



ASSOCIATION NEWS

A JOURNAL DEVOTED TO THE INTERESTS
OF THE PHOTOGRAPHERS OF AMERICA

Vol. 4, No. 5 Washington, D. C.

MAY, 1917



Official Publication of the
Photographers' Association
of America

At no season are the demands upon the photographer's resources so great as in the Spring. They are best met by

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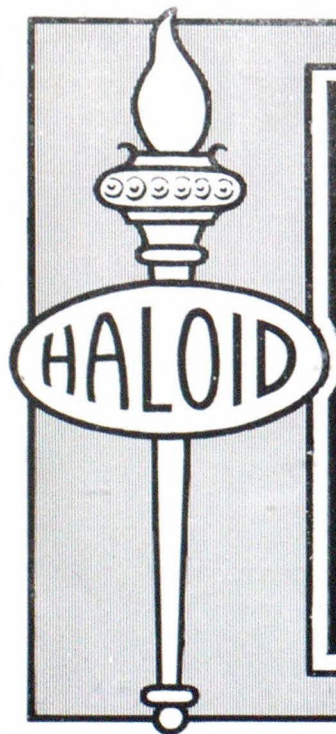


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Ohio Avenue and Miami Street

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ROCHESTER, N.Y.

THE ASSOCIATION NEWS

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Vol. 4

WASHINGTON, D. C., MAY, 1917

No. 5

INDUSTRIAL PREPAREDNESS

The great American Government is facing one of the most critical times in its history. The Army and Navy are being recruited for the purpose of protecting the interests of our country in this crisis and the call has gone out to all trade organizations to bring their efforts together for the sake of *industrial preparedness*.

This calls for the unification of effort and the elimination of waste energy and lost motion. There is no time now for fightings and bickerings among ourselves. Every ounce of energy and material must be conserved for the great conflict that is now on.

It may appear, on first thought, that a little waste here and there can have no bearing upon the showing our country makes in this war, but wars are, in the main, a matching of resources—of men and equipment. We can easily see that the waste of food stuffs may seriously hinder our effectiveness and it is well for us to learn at the very outset that the waste of human effort and materials will hinder our effectiveness in no small degree.

Every member of the Association should cut expenses to the very quick. He should eliminate all methods of competition which tend to break down the good feeling and kindly relations within our own ranks. The Code of Ethics as it pertains to one photographer's dealings with another should be adhered to literally. Paragraphs 4 and 5 on the Code, which cover this point, are as follows:

4. "The re-photographing of the work of another to achieve a saving of cost for a patron is inconsistent with the best interests of the profession, and is not in accord with the established rights of our brother photographer.

5. "The cutting of prices in order to get business away from other photographers without any other legitimate excuse is inconsistent with the dignity of our profession and not in accord with the rights of every man to have a fair and open chance to do business."

If the members will follow these two rules of the Code they will be serving their country in a very important way in this its time of need.

PHOTOGRAPHERS—ATTENTION!

As the president of your National Association, I feel it my privilege and duty to call your attention to existing conditions in this United States.

We, the people, through our President and Congress, have found it necessary to declare that a state of war exists against the Imperial Government of Germany.

It is not for us to quibble over pros and cons—it is for us to stand by and uphold the actions of our Government in whatever manner we find it possible so to do.

Let us refrain from, and discourage petty criticisms of any actions taken by the men we have vested with the power to act for us, and in whatever way possible let us prove ourselves true and loyal citizens of the commonwealth in which we live.

RYLAND W. PHILLIPS,
President of the P. A. of A.

LETTER OF APPRECIATION FROM THE LADIES' HOME JOURNAL

The following letter was received from Mr. John E. Parker, art editor of the *Ladies' Home Journal*, expressing his appreciation for service that we have been able to render him in securing a photograph of twin babies to use as a cover design on the *Ladies' Home Journal*.

For nearly two years he had been looking for such a photograph, but was unable to find anything that was satisfactory, but through the columns of the ASSOCIATION NEWS he secured a very desirable photograph in less than four weeks from the time the publication was mailed. The letter is as follows:

DEAR MR. HOFFMAN:

It gives me pleasure to tell you that I have already secured a most attractive photographic cover design of twin babies, and it came to me as a result of the announcement in your official publication. The picture was secured from Mr. H. R. Pott, 1318 Chestnut Street, Philadelphia.

Consequently I "take off my hat," so to speak, to the Photographers' Association of America, and I wish you to believe that I appreciate very much the valuable help and cooperation of the Association in this matter.

Many photographs of twin babies were submitted from other sources, but these did not contain the fundamentals of a successful cover, and they were therefore returned and are still being returned with letters of thanks.

Just now I have no definite further wants in the photographic line, but you may be sure that I will call upon you and your Association again when the occasion demands; and please don't repeat the notice about the twin babies in your next issue of your publication. Again with my thanks and appreciation, I am

Most sincerely yours,
JNO. E. PARKER,
Art Editor, Ladies' Home Journal.

OUR ADVERTISERS

You are deeply indebted to our advertisers for the success of your publication, THE ASSOCIATION NEWS.

You are kindly requested to mention the NEWS when answering advertisements and, whenever possible, to express your appreciation to the firms who are rendering such valuable cooperation to your organization.

OFFICIAL ADVERTISING CAMPAIGN OF THE ASSOCIATION HITS THE BULL'S-EYE

Members Take to the New Plan and Tell What They Think of It

The success of the great advertising plan of the Association has been so immediate and so extensive as to justify all the work and study which the Advertising Department put into its preparation.

Subscriptions are coming in by every mail, but just as pleasing are the letters of congratulation and commendation that accompany nearly every remittance.

If the campaign has hit the bull's-eye, and apparently it has, it is all because the Advertising Department prepared the material to fit the business of the individual photographer.

No one of the members has expressed this fact better than Mr. Wm. Francis Weed, of New Canaan, Conn. He says:

"Herewith is my order for 100 folders, 100 letters, 1 newspaper ad, 1 photographic history and also my check for \$10.00 for the first month's installment.

"I am pleased with the whole proposition as outlined in the pamphlet received yesterday. If you had designed it for my own particular locality and my studio exclusively it seems to me 'it would be impossible to fit my requirements more perfectly.'"

Vice-President Lewis writes:

"After hearing you talk when you met with us in Milwaukee I felt sure you would think out something practical for the photographers' advertising, but the layout which came this morning is better than anything I expected.

"I wish to congratulate you most heartily on the

success of your efforts. This is real live stuff that I feel sure will get under the skin.

"I am enclosing herewith my subscription with check, and want to start in right away. I think the Bride stuff, which you have timed for June, should go out the middle of May.

"Trusting you are able to respond promptly with the matter, believe me,

"Very truly yours,

"C. L. Lewis."

Here's what Mr. E. A. Beiersdorfer, of Vincennes, Ind., says:

"The book on advertising for 1917 at hand this a. m. Have looked it over and must say that it looks very good."

This letter came from Mr. Alfred Andersen, of Bismarck, N. D.:

"Photographers' Asso. of America,
14 E. Jackson Boulevard,
Chicago, Ill.

"Gentlemen:

"Allow us to congratulate you upon the original advertising campaign outlined in your recent favor.

"We have studied it with great care and sincerely appreciate it."

From Herbert B. Medlar, Woodstock, Ill.:

"I believe this is going to prove really the biggest and best thing that the national body has ever attempted, and there surely has been a crying need for something along this line, especially for 'us little fellows.'"



From the Coulter Studio, Lewistown, Mont.:

"I wish to take advantage at once of your plan for advertising service, which I think is great."

From Schervac, Worcester, Mass.:

"The official advertising campaign by direct mail for 1917 and 1918 of the Photographers' Association of America reached us yesterday. This book is an excellent feature and every combination of advertisement done in it is fine."

From Stauffer & Blosser, Streator, Ill.:

"Dear Sir:

"We received book and information on official advertising campaign and certainly think it a fine plan."

We cannot close this list of compliments without quoting an advertising man who is in the forefront of the field in America. He is Mr. L. L. King, advertising manager of the Goodyear Tire and Rubber Company, Akron, Ohio, and although he has spent years in preparing advertising campaigns for dealers to use in selling, he declared this campaign to "be a little bit in advance of anything he had ever seen."

After this, the only thing we can say to the membership is:

Back up the advertising department by supporting it in its endeavor to give us the best advertising service in America.

If you don't do your part, this big opportunity may never come to us again.

THE WAR

has developed a genuine demand for photographs. The official Advertising Campaign of the Association can turn this demand to your profit.

Have you sent in your order yet to Mr. Pace, the Advertising Counselor of the Association?

WHAT THE ADVERTISING MANAGER OF THE STUDEBAKER CORPORATION THINKS OF THE CAMPAIGN



The following letter was sent to the advertising counselor of the Association after a copy of the prospectus of the Photographers' Association of America advertising campaign had strayed into the office of the Studebaker Corporation in Detroit.

"Without question your layout for the Photographers' Association is one of the most attractive presentations of direct advertising I have ever seen in my life.

"It is very beautiful and should be indeed very effective. I certainly send my hearty congratulations to yourself and I thank you for sending it to me.

"Yours very truly,

"The Studebaker Corporation of America,
"GEO. L. WILLMAN,
"Advertising Manager."

A SPECIAL MESSAGE FROM THE ADVERTISING COUNSELOR

Several weeks ago, I asked members to send me the answers to a lot of questions, which were printed upon questionnaires, and since that time hundreds have replied to my request.

BUT—and that is a mighty big "but"—there are a lot of members who have not sent the questionnaires back to Mr. Hoffman.

It is highly important that the questionnaires come in from everybody, because the Advertising Counselor cannot be of intelligent help to members unless and until he has before him enough information about members to be able to study "your" problems with the certainty he would have

if he could come and study your situation first hand.

The questionnaires bring your problems to me, so that when I try to help or advise you I can do it intelligently.

I can't help you unless I know the facts about your business.

I can't help the Association unless I know the problems of its members.

If you haven't sent in your questionnaire, won't you do so now?

A GIANT ENLARGEMENT

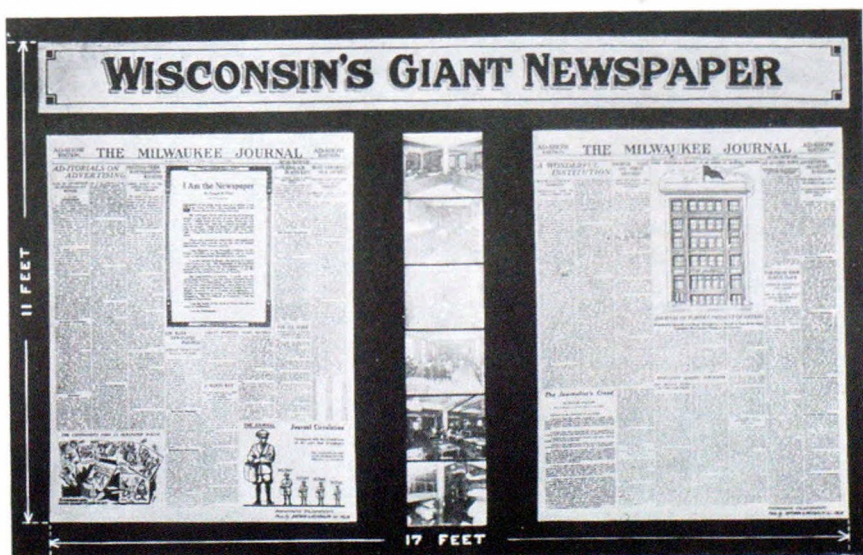
By BROWN & REHBAUM, Milwaukee, Wis.

An advertising show was held in our city from January 31 to February 3, and we were called upon by the largest newspaper (*The Milwaukee Journal*) to make a giant newspaper to fill in the background of their booth. Knowing that this was the largest job of its kind ever done in the middle west, we thought the history of its making might be of interest to your readers.

A standard size newspaper was submitted to us for copy, from which we made 8x10 negatives of the two pages. As they did not want a patched-up job,

it became necessary for us to make four enlargements, each 40 inches wide and 108 inches long. To start with, we had to have two trays made out of 1-inch lumber that were 48 inches wide and 10 feet long. These were coated with Probus enamel to make them waterproof and cost \$18 for the two. Two stretcher frames, 80x108 inches, were made of dry kiln lumber, and were reinforced all over with angle irons, and then finally covered with a good grade of linen. The lumber and materials to make the frames cost \$25 and the linen to cover same cost \$8.

These stretchers were then taken into our enlarging room and used as backgrounds for focusing. After the exact focus was obtained, and a correct exposure procured with numerous test strips, we proceeded to put up our two big strips of paper, Eastman's Standard B. bromide, D. W., each 40x108 inches, matching them in the center. We used a 12-inch Goerz Dagor lens with the new Cooper Hewitt, "M" shaped tube. The final exposure was 55 minutes. Each strip was developed separately in the large trays. It took 700 ounces of developer to de-



GIANT ENLARGEMENT DESCRIBED ABOVE

velop the four big strips for the two pages. The cost of the bromide paper alone was \$30.

It took three of us twelve hours before we had all of the enlargements in the wash water. They were then placed on a large strip of oilcloth, face down, for mounting. The paste was applied with a paperhanger's brush and the prints were mounted on the large stretchers to dry and were finally ready to be set for the exhibit.

On page 135 is a reproduced photograph of the finished product. As far as known they are the largest facsimile of the newspaper ever shown, and are considered one of the greatest photographic feats of the kind ever performed here.

THE MIDDLE ATLANTIC STATES CONVENTION

By JNO. I. HOFFMAN, Secretary

The Middle Atlantic States Convention held in Philadelphia, March 27, 28 and 29, must be regarded as an unusual success. The officers are to be given credit for putting on a convention that was equal in nearly every respect, and in attendance was superior to the first convention of the Middle Atlantic States held in Washington last year. The total attendance was 427. There were 267 active members, 75 associate members and 85 ladies present at the convention. There were 273 at the banquet held at Hotel Adelphia on the evening of March 28.

John Sherman, the president, proved that he is entitled to the name "Live Wire" which he usually is credited with. He made a "corking" good president and had such a complete program that there was nothing left for anyone to wish for. Entertainment features and instruction were given their proper places on the program.

A. H. Diehl, secretary, was equal to the emergency. He sold more space to the manufacturers and dealers than anyone thought could be sold in that small hall, but every foot of space was used to the best possible advantage and the financial

(Continued on page 158)

WHAT THE QUESTIONNAIRES SHOWED

The study of the questionnaires made by the Advertising Counselor of the Association has brought out some very interesting facts about the membership, facts, too, that will be of real help to the members if the latter will only make use of them.

Here are some of the facts that have come to light from the questionnaires:

How Long in Business

Members of the Association have been in business for periods ranging from one to forty-three years, the greater number (50 per cent) being those who have been "in the game" for from ten to twenty years.

Advertising Methods Popular

Sixty per cent of the members use newspapers.

Twenty per cent of the members use letters.

Fifteen per cent of the members use booklets.

Five per cent of the members use other forms.

These figures do not mean that newspapers are best or that booklets are poorest. On the contrary direct methods are apt to be more beneficial than newspaper announcements, as the conclusions of the advertising department show.

Average Expenditure for Advertising

After a careful study of expenditures it was found that the membership of the Photographers' Association spent an average of \$166.00 per year for advertising.

Upon this figure was based the costs of the Official Campaign, which was built to fit the amount of money the average member spends for advertising.

Mailing List Widely Used

A majority of the members of the Association use mailing lists in their selling work, these lists ranging in size from 150 names to 28,000. The average list, however, is about 1,000 names in size.

(Continued on page 157)

USEFUL HOMEMADE APPARATUS AND STUDIO LIGHTING

(Continued from April)



(10)

10. A Japanese screen used to break the strong light and yet giving a great deal of sparkle to the high lights rather than the soft diffusion as would occur when cloth is used.

11. The Studio System.

Fig. 1 is a compartment box. A



(11) FIG. 1

and *B* consist of compartments for each day for two weeks. Fig. 3 is a promise card. It has a space for name and address and a space for each day of the week with a blank at the right to place the date of promises. The lower section is the printed title of every function to be found in a studio. The name and address and the date of promise are written and the nature of the work is checked in its proper location and this card is placed in Section *A*, this week's promises, or Section *B*, next week's promises. By so doing a promise never fails to get its proper notice in ample time to execute. When the order promised

(11) FIG. 1

is finished it is transferred to Section *H*, as work awaiting delivery, or in case of portraiture the sitting card itself is placed in this compartment and the promise card can be destroyed. Sections *C* to *H* are for the use of the regular Eastman Kodak sitting cards. In Section *C* is placed the card for negatives to be picked out. When the negatives are picked out and in the retouching, the card is placed in Section *D*. When in the printing the card is placed in Section *E*, when in the finishing it is placed in Section *F*, when finished it is placed in Section *H*, and when work is delivered and paid for, the card is placed in Section *G*, which is day's work delivered. If delivered and charged the card is placed in an open account file. If this system is kept up with only a few moments a day spent, it will save hours at the end of the year. At a glance you can tell how your working end of the business stands.

Fig. 2 is a daily sheet. By having a head for each source of income one can easily

[illegible]

(11) FIG. 2

tell at the end of the year how much business was done under each head. This simplifies bookkeeping to a great extent.

Artificial Light.

Fig. 1 shows studio with three sources of artificial light: (A) A 1,000-watt nitrogen lamp and standard allowing the lamp to be raised from the floor to about the height of 7 feet. B,

Order Received	Order Due
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
A. M.	P. M.

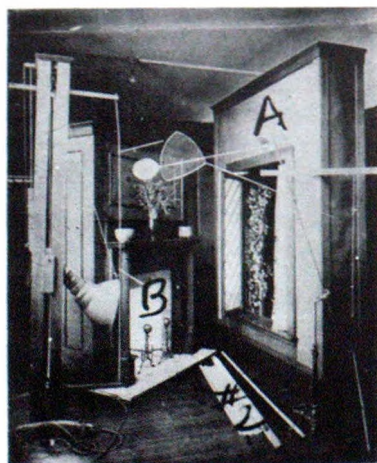
Name	
Address	#3
Remarks	
Mail	Express
Noted	Delivered

Portraiture	Dup. Portraiture	Portrait Enlargements	S. and H. Portrait	Picture Framing	Dup. Commercial	Circuit	Amateur Finishing	Amateur Enlarging	Proofs	Copying	Post Card Portraits	Post Card View	Flash Works	Coloring	Mounting or Mats	Frame Repairing	Submitting Samples	Business Appointment	Baby Book Portraits	Write, Tel., Call	Speculating Work	Advertising Prints
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(11) FIG. 3



ARTIFICIAL LIGHT—FIG. 1



ARTIFICIAL LIGHT—FIG. 2

another 1,000-watt nitrogen lamp hung from the ceiling. (C) A mercury vapor tube which may be raised and lowered at any angle. In making an average sitting C is used for the dominant light, B is used to soften the lines when shadows and the light meet, A is brought forward



ARTIFICIAL LIGHT—FIG. 3

or backward at the proper height to illuminate shadows. In this way the result is a well-lighted figure with an exposure as fast as daylight and with as little diffusion as needed, thus keeping the light at its most rapid working capacity. Fig. 2 shows a portable window seat; (A) the window itself can be raised or lowered, there being burlap curtains at the top and bottom which automatically take in and let out the slack as the window is moved upward and downward. (B) is a portable fireplace with an open back.

Fig. 3 is a photo of a child taken wholly by artificial light. The window seat A in Fig. 2 was used in composing this picture. The lighting arrangement was as follows: Light A in Fig. 1 was placed in back of window a trifle higher than the head and about 2½ feet away



ARTIFICIAL LIGHT—FIG. 4

SHOULD THE MEMBERSHIP FEE BE INCREASED?

By S. MOVEMONT, La Junta, Colo.



I heartily endorse the plan of Mr. Herbert Medlar to increase the amount of the membership dues, which would mean a greater efficiency for our Association.

We "little fellows" of the distant West have come into touch with the Association since Mr. Hoffman has been on the job, so that we have a lively interest in what is being done for us, which we did not have before the advent of our efficient secretary (although I have attended most of the conventions of the National Association for the past sixteen years).

Therefore I say, make the annual dues \$5.00 or even more, and you can count on my paying it every year.

The membership fee should not be increased. Those men in the business who

diffused slightly through a tracing cloth which covered the window frame. Light C in Fig. 1 was lowered to within 6 feet of head at an angle of 45°. Light B in Fig. 1 was used to overcome any harshness caused by using the lights A and B.

Fig. 4 is the fireplace B in Fig. 2. The same scheme of lighting is carried out as in Fig. 3. These two pictures give only a suggestion of the possibilities of artificial light if used with good judgment taking care to balance light. Artificial light should be balanced, not diffused, if one is working for fast exposures.

are making money easier than some others can well talk.

How easy it is to talk when one has lots of business and money!

Those men ought to stop and think.

There is nothing to improve upon at the National, if the Convention would add new features in the line of instructions, what good will it do? A person can't jam everything into his head.

Since some of the states have gone together and are having good conventions, I do not think it would be good to raise the fee in the National. I know if the fee is raised, I will drop out and a good many others that I know.

Human nature is restless and can't stand prosperity—the National now is working fine. Don't spoil a good thing.

A Member from Lancaster, Pa.

NOTE.—The secretary would like to have the views of other members on the above proposition. Write what you think whether for or against an increase in the dues. Your letter may be published unless you request otherwise.

Mr. Photographer why don't you hitch a little mail order business to your photo business and make ten times more money. I know— spare time only sure winner. If interested address, Photographer, Box 5, Hastings, Mich.

SHIFT IN FUNCTIONS OF EASTMAN KODAK CO.

The Eastman Kodak Co. has issued notices to the trade of a change in functions of the Eastman Kodak Co., of New Jersey, and the Eastman Kodak Co., of New York, by which the latter becomes purely a manufacturing corporation and the former will control the marketing and sale of the Eastman products.

Heretofore, the New Jersey corporation has acted only as a holding company for the stock of the subsidiary companies. The change will in no way affect the financial status of either company.

For reasons of economy in operation it was deemed advisable to divide the business of the great corporation. Henceforth the Eastman Kodak Co., of New York, will have no corporate functions except those of manufacturing, while the New Jersey corporation will purchase the entire output of the New York corporation as it is shipped and will do all the marketing of goods. The manufacturing branches of the New York corporation, such as the Premo, Century and other factories, will remain in their present relation to the parent corporation, but their output will be controlled entirely by the new selling corporation.

The Perfect Day

When you've started the day with a
bunch of pep

And a zest for the old ham and —;

When you've swung to work with a
springy step

As the tasks of the day you planned;

When you've pitched right in and raised
merry hob

With the work that you found to do,
With a brain so clear that the meanest job

Was easy as pie for you—

Then the feeling you have as you hit
the hay

Is a feeling of great content,
And that is the end of a perfect day,

Of a day that has been well spent.

A BABY SHOW

By F. J. BANDHOLTZ, Woodward, Iowa

About October 20 I made arrangements with the moving picture manager to put on a baby show December 23 to 30, 1916. They were to furnish the house and reels and pay one-half the advertising. Receipts to be divided equally.

I then called on the business men and for advertising on circulars and slides at the show they gave me cash or merchandise to be used as prizes for the babies getting the most votes. I sent the circulars out over town and country announcing the prizes and requesting the parents to bring the babies in for a sitting (free). I gave each baby 300 votes when sitting was made.

One hundred votes with every dollar paid me for photographs and fifty votes with each ticket at the show. Each baby who got 2,000 votes or more was to receive a composite photo of all the babies. This I found to be my best inducement as all wanted to get one of these. I had about \$60 in cash and merchandise as prizes to give away.

Will say that my share from the show was \$125 and as there were not more than six that did not buy pictures from the plates made, the money received from the show was extra profit less the cost of making the lantern slides. I had ninety-six slides. I also showed the number, name and title of picture on a slide before the picture was shown.

I not only got the babies' pictures but their friends and families had their pictures taken that they might get the votes for the baby. On the first night of the show I put on sale a card for \$1 good for \$1 in photographs and 250 votes. These were good for photos at studio, sittings to be made before February 15. I sold about 100 of these cards, therefore getting work in January that I would not have gotten. Opposite is a composite photo of all the babies. Will say all these pictures were made by flashlight. I



COMPOSITE PHOTO USED BY THE BANDHOLTZ STUDIO IN BABY SHOW

think you will agree that I have some good poses, and I had titles for the most of them. I made other negatives also of each baby in some cases. They bought pictures from one or all photos made. If there is a photographer who wishes the full details of the plan, including a composite photo, I will send it for \$1. I made a mistake by not placing a value of \$2 on the composite photo as it is well worth that. Should I put on another show I would do that.

This is a plan where you need not reduce your prices.

I don't know how it would work in large towns, but feel confident any town from 5,000 population down would be good for the plan.

NEW HAMPSHIRE PHOTOGRAPHERS ORGANIZE

About thirty-five New Hampshire photographers attended an organization meeting at the Kimball Studio, of Concord, on March 26 and 27.

Demonstrations were given by C. R. Leake, L. A. Nelson and Joxey Collins. Speeches were made by Ulric Bourgeois, of Manchester; Claude L. Powers, of Claremont; Howard Campbell, of Concord; Mr. Graffe, of Berlin; Thomas Roberts, of Boston; William Manahan, of Hillsboro.

The following officers were elected: L. B. Painting, of Concord, president; William Manahan, of Hillsboro, vice-president, and Claude L. Powers, Claremont, secretary-treasurer.

The Code of Ethics of the P. A. of A. was adopted and plans were made to hold meetings at least annually.

TWELVE MONTHS

of advertising ready for your use in the Official Advertising Campaign of the Association.

Send in your order TO-DAY.

SERVICE

By E. H. STONE, Hamilton, N. Y.



To get business—get acquainted.

Get outside of studio.

Know everybody in and about town.

Take an interest in them, not merely for the dollars they pay you for photos, but a *real* interest.

Show some civic pride in your town.

When there is anything worth while doing, be there if possible.

If you can be of any service—*do your best*.

If you have a school or college in your town, cater to it.



Son of Mr. and Mrs. Owen G. Jones, Granville, N. Y., who hasn't decided whether he is going to be an engineer or a photographer.

Don't cut prices.

Charge what your work is worth and see that your work is *worth* the charge.

Customers want service more than cut prices.

Don't treat college students as though they were first-graders—they won't stand for it!

Meet them more than half way.

Support their games by *your presence*.

When they come to you for an ad, be cheerful about it—you will have to take it anyway so look pleasant, and your ad will be worth twice as much.

When you get a customer *keep* him.

Try to get his point of view as well as your own.

The customer is always right—if he isn't satisfied, try again.

If the customer is in a hurry, get his work out for him quickly, and be sure that it is *right*.

If he wants something different from what you have—make it.

Remember: a satisfied customer is your best business-getter.

A dissatisfied customer is carbon in the cylinders—the first symptom is *knocking*, but it is liable to soon put the whole machine out of order!

Make **SERVICE** the keyword of your studio, and of your attitude toward the social and civic life of your community; and when the people want photos *they will come to you*.

REQUEST FOR INFORMATION

Can you inform me if I could have some sort of a curtain background that I could use on photographing groups of forty-five to fifty people? I would want a background that could be hung on wire and drawn back out of sight when not in use. What color do you think would be best to use?

W. I. E.

Any member of the Association having information on the above is kindly requested to send the same to the secretary who will publish it in the next issue of the **ASSOCIATION NEWS** for the benefit of the members.

Mr. Francis Weed, of New Canaan, Conn., says of the Official Advertising Campaign:

"It would be impossible to fit my requirements more perfectly."

Have you ordered the official campaign yet?

The B & B Photographic Co. has been incorporated in East Orange, N. J., with a capital stock of \$25,000 for the purpose of dealing in photographic supplies. The incorporators are Harry H. Picking, Charles O. Geyer and Gordon Grand.



Walnut panel 5 feet long photographed by Edward J. Davison, Kansas City, Mo., who will give a commercial demonstration at the Milwaukee Convention.

EXCERPTS FROM THE WELCOMING ADDRESS TO THE MIDDLE ATLANTIC STATES CONVENTION IN PHILA- DELPHIA BY E. J. CATTEL.

On another page in this issue on which is given a report of the Middle Atlantic States Convention mention is made of the unusual welcoming address given by Mr. E. J. Cattell, city statistician of Philadelphia. Following are some of the humorous incidents related by him which made us all sit with our mouths open and quake with fear, dreading the time when he should stop speaking. He said:

I will retain my admiration for all the young ladies. I have a sign in my office over my desk which reads, "If a young lady passes my door and I fail to turn my head and look, send for the coroner; I'm dead."

I learned my first lesson about a hundred years ago when I went to a dance with a lovely young girl, and as we were whirling around the room I remarked, "This is a wonderful floor to dance on." She replied, "Well, why don't you try it and keep off my feet?"

Years ago I was offered a horse, and the man said he would go 12 twelve miles an hour, and so he did, 2 miles up and down and 2 miles ahead.

I have a friend who is the proud father of twins, and I was always mixing those twins up, never could get straight which was which, and one morning at 22nd and Walnut Streets I met one of the little girls with the nurse. I stopped the little tot and said, "I am always getting you mixed up with your little sister—now I want you to tell me which one you are!" She turned her pretty little face up to me and said, "I'm the one that's out walking."

There was once a little lad who said to his mother, "Mother, tell me where does the light go when it goes out." "That is a foolish question," she said, "You might as well ask me where your father goes when he goes out."

Another time I was doing missionary work with a clergyman, and he said, as we saw a poor dear little wife sitting

weeping over the thought of her dissipated husband, "Where is your husband?" She said she did not know, but thought he might be brought home any time, adding to our surprise that she hoped they would bring him in a Pierce-Arrow. We both immediately asked why she should say that, and she replied, "Well, they advertise it travels so fast it takes your breath away."

An Irishman took his bride to Niagara Falls on their honeymoon, and as she looked at it, she asked him in great wonderment, "What makes it so green up there?" and his answer was, "It has just come over."

Once as I started out of the door the coachman met me with the most forlorn expression. "What seems to be the trouble?" says I. "I'm going to lose my dear wife," he said. "The doctor said so, and he knows what he is giving her."

Once there were two Irishmen and a Pennsylvania Dutchman in the same house, and sharing the same room. Bright and early the morning after they got there, one of the Irishmen woke the other and said, "Wake up; that Dutchman has committed suicide, and has hung himself by his suspenders." "Did you cut him down?" asked the other. "No, he was not dead yet!"

There was once a little Irish lad, dying with smallpox. The doctor told the father the child could not recover, and asked if he should send for a priest. "Faith," he said, "do not send for a priest; send for a Rabbi. What's the use of giving the poor Father smallpox?"

Two friends of mine, one a clergyman and the other a sea captain, both had a fad for birds—parrots. The sea captain took his parrot with him when he went to call on the clergyman, and placed the cage on the table while they talked things over. During a lull in the conversation, the clergyman's parrot said, "Oh what

shall we do to be saved?" and the sea captain's bird promptly replied, "Pump like hell, or go to the bottom."

A clergyman's parrot was a very valuable one, and he did not want to lose it, so he told it one day, "If you will refrain from all profanity on Wednesdays, the day of the clergyman's meeting, I will give you another chance." The bird kept the agreement perfectly until an unfortunate little thing happened. One Wednesday after the meeting one of the clergymen left his umbrella, and the next day, when he discovered his loss, he returned for it. The clergyman was out, but the parrot was home, and as he entered the study and started out with his umbrella, Polly screeched, "It's been a damn short week."

An interesting thing happened in the court here. Like most people in the business, I suppose, I had had contact, with magistrates before. One man there was a Salvation Army captain, and as he stood up the magistrate said to him,

"Where do you live?" "Heaven is my home." "Thirty shillings fine." That is the disadvantage of living in the suburbs.

Those brilliant young people who can make a better set of commandments between cigarettes or write a New Testament between poker games make me tired.

THREE FIFTY-DOLLAR PRIZES

Wednesday, September 5, will mark the beginning of a new era in National Photographic Conventions. At that time those who attend the convention will be given an opportunity to present to the Association their ideas for betterment among the photographers.

The Association has offered three fifty-dollar cash prizes to those who appear on the program. The subjects will be "How Can the Association Be of Greater Service to the Profession" and "How Can Greater Interest in the Association Be Created among Non-Members?"



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Are you neglecting
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Telephone for an appointment

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IS OUR SPECIALITY

The following plan will be used in determining who are to receive the fifty-dollar prizes: All members who desire to take part in this contest are asked to submit briefs of not more than 200 words on either of the above subjects and those briefs will be gone over very carefully by three judges who will select the six briefs which they consider best. The briefs must be in the hands of the Secretary of the Association not later than August 3.

The names of the six members whose briefs are selected will be announced ten days before the convention and these six members will each be given twelve minutes to give his talk before the convention. All active members in attendance at the meeting will vote upon the three members whose talks they consider best out of the six and the three receiving the highest number of votes will each be given \$50 in cash.

This plan gives an equal opportunity to those who can write well but are not such experienced speakers, as well as to those who are good speakers but can't put their thoughts on paper to good advantage.

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He will draw up designs and
 submit plans for any kind of
 advertising matter you desire,
 and when he does this for you,
 remember that he is doing it
 specially for you.

Without doubt, every member has some suggestions to make as to the improvement of the Association's service and it is hoped that such valuable suggestions will be made as will enable the Association to extend its service and influence in the photographic field.

Whether you are planning to attend the convention or not you are asked to submit your briefs, for the idea that you think of little consequence to the Association may be just the thought we are looking for and at the same time may win for you one of the fifty-dollar prizes. For further information write Jno. I. Hoffman, Secretary, 1202 F Street, Washington, D. C.

LOAN COLLECTION

Several members who have used the Loan Collection have written us to the effect that they do not think the pictures in the exhibit come up to the standard which a collection of prints of this kind should have. All of the prints were submitted by members who are recognized for their ability to make good work, but some of those who used the exhibit thought that the quality of prints in the exhibit showed that the members did not use very much care in the selection of prints submitted.

To overcome this objection, the secretary proposes to collect a new exhibit in an entirely different manner. He proposes to collect all of the prints which are rated high enough to be placed in Classes

A and B at the convention in Milwaukee. This will give a collection that has been passed upon by a competent set of judges and will, therefore, represent a certain quality of photographic work.

After the Convention is over all of the prints will be returned to the various members so that they can be used when going over the criticisms sent to them by the judges. After sufficient time has elapsed the secretary will write to all

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members whose pictures were entered in Classes A and B and will ask that they be returned to him for use in this Loan Collection. It will be entirely optional upon the part of the member as to whether he returns them to the secretary or not, but we believe that it will be to his advantage to have some prints in the collection.

This collection of prints will be sent to any member upon request the same as the present Loan Collection is being used. The members can hold the exhibit in their own studios, and all they need to do is to guarantee the prompt forwarding of the exhibit in as good condition as they receive it and to pay transportation charges from the last exhibitor.

It will be to the distinct advantage of any member who uses the exhibit to have one or two of his pictures in the collection. He can then tell his customers that his pictures were accepted at the National Convention and he can show them his picture which was selected as well as show him the high quality of the other prints

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in the exhibit. This will make the collection of a great deal more value and it is, therefore, especially urged that every member send his prints to the convention in Milwaukee in the hopes that some of them may be rated high enough to be placed in Classes A and B and therefore be included in the Loan Exhibit.

Begin to prepare your prints now for this plan will make high rating of great importance to you.

MARCH MEETING OF HOUSTON (TEXAS) PHOTOGRAPHERS

The Professional Photographers' Association, of Houston, Tex., met with member C. A. Drabb, of the Harper Studio, for the regular monthly meeting, which proved to be one of the most interesting meetings held for some time.

The membership is necessarily small; however, you can count on 95 per cent of the membership being present at every meeting, a condition some other similar

ASSOCIATION NEWS

**A Journal Published Monthly except
August and Devoted to All Matters
Pertaining to Photography**

**OFFICIAL ORGAN OF THE PHOTOGRAPHERS'
ASSOCIATION OF AMERICA**

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THERE ARE MANY REASONS

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organizations cannot boast of. The Houston boys feel proud of that fact. Eleven months old and has held fourteen meetings, including regular, monthly and call meetings, and over 75 per cent of the present membership has never missed a single meeting. With such a substantial cooperation, it is natural to expect results.



INCREASE YOUR EARNINGS

Practical working photographers from all parts of America have taken our Post-Graduate Course for Professionals.

Do High-Grade Work

Make your pictures rich, beautiful and artistic, and get best prices. Instructors of national reputation teach you; one to three months' course; terms easy; living inexpensive. Write for special offer—NOW.

Illinois College of Photography
508 Wabash Avenue, Effingham, Ill.

During these eleven months, many things have happened for the good of Houston photographers. First, getting acquainted with each other and learning that a photographer's real competitor is not his brother photographer, which fact in itself is worthy of consideration. It has often been said, "In union there is strength." The first noticeable result in the local organization was self-respect and confidence, and contentment with his chosen line, gained by associating with others operating in the same locality, in the same line, which has a tendency toward a union of effort to elevate the standard of the profession with each a personal responsibility.

The Sunday closing agreement has been very satisfactorily complied with. Coupons have been eliminated, thereby meaning many hundreds of dollars to each studio with less physical effort. A minimum price for the cheapest grade of work has been established, and cooperative advertising has been started.

In a world of democratic change
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For more than three decades

America's most dependable

Dry Plate

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NEW YORK

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NEWS AND NOTES

F. ERNEST CRAMER SEVERS RELATIONS WITH THE G. CRAMER DRY PLATE COMPANY

The following announcement sent to us by the G. Cramer Dry Plate Co., on March 31, will be of great interest to the many readers of the ASSOCIATION NEWS who are customers of the old Cramer Co.:

"We desire to announce the retirement as an official and employe of our company of Mr. F. Ernest Cramer.

"Our friends and patrons may rest assured that the severance of Mr. F. Ernest Cramer's relations with this company will not from any conceivable point of view have the slightest effect upon our business. Our Emulsion and Mechanical Departments have for several years been wholly and solely under the management of our Mr. Emile R. Cramer,

ably assisted by our Mr. A. L. Milentz, and our Sales Department in the entire and sole charge of our Mr. G. A. Cramer. All of these officers and employes will remain in the active service of the company, thereby making certain that the same high standard of quality and service as heretofore will be maintained.

"With our most sincere thanks for all past favors and earnestly soliciting a continuance thereof, we beg to remain,

"Yours very truly,
"G. CRAMER DRY PLATE CO."

A fire, originating in a drug store next door to the studio of L. C. Hubert, of Clare, Mich., spread to his studio and caused a loss of more than \$600. Mr. Hulbert expects to have the building repaired and open for business again in the next thirty days.

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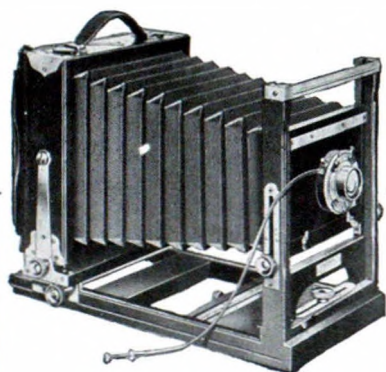
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had to choose from*

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OPTICAL COMPANY**
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ROCHESTER, N. Y.

A. J. Farrington, who has been with the Chalmers Studio of Bangor, Me., for the last twelve years, has just purchased the Edwards Studio at Brewer, Me.

Phil B. Keeler, who is a demonstrator for the Ansco Co. on the Pacific Coast, offers a theory for the end of the submarine war. It is as follows:

"Pretty soon they will sink some ship with a large load of monomet consigned to the Ansco Co. When this dissolves in the sea water the whales, sharks and other fish will all become so over-developed there will be no room left in the water for any class of boat."

A. A. Nelson, who for the last five and one-half years has conducted a studio in Augusta, Me., has sold his business to James Norman, of Augusta. Mr. Nelson is looking for a new studio.

The Photographers' Association of the Chamber of Commerce of Cincinnati is laying plans for cooperative buying on account of the shortage of imported chemicals.

Mrs. Mary E. Heath, who has been conducting the Heath Studio, of Manchester, N. H., since the death of her husband in 1911, died in her studio December 8. Mrs. Heath seemed to be in perfect health the night before she died and the cause of her death is unknown.

The stock of the Eastman Kodak Company has advanced seventy points in the last two years, according to the report of the Rochester Stock Exchange, December 11.

Roy Munsell, commercial photographer of San Francisco, has invented what he calls a "Frisco Camera," or fog camera, the lens of which is designed to penetrate the drizzling fogs that San Francisco experiences for a large part of the fall and winter months. The camera, says the inventor, cannot take pictures in a dense fog, but is meant simply for use in continual haze.

The address of Tom Nelson, formerly employed at Winona, Minn., is desired by the secretary of the Association. A good proposition is awaiting Mr. Nelson. Any reader of the ASSOCIATION NEWS who can inform us as to Mr. Nelson's whereabouts will do him and us a great favor.

Mr. Fred G. Christian, commercial photographer of Spokane, Wash., has moved his studio from the Golden Gate Building to the fifth floor of the Eilers Building.

A fire in the Shaver photographic studio of Elmira, N. Y., April 9, caused damage to the extent of \$100. Flames are supposed to have been started from a gas jet in the developing room.

The Rex Photo Studio has recently been opened on Pine Street in Abilene, Tex., under the management of W. H. Parish. It is a ground floor studio and is equipped with all up-to-date appliances.

William H. Jabbitt, photographer of Brooklyn, N. Y., dropped dead of heart trouble on April 12. He was 54 years of age.

George C. Kimmel, traveling photographer of Philadelphia, was arrested at Elkton, Md., by federal agents while taking photographs of the Chesapeake and Delaware Canal. Although of German descent, he is a good American citizen and has been making his living at photography for the last thirty years. All efforts to find incriminating evidence at his home have failed.

Mr. Homer Calander, who was employed at the Schantz Studio of Fort Wayne, Ind., died of pneumonia at the home of his son in Fort Wayne.

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IT is important to every photographer that they be in touch with a supply house that can be depended upon—that offers expert knowledge and absolutely dependable service.

We have such an organization. It is built first of all for service.

—A complete stock from which to fill all your requirements.

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—An organization that is steeped and saturated with the first principle upon which the success of this house is founded:

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The firm of Alexander Bros. Co., photographic supply dealers of Pittsburgh, Pa., has changed ownership but the business will be continued under the old firm name. The stockholders and officers of the new company are as follows:

E. C. Sterling, president; Ross C. Seddon, vice-president; Albert F. Doyle, treasurer; Guy F. Morris, secretary; Vern F. Long, Harry Urish, Hattie J. Fuhr.

Mr. E. N. Bridges, organizer and for many years manager of the company bearing his name, which engaged in the manufacture and sale of high grade photographic mounts, has organized a new corporation under the name of the E. N. Bridges Photo Mount Co. The new corporation has a completely stocked factory at Rochester, N. Y., and is in a position to manufacture the standard of mounts upon which the reputation of the old Bridges company was built. We desire to extend to the new firm our heartiest wishes for its success.

The Presto Manufacturing Co., of Pittsburgh, has made for and installed into the new finishing rooms of the Bachrach Studios a 26-foot printing machine which is probably one of the finest outfits in the country.

The Haynes Studio, of St. Paul, Minn., held an exhibition of photographs of the Great Northwest, its people, flowers, Glacier National Park and Yellowstone National Park from April 7 to 14. The exhibit included all the colored photographic enlargements, transparencies and unpublished views recently shown at the new National Museum, Washington, D. C. Mr. Haynes, until recently, has been the official photographer of Yellowstone National Park and by this means has been offered exceptional opportunities of securing photographs of the great wonderland of America. Many of his photographs are now used by the Department of Public Parks of the United States Government.

The Paragon Press Commercial Printing Co., of Elizabeth, N. J., recently sent us a blotter upon which was printed the following original and unique paragraph:

"Our business had been established since 1900. We have been pleasing and displeasing the people ever since. We have lost money and made money. We have been cussed and discussed, knocked, talked about, lied to, held up, robbed, etc., to the end of the chapter. The only reason we are staying in business is to see what in h—— will happen next."

W. G. Thuss, of Nashville, Tenn., celebrated the forty-second anniversary of the opening of his studio on Thursday, April 12. The studio was started in 1875. Mr. Thuss is entitled to a great deal of credit for the high plane upon which he has kept his business during these many years.

G. L. Spalding leased the studio of the late J. E. Walton, at Vevay, Ind., and opened the place for business about April 1.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

Of ASSOCIATION NEWS published monthly except August at Washington, D. C., for April 1, 1917.

State of District of Columbia } ss.
County of Washington

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Jno. I. Hoffman, who, having been duly sworn according to law, deposes and says that he is the editor of the ASSOCIATION NEWS and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

<i>Name of</i>	<i>Postoffice address</i>
Publisher, Photographers' Association of America.	Washington, D. C.
Editor, Jno. I. Hoffman.	Washington, D. C.
Managing Editor, Same.	
Business Managers, None.	

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

Photographers' Association of America, which is incorporated and all members are holders of stock.

(Continued on page 157)

CLASSIFIED ADVERTISEMENTS

One insertion of help wanted, positions wanted, studios for sale and miscellaneous advertisements is printed in these columns, *free of charge* for members of the Association.

Additional insertions are charged for at the rate of 2 cents per word with a minimum of 50 cents per insertion.

Prices to non-members for each insertion are the same as additional insertions to members.

Terms: Cash, P. O. money order, check or U. S. postage stamps must accompany the order.

FOR SALE

FOR SALE—Only studio in one of the best live towns of 1,000 in northwest Iowa, fully equipped. Electric light, city water, ground floor, on main street. Big territory, nearest studio 18 miles. Also a fully equipped studio at the next town, a good live business town of 1,000 and a branch studio in a town of 500. Will either sell three together or the latter two separate from the first. These studios are in first-class shape and are located in the best agricultural territory of Iowa. The territory of these studios join, which makes it a big field to draw from. A live man with an assistant can handle all three places to good advantage. Good reasons for selling given to interested parties. Address "Your Chance," care of ASSOCIATION NEWS.

FOR SALE—A choice two-man proposition, one a good portrait worker and finisher; the other a good outside man—scenic views, commercial and home portrait worker. In the heart of a scenic wonderland the Salmon fishing grounds. Cash is the essence of a special price if sold by June 1. Direct correspondence solicited. Box 70, Friday Harbor, Wash.

FOR SALE—One Folmer and Schwing Banquet Camera and one extra plate holder, camera in A-1 condition, size of camera 12 by 20, or will trade for an 8 by 20 camera. Address Otto Sellers, 402 East Charles Street, Muncie, Ind.

FOR SALE—Premo Camera, No. 10, size 5 by 7. Planatograph lens $8\frac{1}{2}$ focal length, F. 8 speed, tripod, six-plate holders and equipment for sale. Guaranteed in good condition. Will send sample of work on receipt of 5 cents in stamps. Address E. Deloss Turner, 255 E. Main Street, Alliance, Ohio.

FOR SALE—Voightlander Collinear, 5 by 7, F. 6.3-inch automatic shutter, cost new \$57, price \$35; Suiter 8 by 10 portrait lens, Packard shutter, \$20; Suiter, 14 by 17 lens old style waterhouse stops, \$15; Dario wide angle 8 by 10, \$9, worth \$20; Aristo arc lamp with rheostat, \$10; Prosch cartridge flash cabinet with stand complete, \$7. Address E. S. Parker, 46 West Fourth Street, Dunkirk, N. Y.

BUSINESS OPPORTUNITY—I offer for sale one of the best paying photographic businesses in the country. A model studio. Price, \$2250. Will sell business block and real estate, including studio for \$25,000. Other business interests demand my time. L. A. Dozer, Bucyrus, O.

FOR SALE—11 by 14 Suiter Lens, net \$20; 8 by 10 Dario Lens, net \$15; 11 by 14 Benton Lens, net \$12, wide angle; 8 by 10 Wollensak Lens, net \$20, includes Wollensak Halldorson Home Portrait Flash Outfit, \$18; 8 by 10 Seneca City View and View Camera, including 5 by 7 Shutter reducing back, net \$20, list \$40; 5 by 7 Seneca Camera, \$35; Supplementary bed, \$1.50; Goerz Celor Lens, anastigmat series 1-B F: 4.5, 7-inch, \$54.50; Shutter, \$8; wide angle lens in cells, \$12; Focal Plane Shutter, \$12; six holders, \$7.50; Tripod, \$3. List price, \$139.50, \$75 net. Address J. B. Hostetler, 208 Brady Street, Davenport, Iowa.

FOR SALE—Old established studio, good location, modern office building fully equipped, everything to work with. Reason for selling, disagreement of partners. Price, \$1,500 cash. Address Multnomah Studio, Dekum Building, Portland, Oreg.

FOR SALE—Strictly first-class ground floor studio doing the best business in city of 65,000. Established several years; beautifully furnished; best of equipment, up to 11 by 14. Will sell reasonable, having other interests. This is a proposition worth while. If you mean business will be glad to give full particulars. Address N, care of ASSOCIATION NEWS.

THE YANCEY STUDIO of Alexander, La., is for sale. Write W. R. Yancey. For any information concerning Alexander and county, write Chamber of Commerce, Alexander, La.

WANTED

WANTED—Capable manager of a large photographic finishing plant. Must have executive ability and understand everything connected with a photograph from the negative to the finished print. Big position for the right man. Address The Bachrach Studio, 16 West Lexington Street, Baltimore, Md.

WANTED—A young man of considerable ability to assist in a small town studio. Must be able to retouch. Inquire of E. Robideau, Malone, N. Y.

WANTED PRINTER—Permanent. Young lady preferred, with some knowledge of other work. State experience, references, salary. Send photo and samples of your work. "Rich," care of ASSOCIATION NEWS.

WANTED—An A1 retoucher, one who can work in backgrounds and assist generally. Must be fair operator, good salary and permanent position for an American Protestant. Address C. F. Townsend, 613 Walnut Street, Des Moines, Iowa.

WANTED—A good operator, retoucher and printer. Would prefer a man between 25 and 40 years of age. Salary \$20 per week to the right man. Would also consider lady retoucher and operator. Address R. S. W., care of ASSOCIATION NEWS.

POSITION WANTED

WANTED—Position by exceptionally good operator and retoucher. Fine with children. Very reliable and thoroughly competent to hold a position in any first-class studio. Twelve years' experience in best studios of the country. References given and required. H. M. F., care of The Fowler and Slater Co., Cleveland, Ohio

Statement of Ownership, Etc.*(Continued from page 155)*

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None. Every member is a stockholder. We have about 2,794 members. The officers of the Association are as follows: President, Ryland W. Phillips, 1507 Walnut Street, Philadelphia, Pa.; First Vice-President, C. L. Lewis, 1217 Madison Avenue, Toledo, Ohio; Second Vice-President, Howard D. Beach, 469 Virginia Street, Buffalo, N. Y.; Treasurer, G. L. Hostetler, 300 K. P. Block, Des Moines, Iowa, and Secretary, Jno. I. Hoffman, Washington, D. C.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is: (This information is required from daily publications only.) Jno. I. Hoffman.
(Signature of editor, publisher, manager or owner.)

Sworn to and subscribed before me this twenty-second day of March, 1917.

[SEAL.] ALBERT C. WEST,
Notary Public, D. C.
(My commission expires May 23, 1918.)

QUESTIONNAIRES*(Continued from page 136)***Leanest Months**

There was great unanimity in the answers about the lean months, the following being arranged in the order of their leanness:

August.....Thin
July.....Lean
March.....Leaner
February....Leanest

To get business during lean months the advertising counselor prepared particularly attractive advertising matter, knowing that the business can be secured in March or in August if the right efforts are put forth.

Average Customer Purchases

By far the largest number of questionnaires stated that \$5.00 worth was the average on a purchase of photographs.

\$1,000.00

Profit made on "HATHAWAY
PORTRAITS" by a number
of our customers last year.

STARTLING—Yes

Tho it is within your power to do the same. If interested—Write us and we will gladly give you some pointers.

The Portrait that
was awarded the
GRAND PRIZE
at the
Pan-American Fair

Sprague-Hathaway Studios

West Somerville

Massachusetts

Upon this price, the advertising counselor built the costs of the official campaign, in order that the expense for advertising would be low enough to give the photographer a profit on \$5.00 purchases.

The Photographers' Troubles

To try to list them in a short article like this would be impossible, but it is interesting to note this fact: the members are by no means unanimous in declaring this, that, or the other thing, to be the worst trouble.

A few of the "popular" troubles are listed here, but no one has a majority, by any means.

Advertising	Coupons
Selling	Collections
Employes	Lack of ideas

And nine members said they had no troubles at all!

Here's to the nine! Heaven would offer no temptation to them.

Middle Atlantic Convention

(Continued from page 136)

returns from the sale of space were most gratifying. "Billy" Goldman and "Jim" Scott made good, at their respective jobs.

Of course, a few mistakes were made. One was the same mistake as was made at Cleveland last year, that is, that the meeting room was not separated from the exhibit room by sufficient barriers to allow for an uninterrupted program. The noises from the outside of the meeting room were always confusing and, as Pirie MacDonald said when he got up to talk, he was not used to speaking in a boiler factory.

The other mistake, if we may be allowed to mention it, is in having the program a little too full. In fact, the program was so full that there was not time for several of the numbers. I am sure the members join with me in being glad that I was cut out my part of the program for I have talked before the Middle Atlantic States Convention for the last three years, and I was really delighted that President Phillips took so much time that there was none left for me.

The features of the program were:

The welcoming address by E. J. Cattell, Philadelphia City Statistician, was the most interesting welcoming address that it has ever been my pleasure to listen to. The talk on Studio Work by J. A. Dawes, demonstration of Child Portraiture by W. B. Poynter, the illustrated talk by E. Meyer Silverberg, the lectures by Henrietta Hudson, Henry A. Strohmeier, and by Pirie MacDonald; the talks by Ryland W. Phillips, Clarence H. White, and Prof. Francis Harvey Green and demonstrations by Mrs. Frances Geissler and I. Buxbaum were all inspirational and full of splendid food for thought.

The selection of the next place of meeting was left in the hands of the newly elected board which is as follows:

President, A. H. Diehl, Sewickley, Pa.

Vice-president, William C. Parker, Morristown, N. J.

Secretary, Wm. Kinling, Baltimore, Md.

Treasurer, W. I. Goldman, Reading, Pa.

State vice-presidents are:

Samuel R. Gray, Philadelphia, Pa.

Henry A. Strohmeier, Newark, N. J.

E. F. Tevis, Wilmington, Del.

J. C. Christoff, Baltimore, Md.

W. T. Boyce, Washington, D. C.

W. A. Amon, Clarksburg, W. Va.

Ten pictures were selected for the Middle Atlantic States section of the national salon and certificates of merit were awarded to the following:

Bachrach Studio, Baltimore, Md.

W. L. Deal, Philadelphia.

R. T. Dooner, Philadelphia.

J. Mitchell Elliot, Philadelphia.

Freeman Studio, West Chester, Pa.

Katherine Jamieson, Pittsburgh, Pa.

Miller Studio, East Orange, N. J.

Harry Schaeffer, Altoona, Pa.

Joseph Strickler, Pittsburgh, Pa.

George A. Wonfor, Camden, N. J.

A report of the convention would not be complete without a line of credit to the representatives of the manufacturers and dealers who, as a special committee, boosted for the convention and who were responsible for the good time prepared for us at the banquet on Wednesday evening.



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inately.

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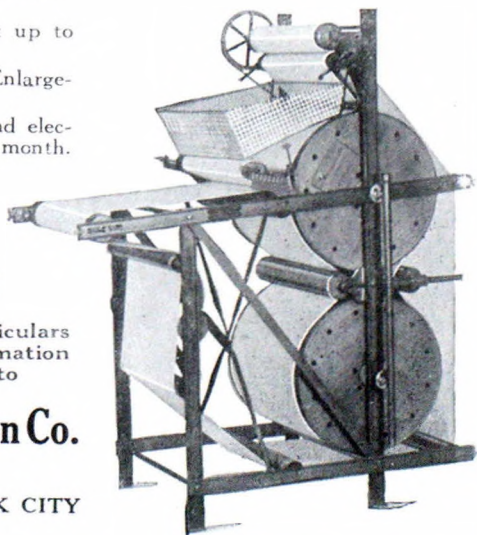
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