



ABEL'S



PHOTOGRAPHIC

WEEKLY



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I. XV. No. 370

SATURDAY, JANUARY 30, 1915

Price Five Cents
\$1.50 a Year

In
1909

*The Veteran and
Leading New York
Photographer
Geo. G. Rockwood*

In
1915?

writing for the Photographic press in 1909 made this statement:

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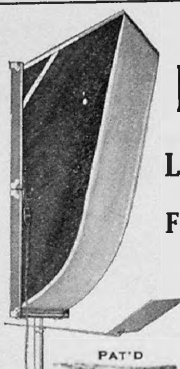
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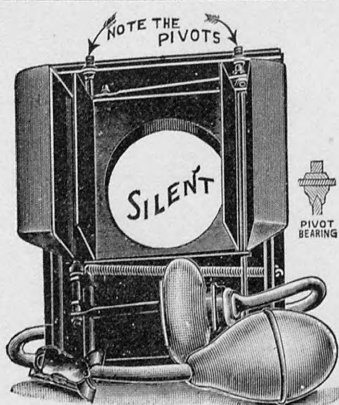
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ABEL'S PHOTOGRAPHIC WEEKLY

A JOURNAL FOR THE
PROFESSIONAL PHOTOGRAPHER

JUAN C. ABEL, Editor

— CHAS. L. ABEL, Associate Editor

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A. A. E. Abel, Publisher and Proprietor

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In Passing By

SCHEMES GALORE. We have received word from San Francisco that the Temple of Childhood has "quit this world and gone out of existence. It passed quietly without any noise or sensation". We give this news for what it is worth, for our information, while probably correct, does not come as yet from one of the officers or from anyone closely identified with the whole project.

But while the Temple passes, it has left in its wake a number of schemes founded along similar lines, in which the photographer, who is always the goat, is asked to give up some of his hard earned cash in return for a plan which may and again may not be profitable and which, in nearly all cases, has to be worked at the expense of the other photographers in the district.

We have just received the full particulars of two more such schemes, both of which we propose to give full publicity in our columns. One of these originates in Ohio and evidently is intended for Ohio consumption only. The scheme is to get photographers to pay fifteen dollars per hundred names for the privilege of having the most beautiful women of the town sent in to be photographed, etc., etc. Of course there is a lot of hocus-pocus attached to this scheme but that is the gist of it. And on the face of it it looks plausible enough, too. It may be all right. The promoters may intend to do what is fair and to keep all promises made but photographers have been stung so often that they will naturally fight shy. This scheme we give in full this week. The worst feature of it is the clause in the letter which tells the photographer that if he does not accept the proposition the concern will put in their own photographers in his town to do the work.

The plan is being widely promoted. One photographer in every fair sized city in the state has been approached. It is up to each one individually whether he thinks he can make good on it or whether there will be the usual boomerang at the end. Our advice is to go slow, to sleep over it and then—decline.

The other plan now being pushed has this merit about it—that the man who is pushing it before photographers very evidently has made money at his scheme, if the letters of recommendation from trustworthy houses like O. H. Peck of Minneapolis, Northern Photo Supply Co. of Min-

neapolis, etc., are to be believed, and we see no reason why they should not be.

But he calls his plan, "How I got the other fellow's goat", the other fellow being the other photographers in town. The literature he gets out is the most wonderful piece of writing I ever saw. This man, too, promises that if you will buy his scheme that he will keep one of his studios out of your town. The presumption being that if you won't, he will proceed to make you one of the "goats" by coming into your town and cleaning it up by his wonderful method.

But this is a story we will reserve for next week.

And if you know of any more fanciful fairy schemes that are being foisted on the photographer, dear reader, we shall be glad to be given full particulars so that they may all get the light of day and some free publicity.

Referring again to the plan first mentioned, we find that there appears to be no stated sum per hundred that photographers are asked to pay. For instance in one town, the photographer is asked to pay \$10 for fifty names. Here in Cleveland the offer has been made simultaneously to several photographers.

THE MISSOURI VALLEY PHOTOGRAPHERS' ASSOCIATION FORMED. Congratulations to our friends in the Missouri Valley. The state organizations of Kansas, Missouri and Nebraska not only accepted the idea of amalgamation which was brought before them at their recent conventions but they went further and at a recent meeting of the appointed commissioners, held January 14th in Kansas City, the amalgamation became an assured fact. In addition, the state of Iowa sent a delegate, though the society has not yet officially approved of the plan, which will come up at the Iowa State meeting to be held next April.

Homer Harden of Wichita, Kansas, was elected President, C. D. Pierce of Ottumwa, Iowa, vice-president; L. S. Kucker of Springfield, Mo., secretary, and Alva Townsend of Lincoln, Nebr., treasurer. An excellent board, containing men who are enthusiastic always and not merely during their term of office. It is entirely probable that the first combined convention will be held next fall and also probably at St. Joseph, a city which is within about equal distance from each state and easily reached. There are excellent accommodations for a big convention in St. Joseph and all the necessary requirements for good entertainment.

So the amalgamation plan which we have been advocating for years and which was the inevitable answer to the done-to-death state convention, has at last come into being. The one big annual convention which will be held will take place of the four state conventions of Kansas, Missouri, Nebraska and Iowa. Manufacturers, assured now of really good attendances, will make displays, pay more money for space, giving, in consequence a bigger treasury for the officers to do things with to the ultimate advantage of the individual photographers. With the adoption of the plans now being outlined by the National Board for the smaller conventions, and the increased strength and prestige obtained through amalgamation, the yearly meetings will really be a benefit to the profession at large. At the same time, the National itself will now have to look to its own laurels for it will be hard pressed by these new combinations.

SERMON IN BRIEF No. 115

Special to Abel's Photographic Weekly

THE MAN WHO KNOWS

BY CHARLES GRANT MILLER

MANY people seem to think that the success of others is not for themselves, that what others have is often too good for themselves, that they are not expected to be as fortunate as those who are "more favored." They have grown up under this conviction of their own inferiority.

A great many who are really capable of doing big things are doing little things and leading mediocre lives, simply because they do not expect and demand enough of themselves.

Conscious power exists within the mind of every sentient being. Its existence may be unrealized, but it is there. It is there to be developed and brought forth by training, like the culture of that obstinate but beautiful flower, the orchid. To allow it to remain dormant is to hold oneself in obscurity, to be blind to one's opportunities, to smother one's faculties.

Down with fear! Let the conscious power within the soul stand forth boldly and lead to usefulness, success and happiness. It is a matter entirely of right study, of right effort, of right self-development.

Employers everywhere are seeking for the man who knows how and when and why; for the man who will go directly ahead and do his work promptly and correctly and thoroughly without having to be told every fifteen minutes how to proceed.

The way to get ahead and stay ahead is to use a head.

But the head must be trained. One must **KNOW**. No matter how willing he may be, or how greatly he may desire to do the thing at hand, he cannot do it and do it right unless he knows how. Knowing how comes from training.

The main thing is to fit into one's place, whatever the place may be; and when one does that, other things take care of themselves. There is no superiority but in superiority of service. The only thing any man has to sell to this world, and the only thing the world will buy, is **SERVICE**.

Many think that opportunity must be something great and unusual; but the fact is that the stepping-stone for any man to the place above him lies in doing better the very thing he is doing.

Lens Thief at Work Again

ON or about January 10th, a 6½x8½ Bausch & Lomb Unar lens was stolen from the premises of the Baltimore Photographic Club, 105 W. Franklin St., Baltimore, Md. It is to be thought that the

thief will have difficulty in disposing of the lens, which is marked on the barrel "Present to Photo Club of Baltimore City by Dr. Wilkinson." A liberal reward will be given for the recovery of the lens.

Send any information to the address given.



*The German House
Indianapolis, where
the 1915 Convention
of the P. A. of
A. will be held,
July 19-24.*

The Latest Plan to Get the Photographer More Business and Incidentally Help the Other Fellow's Pocket Book

NOTE—We have referred editorially to this scheme which evidently is being run at present in Ohio only. Doubtless the promoters will carry this scheme into other states. There is probably no way to stop it, especially if the concern is well financed. You will note that the threat is made that unless the man approached takes up the plan, some one else will be offered the opportunity or the concern itself will send its own photographers to do the work. We leave it to our readers to decide whether they should go into it or not. The fiasco of the Temple of Childhood should, however, be kept in mind. To each one is also sent a large sheet showing the display ads that the concern proposes to place in the papers so as to get a popular vote on the best-looking women. It is all well thought out.—*Editors.*

The First Letter

MR. JOHN DOE,
Centerville, Ohio.

Dear Sir:

We have approximately one hundred photographic sittings of Centerville women to be taken between January 20th and March 10th.

We want the best, most artistic and most striking work possible for a photographic camera and a master workman to produce. We have investigated and been informed that your studio is well situated and that your reputation and workmanship rank high and that we could obtain as

thorough satisfaction from you as if we sent our own special photographer into your city to do the work.

Will you kindly inform us by return mail what capacity and inclination you have to handle an undertaking of this character between January 20th and March 10th?

Please understand that this is strictly studio work. Our subjects will be taken from the very best people of Centerville, and no matter how many other photographs they have there will be a particular reason why they should desire a number of photographs and probably an art enlargement in almost every instance from the negative you take for us.

It is quite possible that our sittings will far exceed the number we have mentioned and we are enclosing a mailing card in returning which please state how many sittings per day you are prepared to make. Also whether you are equipped for residence work, if there should happen to be some of it to do.

Upon hearing from you we will immediately present our plan in detail and we advise and urge that if you feel yourself in position to assume such work that you do not delay in giving us the information requested.

Very truly yours,

AMERICAN ART-FILM COMPANY,
BY NORMAN G. POCKOCK,
Manager.
NGP/CF

The Second Letter

MR. JOHN DOE,
Centerville, Ohio.

Dear Sir:

We are going to secure the photographs of the one hundred most beautiful women of Centerville to be entered in a \$1,000 Beautiful Woman Motion Picture Contest for Ohio.

To make this motion picture uniform and artistic, these photographs must all be of the same size (4 x 6)—must all be on semi-gloss paper with as strong lighting as possible. Accordingly, they must all be especially taken for us—no old photographs being usable.

Is it worth \$15 to you to have us give these one hundred beautiful women orders on your photograph gallery for free sittings?—you to also give us a finished retouched photograph, free of any charge, of each woman we send to your gallery.

Have you confidence enough in your artistic ability to make a photograph which would not only be available for us but which would so delight each woman as to make her want to order some for herself?

Remember, an invitation to enter a Beautiful Woman Contest is an honor which most women would certainly appreciate to the extent of wanting for herself and her friends copies of the particular photographs which were entered in the Beautiful Woman Contest—and remember that no matter how many previous photographs she has of herself or how recently she has had one taken, she will never have the photograph entered in the Beautiful Woman Contest unless she has copies of your particular negative.

Out of one hundred women who received orders on you for sittings, you should be able to sell at least eighty dozen photographs at double the usual price, together with many art enlargements.

Is it worth \$15 to you to have this business thrown your way?

We are sending you under separate cover proof sheets of copy which will be run in newspapers in every city in Ohio within the coming few days, which contains full details of the Beautiful Woman Contest. Read it carefully for full particulars of our plan of operation.

You will see by this account that the probable \$400 and more direct business, which will come to you without question through the orders of the ladies sent you, is but the beginning of the profit and publicity you will receive through your agreement with us.

This contest will create universal desire for photographs and if you are the official photographer for us, you will reap the benefit.

If any lady of Centerville whose portrait you have taken is finally awarded any part of the \$1,000, you will receive \$50 in gold for having been the author of the photo-portrait. Moreover, every portrait taken by you which is selected for filming will conspicuously have the name of your studio printed on it and as these photo-portraits will be shown in over one hundred picture shows throughout Ohio, you will secure for the \$15 you pay us such advertising and publicity as you couldn't buy for any amount in any other way.

These photographs are to be taken between January 20th and March 10th. The ladies selected by popular vote in Centerville to compete for entry in the Beautiful Woman Contest will be sent a personally addressed letter by us in exact duplicate of the one enclosed with the proof sheet. Also you will be forwarded the full list of names and a letter to be sent out by you to each of the women who do not immediately respond. We write these follow-up letters for you and we will write them on your stationery if you so desire.

We are enclosing you duplicate contracts for you to sign and return to us immediately with your remittance for \$15 if you wish to co-operate with us. Make your remittance payable to American Art-Film Company. We will immediately counter-sign the original contract and return to you, keeping the duplicate for our files.

Your immediate acceptance is necessary because we are all ready to take up our photographic work in Centerville, and if you do not join us, we will, of course, have to take up the matter with some other photographer, or send our own photo-



Vice Pres. Dozer and Pres. Towles holding up the Hotel Severin.

graphers into Centerville and take our own photographs.

Our business, however, is the Moving Picture Business and not the photograph business. Of course, we recognize the enormous possibilities for big sales and large profits in the photographic end of our plan, and are prepared to personally handle it where necessary; but in every city where the progressive art photographer (which we are informed you are) shows a spirit of co-operation and is willing to pay the small amount we ask for the privilege, as an evidence of good faith and ability on his part to carry out our plans, we are more than pleased to permit him to participate in the extraordinary possibilities for profit and publicity.

Very truly yours,
AMERICAN ART-FILM COMPANY,
BY NORMAN G. POCKOCK.

The Contract

American Art-Film Co. Contract with John Doe, Centerville, Ohio.
THE AMERICAN ART-FILM Co.,
Columbus, Ohio.
Gentlemen:

Enclosed please find remittance for Fifteen Dollars as my entrance fee for appointment as AMERICAN ART-FILM CO. official photographer in the One Thousand Dollar BEAUTIFUL WOMAN CONTEST now being inaugurated in Ohio.

It is understood that you are to supply free of further charge 100 beautiful women of Centerville and vicinity with orders on me for free sittings for photo-portraits to be submitted for entry in the BEAUTIFUL WOMAN CONTEST—you to write a personal letter of invitation with each order and supply me with a list of orders sent out, and a second letter of invitation to be sent out by me to each subject who does not immediately respond to the first invitation—this second letter to be written on my stationery if so desired.

It is understood that I am to supply you with one retouched, unmounted photograph (4 x 6) head and shoulders vignette, printed on semi-gloss paper, free of charge, of each negative taken by me, and that should any of said photo-portraits prove available for filming by you, they shall conspicuously bear the studio signature on said film.

It is understood that should any photo-portrait submitted by me be included among the six portraits receiving the highest vote in the contest, that I will be awarded a cash prize of Fifty Dollars in gold for each photo-portrait so included.



Maybelle Goodlander, Pres. Women's Federation, trying to look dignified.

It is further understood that should the number of sittings desired in Centerville fall below the stated 100 the American Art-Film Co. will refund 15 cents per name for each omission and should the number exceed 100, it is understood that I will pay 10 cents for each additional name up to 100 extra names.

Signed.....

Contract and payment accepted by

AMERICAN ART-FILM CO.

By

Dated 1915.

Make all remittances payable to American Art-Film Co.

(N. B.—This Contract is beautifully engraved on the back—"Official Photographer, etc." Editors).



Treas. Holsinger and 2d V. P. Phillips. Notice the happy expressions and the slight bias cut. This latter is due to the photographer, however.

The Letter and Card Sent to the Women Selected

MISS JANE ROE,
Main St.
Dear Miss Roe:

Your name has been presented to us by many people as being one of the most beautiful women of your city and that you are logically entitled to consideration in the \$1,000 Beautiful Woman Moving Picture Contest for Ohio to be held in the immediate future under the auspices of the American Art-Film Company.

Accordingly, in behalf of your friends, your admirers and your city, we invite you to a free sitting for an art photo-portrait of yourself at the studio of our official photographer in your city.

We assure you that this photo-portrait will represent superexcellence in photographic ability and art lenses.

It will be forwarded to us and if it is among the thousand most beautiful portraits received, the portrait will be filmed and entered free of any charge in the Contest, details of which are contained in the instruction sheet enclosed.

In view of the fact that your many admirers have shown you the courtesy of so enthusiastically presenting your name for the contest, we hope and trust that you will avail yourself of our invitation to pose that we may have the opportunity of judging your possibilities for film portraiture.

We are enclosing an order for you to present to our official photographer for your free sitting, and we would very much appreciate it if you would please communicate with the studio immediately and fix the earliest possible date for your sitting, as the time limit for securing these portraits is very limited.

Sincerely yours,
AMERICAN ART-FILM CO.
By NORMAN G. POCOCK.

Columbus, Ohio, Jan. 20, 1915.

JOHN DOE,
Centerville, Ohio.

Please give an immediate sitting to Miss Jane Roe, Main St., for an art-portrait as per our former instructions and charge to our account.

AMERICAN ART-FILM CO.,
Per.....

Sample of Follow-Up Letter Supplied to the Studio to Be Mailed Out to Those Who Don't Respond

MISS JANE ROE,
Main Street.
Dear Miss Roe:

We were instructed several days ago by the American Art-Film Company to give you a free sitting for a photo-portrait to be made of you for them.

Our instructions were accompanied by information that an order on us had been sent you by them. We have accordingly been daily expecting a call or word from you as to a possible time for an appointment.

The American Art-Film Company has again written us asking when they may expect the portrait, as they are very anxious to secure it immediately, and we accordingly ask you to please accept this second invitation to visit our studio and pose for the art-portrait they so much want.

Very sincerely yours,
JOHN DOE, Photographer,
Centerville, Ohio.

Cincinnati Photographers Organize

THE Photographers of Cincinnati have formed an Association within the Cincinnati Chamber of Commerce to be known as the "Cincinnati Photographers Association of the Chamber of Commerce."

The Photographers were called together by the Chamber of Commerce for the purpose of considering ways and means of advancing the best interests of the Photography business in Cincinnati, with the assistance and influence of the Chamber of Commerce.

The sentiment expressed at the meeting was that much good for the business could be produced through cooperation and it was unanimously resolved to form an organization within the Chamber of Commerce; which would represent the Chamber of Commerce, in matters pertaining to Photography business in Cincinnati and territory adjacent thereto.

The following officers and committees were elected:

President—Mr. Wm. Schuster, 1035 Flint Street, Cincinnati, Ohio.

Vice President—Mr. F. DeLisle, "Studio Grand," 804 Race, Cincinnati, Ohio.

Corresponding Secretary—Mr. J. Albert Jones, "Jones Studio," 429 Race St., Cincinnati, Ohio.

Executive Secretary—H. Serkowich, Manager, Retail Merchants' Department, Chamber of Commerce.

Membership Committee:

Mr. C. A. Gillman, "Barnum Studio," 638 Race St., Mr. Chas. Groene, "Rombach & Groene," 812 W. Fourth, Mr. J. A. Bill, 122 W. Fourth St., Mr. M. A. Schmitt, 210 W. Fourth St., Mr. C. A. Norton, Membership Secretary of the Chamber of Commerce.

Committee to draft rules and regulations:

Mr. J. G. McIan, 929 E. McMillan St., Mr. C. H. Longley, 601 Lincoln Inn Court, Mr. C. A. Gillam, "Barnum Studio," 638 Race St.

The Cincinnati Chamber of Commerce with its Retail Merchants' Department is endeavoring to get the various lines of commercial and industrial interests together with the Chamber of Commerce to consider ways and means of betterment of their various interests

An investigation was made for the Photography business in Cincinnati by the Retail Merchants' Department and it was found that much lost motion exists, which could be checked up through co-operation as a unit within the Chamber of Commerce, and

with the influence and assistance of the Chamber of Commerce.

The writer who is the Manager of the Retail Merchants' Department was elected Executive Secretary of the new Association.

Yours very truly,

H. SERKOWICH,

Manager, Retail Merchants' Department.

Missouri Photographers Association Amalgamation Agreement

Baltimore Hotel, Kansas City, Mo.,

January 15, 1915.

WE, the Commissioners representing the Photographers Association of the States of Missouri, Iowa, Nebraska and Kansas, believing that each State Association working alone is not large enough to obtain the best results and believing that by working together larger benefits may be obtained for each member;

THEREFORE, We hereby agree to amalgamate the said State Associations and we do hereby organize an association of photographers whose charter members shall be all the members of the State Association above mentioned.

-This Association shall be known as the Missouri Valley Photographers Association.

Each of the State Associations entering the Amalgamated Association shall pay into its Treasury the sum of \$75.00.

We have drawn a Constitution and By-Laws which is a part of this agreement.

We have elected the following officers, who shall be the officers of the Missouri Valley Photographers Association for the year 1915, or until relieved by their duly elected successors: President, Homer T. Harden, Wichita, Kansas; Vice President, C. D. Pierce, of Ottumwa, Iowa; Secretary, L. S. Kucker, Springfield, Missouri, Treasurer, Alva C. Townsend, Lincoln, Nebraska.

The first Convention of the Missouri Valley Photographers Association shall be held in the fall of 1915; the date and location to be decided by the officers elected.

(Signed by)

MISSOURI: Carl Gist, L. S. Kucker.

IOWA: Charles D. Pierce.

NEBRASKA: Charles H. Cady, Alva C. Townsend.

KANSAS: H. S. Stevenson, Homer T. Harden.

NOTE: This agreement is subject to the ratification of the Iowa Convention insofar as it affects that State, who will decide this on floor of their Convention in April, 1915.

'TIS HERE—MAYBE!

The Photographic Society of Philadelphia held their annual meeting and election of officers on Jan. 13th. Mr. Henry P. Baily was elected President.

Here's a note from an Iowa paper to the effect that a man formerly engaged in the auto repair business is going to take up professional photography. Having been used to the delicate processes engaged in making refractory gasoline engines run, he presumably feels well able to cope with the trifling details of photography.

J. I. Keller, of Beresford, So. Dak., keeps chickens when not busied with his photographic pursuits, but recently found that the cullud gemmen of his neighborhood were becoming too familiar with his poultry yard. Accordingly Mr. Keller laid a string of mines connected with an electric circuit around the yard. The next coon who wanted chicken stepped on one of these and departed thence in a hurry without leaving his address.

Underwood & Underwood, the big commercial and news photographers, have established a Western headquarters in Denver, Colo.

While the war lasts, there is naturally not much doing in the line of imported mountings. So we find the men who have been connected for years with the foreign mount houses have joined with other concerns for the time being. For instance, Kirschner, for over twenty-five years the traveling man for Carl Ernst, is now connected with the Seavey Company, the background people. Charley Spiess has joined the A. M. Collins Mfg. Co. force and will have New England for his territory. Jimmy Evans who lately was with the Ernst Oeser Co., is now with the A. M. Collins Mfg. Co., too, and will have the territory around Cleveland for his scene of activity.

Louisville, Ky. Jan. 15. Louis Bramson's Studio, the Royal Photo Company, occupying a two story building, was gutted completely by fire with a total loss of \$11,000. This is the third fire for this Studio in three years. The loss was covered by insurance.

H. A. Stone of the Collins force, is, we understand, to travel the Pacific Coast for his company. He is to be envied.

Another new comer to the Collins force is Ralph Javens, so long connected with Alexander Brothers of Pittsburgh. Javens will still keep Pittsburgh as his headquarters. Frank Wolter and Hood remain with headquarters in Chicago as before.

Oberlin, Kans., Jan. 14. Studio of Louis Schrieber destroyed, with loss to Mr. Schrieber of \$1,000, covered by insurance.

Our apologies to Mr. F. D. Nemecek. In a little note the other day, we gave his residence as St. Louis. No such thing. He declines to be put there. He prefers Chicago, where he has lived and worked this many a year.

Jack Dietrich, who runs the Morrison Studio in Chicago (and runs it well, by the way), tells this one:

A fine old Irish girl came to the studio to sit for a picture. She had a decidedly florid complexion and her arms were as red as boiled lobsters. Jack turned on the Cooper-Hewitts and all went well until the girl looked at one of her arms—a quick glance toward the other brought forth this exclamation: "Jassus Christ, what de h— is de matter with me." Excuse the profanity, gentle reader, but this is the way Jack tells it.

The Kansas Photographers League will meet at the studio of Clinton A. Smith in Fredonia, Kans., February 1st and 2nd. We have been invited to attend but can't be sure just now whether we can make it. Would surely like to, though.

The salesmen and demonstrators of the Eastman Kodak Co. held their annual reunion in Rochester last week and interspersed good times with regular business meetings. The consensus of opinion was that while the country had been in a poor condition for some time, the prospects for a busy year were promising.

And from Will Koehne we get this:

A charming woman sat for a picture in Koehne's beautiful studio on Michigan Avenue the other day, and during the posing said she understood that she had heard that Mr. Koehne made really wonderful children's pictures. Koehne answered: "I prefer children and like the work. I do hope that you will bring in yours so that I can make their pictures." "Why, I haven't any," said the charming lady. "That's too bad," says Koehne, consolingly. "Why, no; I am very glad of it," rejoined the c. l. "Pardon me, why?" says Koehne. "Well, you see, I am not married." Tableau!

The Dealers' Exposition

I NTEREST in the International Exposition of Photographic Arts & Industries to be held at the Grand Central Palace, New York, March 27 to April 3, took a big jump forward early in January.

At the annual meeting of the New York section of the Photographic Dealers' Association of America under whose auspices the Exposition is to be held, it was announced that the several committees having in charge the local arrangements have practically completed their work and the reports indicated a far better support on the part of manufacturers, exhibitors and the public than had been anticipated.

A complete list of the exhibitors who have been assigned space follows:

Allison & Hadaway, J. H. Andrews, Ansco Company, Autotype Co., Bausch & Lomb Optical Co., Berlin Aniline Works, Burke & James, Inc., Central Dry Plate Co., Conley Camera Co., Elliott & Sons, Ernemann Photo Kino Works, Goerz American Optical Co., Goltz & Breutmann, Gundlach-Manhattan Optical Co., Herbert & Huegsgen Co., Gustav Heyde, Ica, A. G., Ilex Optical Co., Ilford, Ltd., Infallible Exposure Meter Co., International Photo Sales Corp., Kinderman & Co., Kraft & Steudel, Kratzberger, Leto Photo Material Co., J. L. Lewis, Marion & Co., George Murphy, Inc., Nettel Camera Co., Newman & Guardia, Newman & Sinclair, Paget Prize Plate Co., Ross Co., Ltd., Seneca Camera Mfg. Co., Simplex Photo Products Co., C. A. Steinheil & Sohne, Wollensak Optical Co., Carl Zeiss, Abel's Publications, Edward L. Wilson Co., Inc., Farron S. Betts, Burroughs-Wellcome & Co., Ralph Harris & Co., H. C. White Co., Kiograph Co., Northern Photo Supply Co., Fire Proof Film Co., Expo Camera Co., Chas. G. Willoughby, American Photographic Pub. Co., Tennant & Ward, Forbes Dry Plate Co., Meyer Camera & Inst. Co., Inc., Presto Mfg. Co., Westinghouse Elec. & Mfg. Co., Karl Struss.

The exposition committee believes that these entries will be increased by at least thirty-five names before the list is closed.

The entertainment committee reported that its plans included a general sight-seeing trip of New York for all of the delegates and their families, and a banquet to be held on Thursday or Friday of convention week. A substantial sum was raised at the meeting with enough in sight to ensure the success of the plans of the committee.

To stimulate the interest of amateur, professional, scientific and commercial photographers, the exposition management has planned to devote as much space as is necessary to a display of photographs covering the several branches of the art. The prints will be hung under the supervision of men who have had experience in the arrangement of photographic exhibitions and will be properly catalogued.

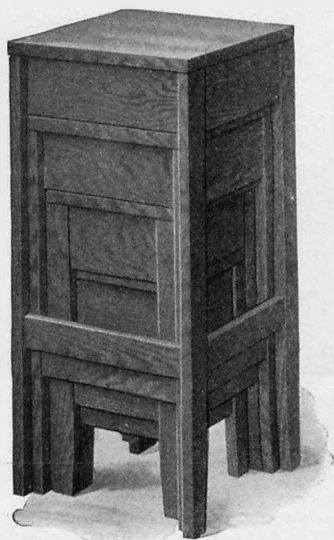
A committee composed of five prominent photographers will pass upon the merits of the pictures and to the successful exhibitors in each class, plaques will be awarded. The design for the plaques is being prepared by a prominent New York artist.

As it will not be possible to display all of the pictures which will be offered to the exposition, a definite closing date will be announced within the next thirty days. Therefore, those who desire to obtain space upon the walls, for which there will be no charge other than transportation of the pictures, are urged to send for entry blanks without delay. The exposition committee, liberal though its policy may be, makes one restriction which must be borne in mind—nothing except the title of the picture and the maker's name will be permitted on the print. Blanks and a copy of the rules and regulations will be forwarded upon request to Mr. F. W. Payne, Grand Central Palace, New York.

CHARACTER OF THE EXHIBITS

While one general scheme of decoration will be adhered to in the exposition, that being designed by an architect thoroughly acquainted with the requirements of the various photographic interests, sufficient latitude has been granted the manufacturers to warrant them in taking extraordinary steps in the preparation of their exhibits. This being the first big photographic show thrown open to the public, a rather unusual condition confronts the manufacturers, who hitherto have only had to prepare their exhibits for separate classes such as the dealers and professional photographers.

It is estimated by the exposition management that fully 150,000 people will attend the exposition. This attendance, of course, will not be wholly a paid attendance as the exposition committee will apportion 300,000 complimentary tickets to be distributed through the various exhibitors and the members of the Dealers' Association. With this prospective attendance on the part of



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the public, together with the presence of five hundred photographic dealers promised by President E. H. Goodhart of the National Association, the manufacturers have been put to it to design exhibits of an entirely different character than have been hitherto shown.

Among the interesting displays will be a complete, though small, anastigmat lens factory; a plant showing camera making in detail; a developing and printing unit of the most modern character; historical exhibits showing the progress of the art from its practical beginning and a number of interesting working demonstrations of the various intricate processes which go to make up a popular photographic exposition. Much attention will be paid to home motion picture practice, projection machines and the allied lines and the delegates and the public as well will be shown many of the newest film productions through the means of the best modern machines.

Although conditions abroad have militated somewhat against the showing promised by the foreign manufacturers, there will be enough of the representation left to warrant the show being called "The International Exposition of Photographic Arts & Industries." Many foreign manufac-

turers have instructed their American representatives to secure space and as shipping facilities are rapidly improving, it is expected that most of the prominent French, German and English manufacturers will be enabled to send material for display. What will be missed is the attendance of the number of foreign delegates who promised Ex-president Huesgen to be present at the show. Many of these men are on the firing line and of necessity, those who remain must attend to the business at hand.

Everyone interested in photography in any of its phases, wherever he or she may be located, is invited to contribute suggestions and advice to the end that the show live up to the traditions of the industry.

The officers of the Association are: E. H. Goodhart, H. M. Fowler, W. F. Pinkham, A. E. Gatchel, C. B. Reeder, George E. Cross, and George I. Kohne.

The exposition committee is composed of Chas. H. Huesgen, J. L. Lewis, C. G. Willoughby, A. C. Wilmerding and Geo. McFadden.

Address inquiries to any of the above or to the International Exposition of Photographic Arts & Industries, Grand Central Palace, New York.

Toning Lantern Slides

A FEW weeks ago, in dealing with the making of lantern slides by contact, I said a few words on the production of warm tones by means of after-baths applied to the black toned slide. The making of slides of warm tone, however, calls for more detailed consideration. Toning processes, it should be remembered, are not confined solely to slides of black tone: many expert slide-makers secure their results by producing in the first instance a slide of positively warm tone and then toning this latter somewhat as P. O. P. is toned in a gold bath. Given a first-rate warm tone transparency to start with, this method yields slides which cannot easily be surpassed for quality. The best effects are those in which the toning process is not pushed too far. The toning formulæ vary according to the description of plate upon which the transparency is made. The usual plan is to employ a bath of which a typical formula is:

Ammonium sulphocyanide60 grs.
Gold chloride 5 grs.
Water 16 ozs.

In other words, we use a bath of the kind

employed for P. O. P., but of about double the strength. In this bath the slide gradually tones from its original color through brown and purplish-brown to, in some cases, a characteristic blue. One feature of this method which can at times be turned to good advantage is that of double toning. Where there are heavy masses in conjunction with very light portions, the latter will tone to a blue, whilst the shadows are still of comparatively warm tone.

A variation of the plain gold bath is one of gold and platinum. I will confess at once that it is a bath which I have never used, but I give it here on the authority of Mr. G. T. Harris, whose manual, "Practical Slide Making," is the most valuable text-book which the slide maker can have. Mr. Harris does not write except from his own experience, and therefore the slide maker may find his formula a useful means of obtaining a variation from the gold tone. It is:

Sodium phosphate 50 grs.
Gold chloride 5 grs.
Potassium chloroplatinite 5 grs.
Water 5 ozs.

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The bath is used as soon as made up, and does not keep. It tones rapidly.

COPPER AND URANIUM TONES

Although the Ferguson method of copper toning has somewhat gone out of fashion for bromide prints, it is still a very useful method for lantern slides. The sulphide tones from its original color through brown supplanted it for bromide prints is very erratic when applied to lantern slides. Some plates will respond to it, while others fail to darken to the sepia tone in the sulphide bath. The copper toner, however, works well with black tone lantern slides without exception so far as my experience has gone of many different brands. The two stock solutions are as follows:

- A.—Copper sulphate 60 grs.
Potass. citrate (neutral) . . . 240 grs.
Water 20 ozs.
- B.—Potass. ferricyanide 50 grs.
Potass. citrate (neutral) . . . 240 grs.
Water 20 ozs.

A and B are mixed in equal parts and the solution used on the well fixed and washed slide. There is very little, if any, intensification; whilst the solution, as it acts, gradually changes the tone of the slide from warm black to red.

The uranium toning process is another which has fallen not only into disuse, but into disrepute, and, deservedly so as applied to prints, since the results cannot be depended upon for permanence. For lantern slides, however, where the image is efficiently protected both by a varnish and by the cover glass, the process is one which is deserving of a place in the slide maker's working methods. It must be remembered that the toner intensifies the density of the original slide. It is useful for slides which are of thin character. The toner is made as follows:

- A.—Uranium nitrate 90 grs.
Water 20 ozs.
- B.—Potass. ferricyanide 90 grs.
Water 20 ozs.

Use equal parts of A and B, and add 20 minims of glacial acetic acid to each ounce of mixture.

As in copper toning, the slides must be perfectly free from hypo, and the toning solution should be kept gently flowing over the slide whilst in action. The tone gradually passes from brown to red, but the slide maker must not take it for granted that the tone seen whilst the slide is lying in the dish will be that obtained on the screen. The uranium deposit is distinctly colder in color when viewed solely by transmitted light. You can get a good idea of what the slide will look like when projected

by pressing the transparency firmly against the end of a cardboard tube and then viewing it (from the other end of the tube) by holding up to the light. The toner leaves a yellowish stain over the whole slide but this is quickly removed in water. But uranium-toned slides should not be washed under the tap, nor, indeed, in running water, otherwise they may show markings of uneven tone. The slides should be given two or three soaks each of, say, five minutes in still water, and this washing should be no longer than is necessary to clear the high lights. The reason for this is that the slight amount of alkalinity present in almost every tap water affects the uranium-toned image. In many cases it is better to let the slide soak, after toning, in one or two baths consisting of about 5 or 10 grains of citric or oxalic acid dissolved in an ounce of water. This clears away the yellow stain, and two subsequent baths of plain water are sufficient to remove the acid.

SULPHITE TONING

With plates which respond to the sulphide toner the results are exceedingly pleasing and of undoubted permanence. The ordinary ferricyanide-bromide bleaching bath is usually not the best. As a rule, lantern plates are more amenable to a bath of bichromate. One which I have used was given many years ago by Mr. Milton B. Punnett. It is as follows:

- Potass. bichromate 25 grs.
Sodium chloride (common salt) . 50 grs.
Alum 80 grs.
Nitric acid 25 min.
Sulphuric acid 50 min.
Water 10 ozs.

This stock bleacher will keep indefinitely. The slides are toned to sepia in the ordinary sulphide solution as used for prints. Some, it will be found, yield a better tone with solution of sulphuretted hydrogen, obtainable from large chemists. As regards

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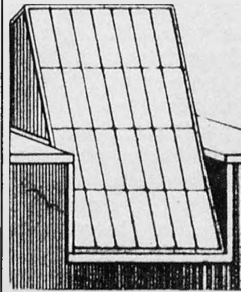
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odor, it is much more offensive than sulphide, and really requires to be used out of doors.

BLEACHING METHODS

A whole series of methods which yield most exceedingly pleasing effects in the slides and are very readily carried out, consist in converting the black silver image into one of silver chloride, bromide, or other compound. One of the readiest means of doing this is simply to bleach the slide in a solution of mercury bichloride as used for intensification, afterwards washing and drying. The white image—that is, when viewed in the ordinary way—shows as an exceedingly pleasant warm brown on the screen. The result is quite permanent, and the method, like others of this kind, is useful for the translucency which it gives to the shadows. The difference in shadow portions where one half of the slide is treated in this way is seen to be remarkably great.

The methods of bleaching in a solution of bichromate containing chloride, iodide, or bromide, worked out by Mr. Welborne Piper, come in this same class

DYE TONING

A somewhat similar method is that introduced some five or six years ago under the name of Diachrome. The silver image is bleached in a bath consisting of solution of iodine. A mixture of potass. bichromate, potass. iodide, and nitric acid, as employed by Mr. Piper for his process, would no doubt serve as a suitable bleacher, but I have used the solution of iodine in potassium iodide, as adopted in the early days of sulphide toning for prints. The bleached slide is washed for a minute or two and then put to soak for from fifteen to thirty minutes in a bath of a suitable dye which attaches itself to the pale iodide image, and produces an exceedingly fine series of tones (according to the dye selected) which, so far as my experience has gone, are quite permanent in the conditions under which lantern slides are ordinarily used. Suitable dyes are methylene blue, malachite green, chrysoidine, and auramine. Although the appearance of the slide presents a very vivid color, the effect upon the screen is a comparatively quiet, warm tone. Messrs. Griffins introduced this method some

year or two ago in convenient form, and though the process has not been adopted at all widely, it is possible that the materials can still be obtained from them.

PRACTICUS in B. J.

Sulphide Toning and Development

THE conditions that produce the best results in sulphide toning have been very often discussed, and many varying opinions have been expressed, but it appears that the majority of the explanations of quality of tone given have little foundation in fact. One such explanation that we have often seen attributes good results to the use of a chrome alum bath before the toning process. There being an apparent feasibility in this idea, we recently took the opportunity of testing it very thoroughly, with the result that we found the use of alum to have no effect whatever on the tone. It was tried under various conditions. Some prints were alumed, washed, and dried before toning. Others were dried and then alumed immediately before toning. Others, again, were alumed and toned before drying, while various strengths of alum, both with and without acid, were tested without the slightest result. We have, therefore, arrived at the conclusion that the whole alum theory is a myth, and that, as regards tone, it is quite a matter of indifference whether alum is used or not. It did, however, appear that the drying of the print before toning did affect the result to a slight extent, prints that were treated straight away after washing giving a slightly darker and colder tone than those that were dried and toned subsequently.

We may add that all the tones obtained were excellent, and that throughout we observed the one condition that previous experiments had suggested to be the true essential condition for success. This condition is the development of the print to finality, the exposure being so adjusted that with a normal metol-hydroquinone developer development is complete in about two and a half minutes. It is important to remember that a bromide print is not like a plate, and that a properly exposed print cannot be over-developed. If over-development is

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possible, then the exposure is wrong, and the secret of success in sulphide toning is the production of prints that are fully developed in about two and a half minutes, and yet are not over-developed in five minutes or more. The bleacher used was the ordinary one of potassium ferricyanide and ammonium bromide, and the toning bath a very weak solution of crystalline, sodium sulphide. A 20 per cent stock solution was made, and a few drops added to two ounces of water.

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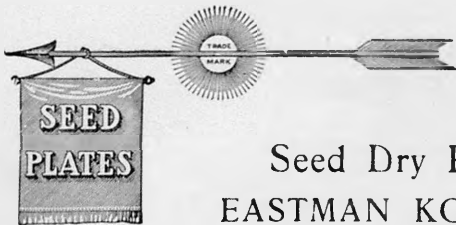
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It retains the most perfect gradation ever secured in a plate of extreme speed with normal development, yet may be developed to the degree of contrast desirable in press photography without fogging.

For the darkest day or the highest speed shutter work, use a Seed Graflex Plate.



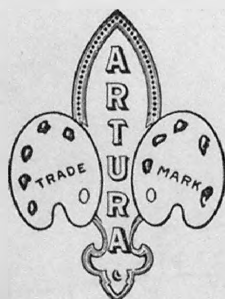
All Dealers'.

Seed Dry Plate Division,
EASTMAN KODAK COMPANY,
ROCHESTER, N. Y.

Large prints from small
negatives, when made on

ARTURA CARBON BLACK

Are more than ordinary enlarge-
ments—they retain the quality
of the contact print.



All Dealers'.

ARTURA DIVISION,
EASTMAN KODAK COMPANY,

ROCHESTER, N. Y.

