specials

Each month we offer our Newsletter Specials. These are in effect from the first to the last day of the month. As our lead story explains, we are changing the publication schedule of the Formulary Newsletter to make sure you get a whole month to place your order.

Here are the Newsletter Specials for April and for May:

**Catalog No: 50-0550 500 ml amber colored glass bottles** PVC coated. Drop one and break it; the contents won't go all over the floor! Special purchase limited quantity. Priced to move!

Regular price: \$5.95 each **Sale Price \$3.95 each**

**Catalog no: 01-0155**

**Wimberley Pyro kit (WD2D+)** Weight: 5 lbs  
Regular price \$24.95 **Sale price \$19.95** for the set of Stock Solutions, A and B, which are diluted with water just before use. A *one-shot developer*, each batch of **WD2D+** Working Solution is used only once. *Makes 50 liters of Working Solution.*

The Pyrogallol/Metol/Sodium Carbonate developer was formulated by photographer John Wimberley for spectacular results with current black and white negative films. WD2D+ maximizes the beneficial effects of pyrogallol to produce negatives that are easy to print and display the following beneficial characteristics:

- Enhanced acutance due to edge effects at tonal boundaries
- Smooth, extended tonal scale
- Unmatched tonal separation, especially in highlights
- Hardening of the film emulsion, less chance of scratching
- Fine, unobtrusive grain

- Print on either gelatin/silver or platinum/palladium paper

**Catalog No: 02-0047 TD 30 Improved Dektol developer**

Regular price \$19.50 **Sale price for April \$15.50**

**Formulary TD-30 Improved Dektol®** is a neutral-tone print developer similar in properties to Dektol®, but produces slightly more brilliant, cleaner prints. Use the same dilution and time as with Dektol, (normally 1:2,) and two minutes developing time. As with most paper developers, control contrast with the dilution of the developer.

*Makes 8 Liters of Working Solution*

These specials are only available to email readers of the Formulary Newsletter. To take advantage of the special pricing, call or email us anytime during April, place your order, and mention you saw the special in your April edition of the newsletter. Prices are good April 1 – May 31. Call us at 1800-922-5255, or write to us at [Formulary@Blackfoot.net](mailto:Formulary@Blackfoot.net).

We are extending these specials until May 31st, and hope you will take advantage of them. Order now, or anytime before May 31st, and we will honor the prices shown here.

Our next set of Newsletter Specials will be published in our June newsletter which arrives in your e-mailbox on May 15

## New Interactive Online Application

One of the frustrations of the Internet is trying to fill out a form online. Most forms are not interactive, and definitely not "user friendly."

Our new Workshop Application is interactive, and user friendly. We developed it to make your choice of a workshop at the Photographers' Formulary even easier, so try it!

Download the Workshop Schedule and Application here, and open it using Acrobat Reader. Make your workshops selections, and then fill out the Application by typing in your responses directly onto the form on your computer.

When you have entered all your personal information, workshop choices, and method of payment, save the Formulary Application, print it out, sign it and mail it to us. You can also fax it, or send it to us as an attachment to an email message. We'll ask you to call us to confirm, of course, but this is simply to guard your privacy and your credit card information.

## Guarding Your Credit Identity

Your credit card information is important to you, and to us. A stolen credit identity can cost thousands of dollars, and the loss of hundreds of man-hours as you try to restore order to your life.

We take credit card misuse and credit card theft very seriously. To help us protect your credit, we now require the three or four digit **Security Code** which is printed on the back of your credit card at the right side of the signature strip. Without the **Security Code** no one can use your credit card for purchases at the Formulary. Because the **Security Code** is not part of the number embossed on the card, a thief cannot use the card for on-line purchases without actually having the card in his hand.

**You will notice we have also added the requirement for the Security Code to our Online Store Checkout procedure. All orders charged to a credit card, (online, mail or telephonic,) must include this Security Code, or the order will not be shipped. There are No Exceptions.**

Thank you for your understanding and cooperation.