



ASSOCIATION NEWS

A JOURNAL DEVOTED TO THE INTERESTS
OF THE PHOTOGRAPHERS OF AMERICA

Vol. 4, No. 10 Washington, D. C.

NOVEMBER, 1917

Make This
a
Big
Photographic
Christmas

Official Publication of the
Photographers' Association
of America

GIVE YOUR XMAS GIFT NOW

APPLICATION FOR MEMBERSHIP IN The Photographers' Association of America

I am ^{{Owner}
_{{Part Owner} of a studio in the City of.....
_{Manager}

State of..... I herewith enclose \$1.75 for membership fees
and dues till January 1, 1919.

Signed..... Street No.....

City..... State.....

SUBSCRIPTION FOR ASSOCIATION NEWS

Enclosed please find Fifty Cents for which you will kindly send me
the Association News till January 1, 1919.

Name..... Street No.....

City..... State.....

PHOTOGRAPHERS' ASSOCIATION OF AMERICA
12th and F Streets Washington, D. C.

I hereby agree to support the following Code of Ethics and to assist in making its precepts more effective in
the uplift of the photographic profession.

Signed.....

A CODE OF ETHICS

Adopted by the Photographers' Association of America July 22, 1915

My business standards shall have in them a note of sympathy for our common humanity. My business dealings, ambitions, and relations shall always cause me to take into consideration my highest duties as a member of society. In every position in business life, in every responsibility that comes before me, my chief thought shall be to fill that responsibility and discharge that duty, so when I have ended each of them I shall have lifted the level of human ideals and achievements a little higher than I found them.

1. The practice of photography, both as a science and an art, is worthy of the very best thought and endeavor of those who take it up as a vocation.
2. Having accepted photography as a vocation, the practitioner should, at all times and in all places, esteem it an honor to be able to say, "I am a professional photographer."
3. Our brother photographer's name and reputation should be as sacred to us as our own. The off-hand slur, the unnecessary criticism of his work or methods or manners, the meaning smile, or shrug of the shoulder, have no place in the daily life of a professional photographer.
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.
6. Advertising in its many forms is essential in these days of commercialism, but the claiming of false or ungained honors, untrue statements of any nature, boastfulness of work better done than others can do, depreciation of the work of other studios, are unworthy of the professional photographer and its consistent repetition should be severely and publicly condemned.
7. The best interests of the patron should at all times be the first thought of the professional photographer. A studio based on service to the patron and demanding fair pay for real service is following the best tenets and precedents of the profession.
8. It is a privilege to give aid and advice to those whose knowledge is less than our own and who come seeking our help, so that they may progress in the practice of photography. We learn most by giving to others of our own knowledge. By refusing to give of the gifts that have been vouchsafed to us, we impede the progress of the art.
9. True service to our patrons is founded on giving them what they desire at a price which will leave a fair profit to ourselves. This is not possible without a knowledge of what it costs to do business, therefore we cannot reasonably be giving true service unless we know what it costs us to sell, and unless we sell at a price which will give us a return proportionate to our skill and to our expense, so that both our reputation as photographers and our credit as business men may be maintained.

THE ASSOCIATION NEWS

PUBLISHED IN THE INTERESTS OF THE PHOTOGRAPHERS OF AMERICA

Vol. 4

WASHINGTON, D. C., NOVEMBER, 1917

No. 10

MAKE THIS A BIG PHOTOGRAPHIC CHRISTMAS

Conditions Were Never More Propitious for Extraordinary
Business in Portrait Photography than Now—Big Na-
tional Movement Inaugurated by Your Association—Get
in Step

BY CHAS. J. COLUMBUS

It is frequently said that those who do not make money now will never do so.

That applies to the photographic profession most particularly. From all quarters of the country come glowing reports of the great development of photography and it is quite logical that since business has been so wonderfully good during the summer season and early fall that this will be the greatest photographic Christmas ever known.

I know of no better year to popularize portrait photography as a Christmas remembrance than this. There is no gift quite so appreciated, none so individual as a portrait.

Get this idea over in your respective communities. Popularize a "photographic Christmas." Ring all the changes of sentiment with regard to this great holiday. Send your advertising into every home and I am sure that with all of our people working in unison the photographic idea as a holiday remembrance will be a tremendous success.

The necessities of the situation in which this country finds itself will bring about a great scarcity of articles that have heretofore been utilized by the public as Christmas remembrances and this circumstance will be a helpful factor in putting over our mutual idea of a bigger photographic Christmas than this profession has ever known.

Do not under any circumstances wait for this character of business to come to your studio. Make this the feature of your advertising copy, and do it now, for time is fleeting. It will require forehandedness to crowd in the big volume of business that will come to every studio that makes a real effort to gather this harvest of unusual trade.

Certainly no family remembrance could be more satisfying than pictures of children, of father and mother, and of the grandparents. They constitute a remembrance everlasting in interest and wonderfully appealing. In my personal acquaintance there are hundreds of people without photographs and certainly they would be sold if the right sort of approach had been exercised to create an interest in something which they should have. Photography has a lifetime interest, for the pictures of yesteryear are just as dear to the family and friendly circle as those of today. Those of today have not only timely interest but the future will lend its fragrance as of yore.

How many photographers are capitalizing on Christmas-tree work? Those of you who do photography in the homes should find a fallow field in this line of work. The glorious Christmas tree of the American family with its trinkets and the joys that come to children from them are sure to make an admirable setting for

pictures that will have an everlasting charm in the family circle. Put this idea over in your community.

Thus we could go on utilizing pages of space suggesting plans and methods.

Naturally, each photographer knows his community and must be busy ere this devising plans to secure new business and certainly this is a field that has been but little worked.

The florists of the United States present a wholesome object lesson in the wisdom of capitalizing the Christmas season to make flowers a means of holiday remembrance. Not very many years ago no one thought of flowers as a Christmas remembrance. It remained for the American Floral Association to put this idea over. Not only on this but on every holiday the florists of the country make a strong point in advertising flowers as a means of remembrance.

The photographers of the country have an even better argument than any profession or trade. Their product is everlasting. Portrait photography makes history of a character and kind that brings satisfaction to the bestower and everlasting joy to relatives and friends.

Are you prepared for big business?

Get busy and do so at once.

Make this a

Photographic Christmas.

PHOTOGRAPHIC LAWS

Your Secretary Desires Copies of State and Municipal Regulations

It is important that the Photographers Association of America should have a complete digest of the laws and regulations of states and municipalities covering photography in general.

Our members in every state of the Union and of the Dominion of Canada are asked to secure and send to the National Headquarters at once copies of all laws and regulations bearing on photography. Through this we will be enabled to give our members everywhere the benefit of prompt and accurate information covering all regulations. Definite ideas can be developed for national legislation that is very much needed at this time.

The itinerant photographer has ever been a parasite. It is so in every line of activity but particularly bad in its influence upon the public and the harm that it brings to this great profession. This is a responsibility for everyone of our members, and your secretary trusts that you will be prompt in the forwarding of this information to the National Headquarters.

THE REAL INDEPENDENCE OF AMERICA

If the present war in which the United States is engaged has brought one lesson more pointedly than another, it is that of the necessity for preparedness to bring about the commercial and economic independence of America.

Many lines of business have been penalized through the breaking off of communication and commercial relations with respective countries.

We have depended too much upon Europe and figured little upon eventualities such as confront this country.

Though we have resources of a boundless nature and men and women whose ingenuity cannot be matched elsewhere, we have been content to let "the other fellow" do our work in some of the most important departments of the professions and businesses. As the producers of chemicals we have been *nil* and thus when the war came to us we found ourselves the victims of a dearth of supplies and consequently of high prices.

But, happily, this condition is to be changed. Necessity, the mother of invention, has brought our people to a sharp sense of the necessities of the occasion and we are finding that through governmental and private aid, the resources of America are being called and are responding with the needs that heretofore came from other shores. The greatest minds are now at work refining and standardizing the utilities of the nation to the end that in our great profession we may stand supreme as the producers, as well as purveyors of all the requisites for the carrying on of the art of photography.

This is a time to look on and up. Professional photography may be said to be in its incipency and it is up to each and every member of this great organization, and those who should be, to develop their fertile brains to the end that eventually each and every one of us could add a tithe to the score of development in this profession, and in doing so they will not only reap that rich reward of contentment in service well done but likewise will receive the honorarium which a substantial and well-conducted business always brings.

We are the apostles of preparedness and we believe that every studio in the country should be equipped to do the biggest winter's work that photography has ever known. Part of that equipment should be an advertising campaign right now to develop Christmas photography to the highest point and to the manufacturers and jobbers we recommend "go thou and do likewise" in the columns of ASSOCIATION NEWS.

Light Values change from month
to month but *Speed Values* in
HAMMER PLATES

remain always the highest

Hammer's Special Extra Fast (red label) and Extra Fast (blue label) Plates for field and studio work and Hammer's Extra Fast Orthochromatic and D. C. Orthochromatic Plates for color-values.



*Hammer's little book, "A
Short Talk on Negative
Making," mailed free.*

HAMMER DRY-PLATE CO.
Ohio Ave. & Miami St., St. Louis, Mo.

THEY WILL HELP TO WIN THE WAR



Towles Photo
LIEUT. IRA P. GILLET

The Association News takes pleasure in presenting the pictures of two of the distinguished officers of the Photographic Division of the Army who are well known to the profession.

Lieut. Ira P. Gillett was connected with the moving picture business for years and was also a representative in Washington of one of the large feature news service companies.

The great state of Pennsylvania never produced a more popular figure in the photographic field than Lieut. Ed. Cooper who has been a steadfast member of the Photographers' Association of America and was honored time and again by his brothers in art in Philadelphia. Lieutenant Cooper for the last few years

has represented the Defender Photo Supply Company as a traveling salesman. Here's to both of them and our hearts go out to every mother's son of them in the service of Uncle Sam.



Towles Photo
LIEUT. ED. COOPER

THE LIBERTY BOND

From one end of the country to the other are people who are investing in Liberty Bonds.

This is not only a patriotic duty but an investment of the highest order, for such bonds can never lack stability. Any bank or trust company in America will finance you.

WE SERVE THE SOUTH WITH SERVICE

IN A BIG WAY

The largest exclusive
Photographic
Merchandise
House in the
South

Everything for the Photographers

W. D. Gatchel & Sons

Republic Bldg.

Louisville, Kentucky

NEW PHOTO COLORS

Expert of Government Currency Plant Makes Discovery.

A lecture of unusual interest was given here recently by Burgess Smith, technical inspector of the research laboratory of the Bureau of Engraving and Printing on the "Elements of Color and Color Photography." He demonstrated the making of pictures in still life or any kind of photography in natural colors, and showed it was entirely possible to reproduce all colors of the spectrum through a triple-lens camera and a repeating back.

The action of filters making cutouts was illustrated with a chart showing a diffraction spectrum formed by a superimposed, hand-tinted gelatine strip that was even brighter than a prism spectrum, and behaved identically with it when various filters were placed over the lens of a stereopticon. By this means Mr. Smith easily demonstrated the principles of his process.

One of his photographs showed six test tubes, representing every color, with two white books in front, and a background of brown office furniture.

He is able to make a photographic print as well as a transparency, and the most remarkable of all is that he is able to transfer the process to the photo-lithographic process.

Mr. Smith has many other inventions to his credit, among them being the money-washing machine at the Bureau.

At the present time he is perfecting inks and dyes so that the United States will not have to depend upon the foreign supply.

ASSOCIATION NEWS

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

OFFICIAL ORGAN OF THE PHOTOGRAPHERS'
ASSOCIATION OF AMERICA

PHOTOGRAPHERS' ASSOCIATION OF AMERICA

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All communications should be addressed to
WASHINGTON, D. C.

GIRLS IN PHOTOGRAPHY

No man can seriously predict how long the war will last.

Your secretary and editor has unusual opportunities for observing such things, and acquaintances who should know if anyone does. A prediction has no real foundation in fact.

The War Department has asked your secretary to make an appeal to the young men of photography to enter the photographic division of the Signal Corps for the period of the war. In order to acquiesce, it will be necessary for photography to prepare to meet the situation and we would suggest that the experiment be tried of using girls and young women for studio work generally.

Our members should commend the great photographic schools, the Illinois College of Photography at Effingham and the Southern School of Photography at McMinnville, Tenn., to everyone fit to enter the portals of our profession.

The war will in no sense bring serious harm to the commercial side of photography. It will be up to the studios of the nation to handle the greatest volume of business that they have ever known and the columns of ASSOCIATION NEWS amply demonstrate that the manufacturers and jobbers will meet all requirements of apparatus and material to do this great work.

APPEAL FOR MEN AND LENSES

At the request of the War Department we are publishing another appeal to the photographers of the country to enlist their lenses in the United States Army. The assurance has been given that the Government will pay a full and fair price for each lens.

This appeal should be met at once. Looking the matter squarely in the face, the Government will, if occasion requires, requisition such lenses as it needs just as was done in England; but your great Government does not desire to do this. It wants you to offer these lenses at your own price. In the meantime the Bureau of Standards is perfecting a substitute for the German glass used for lenses.

These lenses are needed at once for use in the aeroplanes that will be used in the European war. Your immediate attention is asked.

Quite as important as the lenses are the men to operate the cameras. So photography is called on for a greater sacrifice. Truly the men of photography have the disposition, and certainly the ability, to take their place in this great and no doubt everlasting division of the American Army—the Photographic Division—and to do the thing that we predicted in the October issue of the NEWS, that "Photography Will Win the War."

MIDDLE ATLANTIC STATES CONVENTION

Gathering in Baltimore Next March Promises to be a Momentous One

After meeting the great demand that the public will make upon photography during the next two months our people should turn their interest to the Middle Atlantic States Convention, which will be held in Baltimore in March.

A. H. Diehl, the distinguished president of this live organization, seems to be devoting practically all of his time to the ambitious plans he has outlined for this gathering. Mr. Diehl has just returned from a vacation in Canada where he was a true and honorable disciple of Izaak Walton. Young Diehl was also present.

Better acquaintance luncheons will be one of the features of the gathering and business talks will be a pronounced feature of the program.

Secretary William Kinling and his brother photographers of Baltimore are preparing an elaborate program of entertainment for the big crowd that is expected to take part in this spring drive for photography.

NEW ENGLAND CONVENTION

Representative Gathering at Providence Enjoys a Fine Program at Nineteenth Convention

The New England Photographers accomplished wonders in the convention held September 25, 26, and 27 at Providence, R. I., when the largest attendance in the history of the amalgamated was on hand to partake of the food for mind and body that had been prepared.

Much credit is due President Hanson and Secretary Whitney for the very efficient manner in which the convention was conducted. Infantry Hall was the scene of the business meetings and displays, where the convention was called to order Tuesday morning, September 25. H. Nelson Street welcomed the photographers on behalf of the mayor. The mayor's representative gave the photographers a most cordial greeting on behalf of the descendants of Roger Williams, extending that same greeting that was given to Roger Williams by the Indians.

Secretary Whitney read a communication from the School of Design inviting the photographers to visit the school.

The Hartford Chamber of Commerce extended an invitation for the New England Association to meet in Hartford in 1918. The following were named as the nominating committee: Mr. John Sabine, Mr. Harry Allen, Mr. Orrin Chamberlain.

Resolution Committee: Mr. E. G. Mills, Mr. L. Powers, Mr. Fred Chalmers.

TWO-MINUTE TALKS

President Hanson then proceeded to the program of two-minute talks which brought out many practical points and proved of great interest to those attending.

In answering the question, "What is my greatest business asset?" President Hanson said:

Sticking to business in one place for the past 25 years has made my business a success.

SECRETARY WHITNEY: I think mine is in home portraiture. How many here are interested in home portraiture? I think it is the thing that we are all heading for. Now, let us hear from somebody on home portraiture.

MR. JORDAN: I work on home portraiture exclusively, because I don't know any other. If you should put me in a

studio I would not make the success that I am making with home portraiture, therefore, I think home portraiture is the coming thing.

MISS WILSON: I hate home portraiture, and must confess it. I am used to a large studio and plenty of room to work in, because I am a large person and require plenty of it, nevertheless, I do think it is the coming thing.

PRESIDENT HANSON: There are always two sides to look at. I agree with Miss Wilson. I dislike going out of the studio with a camera."

MR. R. W. PHILLIPS: The greatest business asset I believe that I have ever had was a remark made to me by a very good friend of mine about three years ago. After looking over my studio for some little time I said to him, "How do you suppose I am going to get more business? I am satisfied with the business we are doing here, the plant is larger than the amount of gross business we do in a year." "You have more business in your place than you really know how to handle," he said; and it started me to thinking.

MR. SHEIN: Mr. Phillips' talk has been very pleasurable to listen to. My business asset has been in serving my customers, giving them what they want and not talking them into something that they do not want.

WIFE GREATEST ASSET

MR. WILL H. TOWLES: I can say that my wife is my greatest business asset. She sells 'em after I make 'em.

MR. FINDLAY: Now, what I think has been my chief asset in business is making a psychological study of every individual who comes into my place. If it is a minister I make it my business to see that I talk about something appealing to him so that when he leaves the place he will be pleased with the interest taken in him. At the studio I consider a picture nothing more than a story, and in order to make it a pleasing story one must be familiar with the subject and details.

At the close of the two-minute talks the convention adjourned to inspect the exhibits that had been set up by the manufacturers.

"Ask Us or
Your Dealer"



"Let
The User
Judge"

VERSAR

PORTRAIT and VIEW *f. 6*

The especially desirable objective for VIEW WORK—HOME PORTRAITURE—and as a STUDIO LENS for PORTRAITS, GROUPS, etc.

Its compactness—speed and versatility makes it a most desirable equipment.

SIZES - 4 × 5 TO 17 × 20

It is a "WOLLENSAK", one of
the complete line with
"A LENS FOR EVERY PURPOSE"

The Wollensak
Optical Company
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Beginning at 2:30 the following demonstrations and talks were given:

INTERESTING DEMONSTRATIONS

Operating demonstration, E. R. Traubold, Wallingford, Conn.

Operating demonstration, J. W. Beattie, Cramer Dry Plate Co.

Operating demonstration, B. C. Shoberg, using Shoberg portable skylight.

Operating demonstration, P. J. Halldorson, using the Halldorson light.

Lantern-slide talk, "Light and Shade," by Will Towles, ex-president of P. A. of A.

Ryland W. Phillips, president of P. A. of A., gave a very interesting talk.

When the convention met Wednesday, September 26, at 10 o'clock, it had the pleasure of an interesting address by Col. Anthony H. Dyer, who gave a résumé of the many attractions that Providence and the State of Rhode Island afford. Many of the delegates had on the previous afternoon and in the early morning visited a number of these interesting sites, the old private homes which gave an atmosphere of the wonderful old colonial settings in New England over 100 years ago.

Colonel Dyer said in part:

"You do not get much inspiration for pictures from Wall Street and other business sections. It is in places like Rhode Island where our forefathers lived. What is the spirit that we want to live in and love again? It is the spirit that is handed down to us from the old New England settlers whose love of home and New England character has spread all over the country."

Next on the program was a studio system talk by J. Klein, who said, in part:

SYSTEM A VITAL FACTOR

"I love system for effects it has on a running organization, and as my position brings me in contact with the photographers from day to day, I think I can bring out a few points to you which you can use in your own business. We all need system in our studios. I think every business needs system. With system you derive a great benefit which enables you to keep track of your business from day to day. It enables you to point out the weak points in your sales in your finishing department, the points in your business that require attention, and if you will keep track of your business, where the output goes and the income, you will be in a position to know just how much you take in and how much you expend during the year. You want to know the figures in detail of every part of your business. The advantage of having a sys-

tem comes in here. Let's just get an idea of what I mean by system. In order to keep records and to have a certain system of bookkeeping in your business that will be effective the first thing to do is to make up your mind that you have got to have records of all the transactions in your business. Without records bookkeeping cannot be conducted. That is the most important thing I want to impress upon you because if you have no interest you cannot compile a day's business. Now I have made up two charts here that can be used by every photographer, from the smallest to the largest, and these charts can be kept from day to day, from week to week, and from month to month. You have got to have data to keep original records and to supply the data on these charts. Now these records can be made in duplicate or triplicate by making carbon copies. If you do work you want to keep a record of the nature of same, and this can be readily done with the chart I am exhibiting. It gives you an idea of your business from week to week, and from month to month, and at the end of the year you can readily see what business you have done, comparing same from year to year. Now, I have made four parts of this chart, one for help, one for operating expense, one for finishing expense, any money that you spend to promote your sales to get business, which comes under sales expense, any money that you spend to make negatives, I call operating expense, and you keep it separate from the finishing expense. Under finishing expense I put the money you lay out for finishing photographs. If you spend a lot of money for unprofitable business it is important to keep these sales separate.

THE ETERNAL OVERHEAD

"Now, money that you don't spend for finishing photographs I call overhead. If you engage a bookkeeper, your running expense, running of your studio, etc., I call overhead. Now you want to get an idea of what your overhead is. Operating consists of plates to develop, repairing of the proofs, and if you do any traveling in the selling of pictures. After you put this chart into effect I promise that you will have something that you will not do without, and after you have adopted them they will become more essential in your business and will help you to keep track of your business—will give you a better idea of your business. They will also help you in the bank should you have money troubles at any time."

TROPHIES AND WINNERS

The Champlain Trophy Cup was won by A. K. Peterson, of Hartford, Conn. This cup is of sterling silver, gold lined, 10 inches high. It was presented by Orrin Champlain, and the competition involved portraits made on 8 by 10 inch plates, or smaller, and the paper on which they were printed was not to exceed 11 by 14 inches in size.

G. H. Najarian, of Woonsocket, R. I., won the Wollensak Optical Co. prize, an artistic copper and silver trophy cup for the three best portraits from negatives made with the aid of Wollensak lenses. The winning prints became the property of the Wollensak Optical Co.

Certificates of merit were given to the Pohle Studio, Buffalo, N. Y.; Pirie MacDonald, New York City; Heggason Studio, Asheville, N. C.; Jared Gardner, Rockland, Mass.; L. F. Bachrach, Boston; Mathews Studio, Portland, Me.; Peterson Studio, Hartford, Conn.; W. B. Poynter, Cincinnati, O.; R. D. Haley, Bridgeport, Conn.; Gay Studio, Fall River, and Roger Paul Jordan, Portland, Me.

J. W. Beattie, of the Cramer Dry Plate Co., gave a valuable demonstration and B. C. Shoberg made a showing with his flash machine.

Mrs. Blanche Wheeler and Miss Florence Berlow presented a most interesting sketch impersonating a customer and a receptionist and brought out a number of most interesting points in that all-important element of photography—selling.

EXHIBITS WELL ARRANGED

Among the large exhibits was that of the Eastman Kodak Company, which had a number of photographs arranged with a row of electric lights above. Gold-fringed velvet hangings, potted ferns and palms added to the effect. The display was in charge of Harry M. Fell. Next to this display was that of the Robey-French Company, of Boston, which had a large amount of photographic apparatus laid out.

Across the hall the Ansco Company, of Binghamton, N. Y., had a striking arrangement of tall mahogany screens, on which were photographs, mostly portraits and illustrations, illuminated with electric lights. W. A. Rockwood was in charge. An effective arrangement for its display was that of the Cramer Dry Plate Company, of St. Louis. Framed in a red velvet proscenium, the photographs were hung against black velvet. There were

Are Your Photographic Activities Ever Curtailed by Poor Light?



They need not be, as you can have *always* at your command an *instantaneous* operating light of any *required volume* by keeping ever at hand a box of

Victor Flash Powder

"The Light That's Always Available"

Fulllest expression of your ability in your negatives is possible only when you command such a light.

Your dealer can supply Victor Powder and any of our flash-lamps and flash-machines.

Write us today for complete catalogue of flash-light and other specialties.

J. H. Smith & Sons Co.

**3547 Cottage Grove Avenue
CHICAGO, ILL.**

also a number of transparencies in lighted cabinets. G. A. Cramer presided.

J. K. Harriman, W. W. N. Righter, Joseph Kinn, R. A. Montgomery, and S. C. Wright showed a variety of card mounts of the A. M. Collins Manufacturing Company, of Philadelphia, celebrating its 60th anniversary, and M. E. Scholl and J. C. Shulz for the Taprell-Loomis & Co., of Chicago. There was an interesting autochrome exhibit on one corner and in the center of the floor were racks bearing photographic examples from various studios.

Springfield, Mass., was selected as the next convention place, and the following list of officers nominated and elected for the ensuing year:

THE NEW OFFICERS

President, L. B. Painting, Concord, N. H.

Vice-President, John Sabine, Providence, R. I.

Treasurer, E. A. Holton, Boston, Mass.

Secretary, A. E. Whitney, Norwood, Mass.

State Vice-Presidents: Maine, Frank Adams, Portland; New Hampshire, C. L. Powers, Claremont; Vermont, A. A. Bishop, Newport; Massachusetts, H. F.

Bosworth, Springfield; Connecticut, A. K. Peterson, Hartford.

Beginning at 2 o'clock those in attendance at the convention were divided into groups, each group receiving instructions from members of the demonstrating staff. The points covered and the demonstrators were as follows:

Print criticising, Pirie MacDonald.

Studio skylight room, Will H. Towles.

Dark room, Ryland W. Phillips.

Air brush instruction, S. W. Frazer.

Working in backgrounds, Harold Dyke.

Enlarging room, J. P. Haley.

The banquet at the Crown Hotel in the evening began at 6.30 o'clock and was an evening that will live long in the memories of those who participated. The menu was a fine one and the speakers represented the most distinguished elements of photography and handled their subjects well. Among the speakers were Ryland W. Phillips, Will H. Towles, J. P. Haley, Morris Burk Parkinson, J. A. Dawes.

A WONDERFUL CLAM BAKE

Thursday, September 27, was a day of all pleasure, the feature of which was one of those celebrated Rhode Island clam bakes.

Promptly at 9.15 o'clock the delegates enjoyed a two-hour sail down the river to the famous city of Newport, where everyone was privileged to have a 10-mile drive around the beautiful cliffs and ocean view and the great mansions that are such formidable expressions of opulence.

The clam bake was all that could be desired and the fruits of the water, the soil, and the air were spread in abundance and when the merrymakers returned to Providence it was with a sense that they had come to the close of three perfect days.

IDEAL CHRISTMAS GIFT

Urge your friends to present a membership in the Photographers' Association of America to those in your community who are not already members.

Shutters and Diaphragms

Repaired For One Dollar Post Paid.
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Making Portraits that Have an Artistic, as Well as a Commercial Value, Would Imply That You Study Art, Human Nature, and Salesmanship

BY EMME GERHARD, OF THE GERHARD SISTERS

In selling portraits you must bear in mind that they must be artistic. If not they will fail as an advertisement for you; they must be a good likeness or you will not continue doing business with your patron; if they don't like angel cake give them bread, but good bread,—“there's a difference”—and when you expect to touch the public purse, by all means give them what they want, as you can not inflict your ideas too strongly upon the public without suffering commercial consequences. You may talk your patron into taking pictures he does not like occasionally, but you will never keep his patronage, nor make a booster of him; as we all know, it is easier to get a patron than to keep one.

ART

In studying art we have that most wonderful teacher, “God's beautiful out-of-doors,” ever changing, endless variety of light and shade; get close to it and study it! The light does not come only from an angle of 45° either, then why make portraits in that old-time stereotyped light? We had a very fine illustration of that when we had the old family album; everybody looked alike, and they became a standing joke. Was there any art in them? No! They were dead pictures—made in shackles, for fear of using a few extra plates. Economy being the dominant thought, and of course, we were paid a pittance for them, and they were worth no more. Later on they were relegated to boxes, as no one cared to be burdened looking at them.

Out of that awful mass came the demand for portraits that looked like human beings, and the patron was willing enough to pay a good price for them, but we did not make them.

HUMAN NATURE

To study human nature and try to bring out the good, noble, loving qualities in others, we must first love all humanity, and radiate all the qualities you wish to

bring forth in others; if you are attracted by any one it is because of what they radiate, as you do not love flesh and bone—no one loves a corpse; then make more than still pictures and you will sell them at a good price.

SALESMANSHIP

No, indeed! we can not afford to pass by Salesmanship, since we must eat and wear clothes. If you have a Salesmanship Club in your town, join it immediately; if not, organize one, as it is a national organization. If you are not a member, you are missing a great deal by not getting their lectures and entering into their spirit.

We have a club in St. Louis who increased their members from 187 to 3,600 in 7 weeks. We have such a feeling of goodfellowship and enthusiasm as we have never seen displayed here before. When you leave these meetings you feel like selling the whole earth and everybody in it.

Can you tell of anyone who needs salesmanship more than the photographers? Some people still have a recollection of us with long hair, soiled linen, and a musty studio. What is more detrimental than an impression of poverty, either with yourself or your studio? Act, talk, and look prosperity. If we wish to be prosperous, we must not only make artistic portraits that live, and radiate the good in humanity, but must sell them at a price that will justify us to keep on making them.

Then we can have beautiful studios that will be a credit to our town, and photography will be a blessing to mankind and a splendid means of making a livelihood.

NEW IDEAS

Better Photographs

NEW METHODS

More Money

Daddy Lively's way taught by a rapid method. Complete course for beginners closes June 22. Post-Graduate work for professional photographers any time during the session. Write for catalogue and information.

Southern School of Photography
McMinnville, Tenn.



IT'S TONE—

NOT THAT ALONE—BUT
PARTICULARLY IT'S TONE

gives HALOID CAMEO
SEPIA SUPREMACY

The Haloid Company
ROCHESTER, N Y

THE NEW MANUFACTURERS' ASSOCIATION

The manufacturers have waked up. They have done the thing that I thought had been accomplished ages ago, and it is the opinion of your general secretary and editor that this organization will not only be the means of materially advancing the interests of manufacturers but will pave the way for still greater cooperation between photographers and manufacturers through the medium of the old and the new organizations.

We had a very pleasant visit from Jas. A. Dawes, secretary of the new association, who said among other things:

"In answer to your inquiry regarding the new National Photographic Manufacturers' Association, I would say that I had been intending to write you in detail but have been away from my desk so much lately that this has not been taken care of. However, it gives me pleasure to advise at this time that the photographic manufacturers represented at the Convention in Providence organized into a permanent association for the purpose of more closely cooperating with the photographers' associations of the country in the conducting of conventions, as well as discussing among themselves as manufacturers such problems as would be of mutual interest and would have a tendency to uplift and improve the general condition in photography.

"All of us as manufacturers have long felt the necessity of such an organization feeling that as a collective body and by concerted effort, we would be able to do things on a larger scale that would be more beneficial than we have been able to heretofore as individual manufacturing concerns.

"I am sorry that you could not have been at our meeting in Providence for you would have been inspired by the spirit shown and the expressions from the different manufacturers of their desire to be of more service to the photographers of the country. Mr. Ryland Phillips and Mr. Will Towles attended the meeting by invitation and expressed their approval of the action we had taken. We passed numerous resolutions the chief one of which I am enclosing herewith.

"You see the manufacturers assumed an obligation to see to it that every photographic convention that is held in this country under a charter from the National will be a real convention and even before the diagram of floor space is submitted to the manufacturers, the convention program will be whipped into

shape and found absolutely up to a standard. Manufacturers can see the advantage of the amalgamated associations working in close harmony with the National body and can also see the wonderful opportunity of the amalgamated associations to avail themselves of the knowledge and experience of the secretary of the National in the preparing of their local convention programs.

"There is absolutely no reason why all photographic interests throughout the country cannot be centralized with their headquarters in Washington where the P. A. of A. have their office and why the experience of the National body cannot be very beneficial to every amalgamated or sectional convention recognized by the National and at which the manufacturers display."

The following resolution was passed at the first meeting:

Resolved, That we, the undersigned, manufacturers of photographic materials, have organized under the name of National Photographic Manufacturers' Association. Be it further

Resolved, That the primary object of this Association is to exert every possible effort to improve photography for those who follow it as their cherished profession. Be it further

Resolved, In order for the N. P. M. A. to work in closer harmony with the Amalgamated Associations and the National Association of Professional Photographers throughout the United States, that the local secretary of each and every association of professional photographers operating under a National Charter, submit to the secretary of the P. A. of A., ninety days before the date of the convention, the proposed program of their respective conventions in order that the secretary of the National Organization, through his experience in convention work, and his constant close contact with the problem of both photographer and manufacturer, may suggest changes thereto and give to same his approval, which will be considered official, thus assuring both the consumer and the manufacturer a convention of vital interest and profit greatly surpassing any former effort along convention lines. Be it further

Resolved, That the secretary of the P. A. of A. shall submit to the officers of the N. P. M. A. or to a representative number of manufacturers to be specified by the N. P. M. A. sixty days

before the convention date, the approved program for the consideration of the manufacturers before returning it to the secretary of the Amalgamated Associations by whom submitted. Be it further

Resolved, That the diagram of floor space for a convention shall not be mailed to the manufacturers until after the proposed program for the convention has been submitted by the local secretary to the National Secretary and by him to the N. P. M. A. and found agreeable to all, returned to the local secretary, from whom it originally came, and that the floor plans for every convention shall have the "O.K." of the Secretary of the P. A. of A. before being mailed to the manufacturers. This will enable the manufacturers to work in closer cooperation in the preparing and arranging of their displays.

NATIONAL PHOTOGRAPHIC MANUFACTURERS' ASSOCIATION

G. A. CRAMER, *Chairman*

JOS. A. DAWES, *Secretary*

ANSCO COMPANY

CALIF. CARD MFG. CO.

CENTRAL DRY PLATE CO.

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EASTMAN KODAK CO.

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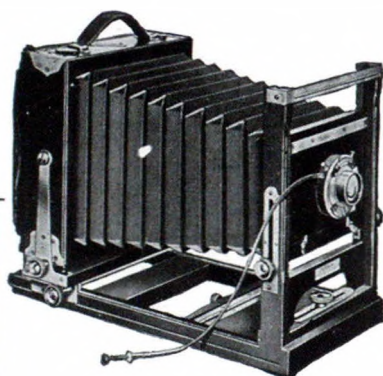
WOLLENSAK OPTICAL CO.

PITTSBURGH MEETING

At its first meeting since the summer vacation the Pittsburgh section of the Professional Photographers' Association had a large and enthusiastic meeting at the Johnston Studio, Tuesday evening, September 25. After the regular business, plans were made to boost the Middle Atlantic States Convention at Baltimore. A. H. Diehl, state president, gave a very interesting account of the Cedar Point convention. The Johnston Studio, as host, entertained the section with moving pictures and a most delicious lunch. The meeting adjourned to meet the fourth Tuesday in October. Leila D. McKee is the secretary-treasurer of the section.

ARMY ENLISTMENTS

The photographic division of the United States Army has supplied the Photographers' Association with enlistment blanks or they may be had on application to the photographic division of the Signal Corps, Mills Building, Washington, D. C.



Criterion View Cameras

Korona View Cameras

Korona Home Por- trait Cameras

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*The finest lot of
Cameras for commer-
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had to choose from*

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OPTICAL COMPANY

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GOVERNMENT RULINGS ON WAR PICTURES

National Association Will Represent Its Members So that
No Discrimination Shall Be Shown—Advise Us at Once
When an Unfair Act is Discovered

**WAR DEPARTMENT,
THE ADJUTANT GENERAL'S OFFICE,
WASHINGTON.**

October 18, 1917.

Mr. Charles J. Columbus, General Secretary,
Photographers' Association of America,
Star Building, Washington, D. C.

Dear Sir:

I have the honor to acknowledge receipt of your letter of October 15, 1917, requesting information as to the right of individuals to hold the exclusive permission for the making and sale of photographs at army posts and cantonments, and in response thereto to inform you that current instructions to commanding officers on this subject are as follows:

"Photographs, including moving pictures, of our troops, armament, equipment, posts, camps and munition plants may be taken only by persons or companies upon permits issued by the Secretary of War, upon the recommendation of the Committee on Public Information, in accordance with his policy stated in the inclosed copy of July 21, 1917, to the Chairman, Committee on Public Information."

It is not contemplated that local commanders shall grant the exclusive privilege of taking or selling photographs.

Very truly yours,
L. A. DRURY,
Adjutant General.

The following information concerning the making and distribution of pictures that show the activities of the Army and Navy has been supplied your secretary by the Committee on Public Information at Washington, in accordance with authority from the War and Navy Departments.

**PERMITS TO MAKE UNOFFICIAL PHOTO-
GRAPHS AND DRAWINGS**

Applications for permits to make pictures showing the activities of the Army, the Navy, and other departments and bureaus of the Government, if addressed to the Committee on Public Information, will be referred directly to the proper authorities, and unnecessary delays in securing proper consideration of such re-

quests will be thereby avoided. It is the function of this Committee to secure access for the photographers whenever possible to the Government departments and to cooperate with them in making a pictorial record of the work that is being done. This task will be facilitated if all requests for permits are handled through one central authoritative office.

Special permits will be issued on occasions on condition that all photographs and drawings be submitted for approval to the Committee on Public Information, unless otherwise specified. Requests for permits should explain the character of the pictures desired and the uses for which they are intended, and should be accompanied by sufficient references to establish



The Evening and Sunday Star

The National Headquarters of the Photographers' Association of America is located in the Star Building, the home of the Nation's greatest newspaper, with a circulation and volume of advertising second to no other newspaper in the United States in proportion to population.

The Evening and Sunday Star faithfully portray the events of great national importance that are transpiring at this time.

SUBSCRIPTION RATES

Daily and Sunday	- -	\$7.20 per year
Daily only	- - -	\$4.80 per year
Sunday only	- - -	\$2.40 per year

The Evening Star Newspaper Company

Pa. Ave. at 11th St., Washington, D. C.

National Headquarters
Photographers' Association of America



the character and responsibility of the person or organization from which the request comes.

PICTURES THAT ARE NOT ADMISSIBLE

Pursuant to instructions emanating from the War Department and from the Navy Department, pictures of the following subjects should not be made or circulated without special permission in writing:

1. Army fortifications, magazines, wireless plants, navy yards, manufactories of munitions or any military equipment that has been installed or adopted since the outbreak of the war, as well as pictures that give information concerning ports of embarkation of troops or the fixed land defenses of the United States or the number, nature, or position of their guns.

2. Close views of the details of construction, as well as of all tests, or new weapons, equipment, or instruments used by the Army or Navy, such as—

Aeroplane devices.

Gun-handling gear.

Electric communications.

Stabilizers.

Submarine fixtures.

Sighting mechanisms.

Range-finding instruments.

Fire controls.

Turret interiors.

- New inventions and experiments of military or naval import.

3. Movements of troops marching or in transport in such a way as to identify localities, or pictures that reveal special duties of detachments, positions of guards or sentinels, or that show new military formations.

4. Locations of mine fields or the location, identity, or number of warships belonging to our own Navy or to the navy of any country at war with Germany.

5. Views, in either news or fiction films, that tend to misrepresent or to arouse prejudice against friendly nations.

6. Scenes abroad that have not been passed by censors of friendly nations.

Whether or not specifically prohibited by these rulings, when pictures are plainly of a character that require official consideration, representatives of motion-picture companies and distributing agencies, exhibitors, illustrative news bureaus, editors, and others are themselves expected to withhold publication. When there is doubt as to the admissibility of pictures, communication should be had immediately with the Committee on Public Information, which, with the least delay possible, will pass upon them.

Information not permissible in news matter should not be used in reading

matter, titles, or captions in connection with photographs, motion pictures, or illustrations.

EXCLUSIVE PRIVILEGES TO MAKE PICTURES

No exclusive privileges to make pictures for private commercial purposes will be granted to any photographer or artist.

RELEASES ON UNOFFICIAL PICTURES

Three prints from all photographic plates and films exposed with permission by other than the official photographers within territory controlled by the Army and Navy should be submitted for approval to the Committee on Public Information *before publication*. One print will be retained as a record by the department from which the permit is issued; one print will be retained by the Committee on Public Information; and the third print (if the picture is declared suitable for public distribution) will be returned to the owner, bearing the imprint, "Passed by the Committee on Public Information, Washington." The publication, sale, or other distribution of such pictures as are officially disapproved is forbidden.

Photographs made on permits issued by other departments and bureaus should be submitted for approval before publica-

Now or Never

If you don't
MAKE MONEY this fall
you will never make any

Let the

INFALLIBLE TINTING MASK

be your servant and help you
make it easy.

*Our New Catalogue with
splendid new designs and ideas.
Yours for the asking.*

Department G

PRESTO MFG. CO.

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Action!

THESE are days of unprecedented activity in the photographic business.

Our boys are being called to the different training camps and to the front. Orders come to them unheralded and unexpectedly. At the last moment a photograph is wanted.

Be prepared to meet this demand any time of the day or night by using the uniform dependable light from

Columbia White Flame Photographic Carbons

Easily Installed
Economically Maintained
Efficient

*Write now for our booklet
"The White Flame Arc in Photography"*

National Carbon Co., Inc.
Cleveland, Ohio

tion. Still photographs should be submitted in duplicate; one print, if approved, will be stamped, "Passed by the Committee on Public Information, Washington," and will be returned to the owner; the duplicate print will be kept for the files.

One positive print of all motion picture films taken by special permits should be delivered, free of charge, to the files of the department from which the permit is issued.

RELEASE ON DRAWINGS

All drawings made within territory directly or indirectly under the control of the Army and Navy should be submitted as promptly as possible and *before publication* to the Committee on Public Information. Such drawings, when released, will be stamped, "Passed by the Committee on Public Information, Washington," and will be returned to the owner. Drawings that are not considered suitable for public distribution will be retained by the Committee on Public Information for the duration of the war.

RELEASES ON OFFICIAL STILL PHOTOGRAPHS

All photographs made by official photographers are developed and printed by the military and naval authorities in accordance with the regulations that are provided. All official plates and films remain in the possession of the military and naval authorities, and are not permitted to pass into other hands. Prints of every official plate or film that is released will be kept on file by the Committee on Public Information for record; additional prints may be furnished by the Committee as may be required.

Official photographs of the Army and Navy will be released through the Committee on Public Information. All official photographs bear the imprint of the Committee on Public Information, Washington.

PRICES OF OFFICIAL STILL PHOTOGRAPHS

A uniform price of two dollars (\$2) each is charged for the rights to publish official photographs. This price includes one unmounted print for reproduction. Additional prints may be secured at a price that shall be determined, but which will approximate cost price plus a net charge of two (2) cents each.

No photographic or other copies for reproduction purposes may be made from official prints, and only those prints may be published that bear the official stamp of the Committee on Public Information. The purchaser of official photographs secures the pictures for his own use only or

for the use of the organization which he represents, and he may not sell, loan, or otherwise dispose of the prints without the written permission of the Committee on Public Information.

EXCLUSIVE RIGHTS TO OFFICIAL STILL PHOTOGRAPHS

No exclusive rights shall be given to any person or organization to the use of any official still photographs.

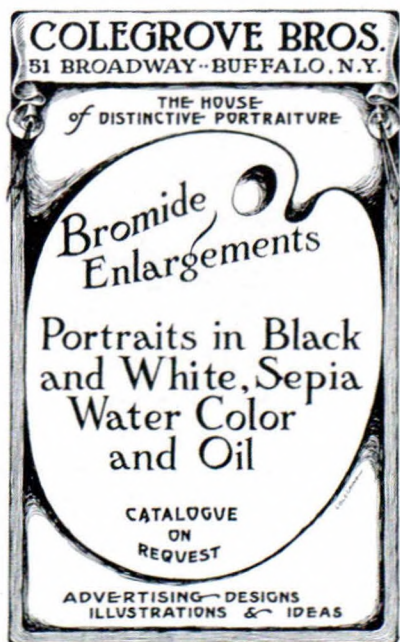
RELEASES ON OFFICIAL MOTION-PICTURE FILMS

Official Army and Navy motion-picture films will be released through the Committee on Public Information, and will be distributed as the demands of the occasion may warrant.

Official motion-picture films produced by other departments and bureaus may be secured at terms or under conditions that will be furnished upon application.

PHOTOGRAPHERS WITH THE ARMY AND NAVY ON ACTIVE SERVICE

No photographers shall be permitted to accompany the Army abroad on active service in the war zones, except the official photographers in the Government service. Applications for permits for photog-



raphers and artists to picture the activities of the Navy should be addressed to the Committee on Public Information.

"OFFICIAL PHOTOGRAPHS" AND "OFFICIAL PHOTOGRAPHERS"

Only those photographs that are made by official photographers in the employ of or under contract to the Government may be termed "official photographs." Only photographers who are in the employ of the Government may be designated as "official photographers," and this designation will apply only during the period of their service.

PHOTOGRAPHS SUBMITTED FOR APPROVAL

Motion-picture producers, illustrative news bureaus, and photographers generally are invited to avail themselves of the advice of the Committee on Public Information in regard to the admissibility of pictures that are taken without permits. In such cases photographic prints should be submitted in duplicate to the Committee on Public Information. If admissible one print will be marked, "Passed by the Committee on Public Information, Washington," and returned to the owner without further comment. If the picture is not admissible, the print will be marked,

"Not authorized by the Committee on Public Information, Washington." The use of photographs thus disapproved is prohibited. The duplicate print will be retained as a record by the Committee on Public Information.

Motion-picture films will receive immediate consideration, and will be returned with the written approval of the Committee or with suggestions concerning changes that may be desirable.

No photographs or drawings shall be considered as approved until prints have been submitted for review and have been officially stamped or released in writing.

KENDALL BANNING,

Director of the Division of Pictures.

THE OHIO CONCLAVE

Officers and delegates of the Photographers' Society of Ohio held a most interesting meeting at Dayton, Ohio, Monday and Tuesday, October 15 and 16.

The sessions were held at the studio of J. Zweifel, 22 E. Third Street. Mr. Zweifel has filled the office of vice-president, secretary and treasurer at various times in the organization. At the two sessions an exhibit was held of the work of each photographer and Emil Hermann, of Day-

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Eastern Representative

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Central Representative

B. ROBERT PASCAL
Western Representative

ton, was invited to make criticisms. The use of films instead of plates was one of the subjects of discussion and exposures were made of about eight dozen films, with comparisons of results.

All were appreciative of the advantages offered by Mr. Zweifel's studio as to lighting and facilities for the rapid execution and development of work. Several young women of Dayton were used as models in illustrating the various ideas of the ten photographers in modern photography. A dinner was held in the Hotel Miami Monday evening. Tuesday morning the photographers paid a visit to the aviation field. Among those in attendance was Charles L. Lewis, Toledo, Ohio, vice-president of the Photographers' Association of America, Mr. Lewis also being the retiring president of the Professional Photographers' Society. Among others in attendance were J. A. Bill, Cincinnati, Ohio; Louis Steman, Cincinnati, Ohio; A. L. Bowersox, Cleveland; G. C. Kehres, Cleveland; Fred R. Bill, Cleveland; J. C. Abel, Cleveland; J. Zweifel, Dayton; W. S. McKeon, Marion; F. R. Snyder, Oxford; A. E. Riley, Coshocton; V. N. Heron, Ashtabula; W. J. Smith, St. Marys.

All of the visitors were delighted with their entertainment in Dayton and de-

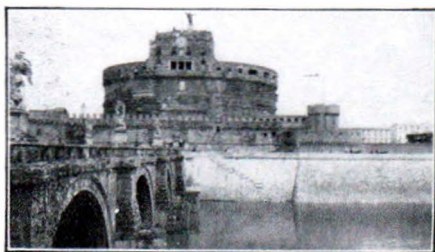
clared the meeting one of the best and most profitable in the eight years' existence of the organization. A. E. Riley, of Coshocton, Ohio, was elected president of the Ohio Society; Gus Kehres, of Cleveland, vice-president; Fred Bill, of Cleveland, secretary and treasurer. The next meeting is to be held in Cleveland in April, at which time the subject of artificial lighting will come up for particular consideration.

PHOTOGRAPHING SUNKEN SHIPS

A Giant Electric Camera is Used for Locating Sunken Ships and Treasures

An electric submarine camera for deep-sea photography has been invented by H. Hartman, a civil engineer of New York City. With it a sunken submarine or a wrecked vessel may be located and pictures of its condition projected for study on a screen in a few hours. Experienced divers would require days to secure the same information.

The camera consists of several cylinders connected with a steel framework. The



From Here and There

come photos such as this—clear proof of the clean results which the tourist obtains with the

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The remarkable speed of the Tessar Lens is a great asset to the traveler who must snap his photos on the instant, no matter what the light may be.

Its adaptability to light and weather conditions makes possible the taking of sharp, clear photos on dull days

or late in the day, when ordinary lenses are useless. Sixty-one per cent more light gets through the Tessar at full opening than the ordinary camera lenses.

Let us send you a copy of "What Lens Shall I Buy?" A booklet to help you select the proper lens for your needs.

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ball at the bottom is a shock absorber, and the compartment above it contains a gyroscope to steady the apparatus against vibration. In the top cylinder is a motor which turns a propeller. This rotates the camera upon its vertical axis so that pictures can be taken in all directions. Current for the motor is obtained from above through a cable.

The tank below the propeller cylinder contains the camera, as well as the tilting, swinging, and focusing apparatus. The shutter and focusing mechanism are both operated from separate switches on the surface vessel. A third switch enables the operator to swing the camera in conjunction with the light projector or independently of it. Tests carried out aboard the U. S. S. *Vestal* proved that the camera could take pictures of the same object repeatedly. Although some were out of focus, the majority were sharp and clear.

Concerning the source of light, which is contained in the largest cylinder of the apparatus, very little is known. Current for the light comes from the surface through a special cable. According to the inventor the light projector consists of a strong steel cylinder, filled with a gas under varying pressure and having highly concentrated filaments. The light works on the principle of the ordinary incandescent bulb, so far as is known. An inner

circle of transparent mica protects the heavy glass lens from the intense heat, although the surrounding water reduces the temperature considerably. A valve mechanism varies the pressure of the gas according to the pressure of the water in which the cylinder is submerged. Reserve gas is contained in a separate compartment. In addition to the live wire which acts as the source of light, there is a flexible, steel wire rope to carry the weight of the entire apparatus.

On land the camera mechanism weighs 1,500 pounds. Submerged it weighs about 100 pounds. All parts are tested for a pressure of 500 pounds to the square inch, which corresponds to a depth of about 1,000 feet of water. To operate the light projector and the several small motors, a current of approximately 100 amperes and 120 to 140 volts is required. When the camera is operating at a great depth under water, the voltage has to be increased to 200 to make good the loss in passing through the long cable.

The inventor proposes to use his camera for treasure hunting, for the locating of sunken ships, and for the study of marine growths. There is no question but what the camera will be of great value in wrecking and salvaging operations.

Popular Science Monthly.

\$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.

Sprague-Hathaway Studios

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*The Portrait that
was awarded the
GRAND PRIZE
at the
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Cramer

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For over **thirty years**
America's **leading**
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portrait plate.

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St. Louis

New York

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DINNER TO COOK ELY

The photographers of Duluth, Minn., as well as from Superior, gathered at the Lyceum Cafe in Duluth on the evening of October 11 to do honor to Cook Ely, dean of the profession at the Head of the Lakes, and bid him godspeed prior to his leaving for the East for a visit with friends, after which he will go to California and spend the winter with his son.

Mr. Ely has been succeeded in his studio by Mr. Babajoff, who was graciously received by his new comrades in photography.

He recited the difficulties which beset the photographer of 57 years ago, when he began to learn the trade which he has followed ever since except during the years when he was in the Civil War. He started in business in Duluth 21 years ago.

Mr. H. McKenzie, a life-long friend of Mr. Ely, was chairman of the dinner committee and made the presentation of a cane and the assurance of the best wishes of all present. Among those who participated were the following: W. Babajoff, J. R. Zweifel, Louis Dworshak, A. B. Hilton, Louis Frerker, Oliver Olson, O. T. Rosaas, K. N. Ferris, and H. McKenzie, of Duluth, and F. O. Lindquist and O. A. Ovland, of Superior.

PHOTOS BY CABLE**New Process Transmits Under Miles of Ocean**

A German scientist claims to have solved the problem of transmitting photographs under the ocean by cable. His process, if successful, represents the solution of an old problem. Photographs have long been transmissible by telegraph, by the use of selenium, a metal whose electrical resistance varies with the intensity of the light striking it. But a similar process for cable work has never been perfected hitherto, because of the extreme feebleness of the electric current that must pass through thousands of miles of wire without a relay. The new process is said to make use of the selenium principle and an elaborate system of relays at each end.

PHOTOGRAPHIC DENTISTRY

Almost automatic in its operations is a new cabinet for quickly developing X-ray photographs for dentists' use.

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32 South Wabash Avenue, Chicago

The Only Studio of Its Kind in America

High class enlargements in every variety and style. Over thirty different kinds of paper used. We individualize with every negative as to its character.

Bichromate Art Prints for the advanced Studio—**Gum Prints, Carbons, etc.** We cannot produce a work of art from every negative by simply using a certain printing process, but if you had any pictorial conception when you were under the focusing cloth, we shall try and carry it out in such a way as modern photography calls for.

Oil Paintings over canvas prints in strictly academic perfection.

Luminous Portraits, Miniatures on Ivory and Porcelain, Water Colors, Sepias in rich tone values, etc., etc.

We are specialists in everything we offer, and employ an efficient staff of dark room and finishing artists. Send for Booklet Number Four and get into the Blum habit of displaying classy and business-getting novelties.

HOME PORTRAITURE



In this exacting branch of photography the dry plate is a most important factor.

CENTRAL HOME-PORTRAIT PLATES

meet the requirements of discriminating workmen and are used by many prominent photographers from coast to coast.

Full descriptive catalog sent to any address upon application.



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YOU WILL DO BETTER IN TOLEDO!

To the photographer who is ambitious to excel—to show mountings of quality that his competitor cannot obtain, we send invitation.

We are manufacturers of Folders and Mountings of uncommon quality and sell them direct to the photographer—at a price one profit lower than prevailing.

Most important of all—there is assembling on our shelves an enormous stock of folders and mountings—ready for immediate delivery.

We are—

*"The House That
Ships Promptly"*

Drop us a line.

**The Gross
Photo Supply
Company**
Toledo, Ohio

HAMMER IN KHAKI

William B. Hammer, 3735 Juniata Street, is determined to get into the service of Uncle Sam, despite the several disappointments he already has had. He tried to enlist in the Army and later in the Navy, but was refused because of flat feet. He then organized the St. Louis



WILLIAM B. HAMMER

Unit Marine Club with a membership of 147 boys. As a reward for this work he was accepted by Maj. Gen. George Barnett of the Marines, but was honorably discharged when the long marches he was compelled to take proved a hardship. Now Hammer is trying to become a photographer in the Signal Corps.

MR. LEWIS IN WASHINGTON.

Charles L. Lewis, of Toledo, Ohio, our distinguished first vice-president, was a visitor to Washington last week, coming to the National Capital as a delegate to the soldiers' recreation congress.

NEW FLEXIBLE CAMERA

Results beyond the ordinary are claimed to be attained with a camera of great flexibility that has been lately developed. Possibly the most surprising thing about it is its purported ability to photograph very tall objects, such as skyscrapers, at close range without producing objectionable distortions. Because of this feature, the instrument permits an operator to obtain perfectly focused, sharp pictures under conditions that would ordinarily render satisfactory work extremely difficult.

Without discussing the optical principles involved, a fair conception of the nature of the apparatus and its powers is offered by its structural characteristics. Both the lens and plate supports are independently adjustable to any desired vertical or horizontal angle. The bellows interposed between these members are supplied with spring supports, so that regardless of the relative positions assumed by the lens and plate, an unobstructed path is provided for the light. Unlike cameras that are supplied with rising and falling fronts, the lens of this one is always kept in line with the center of the plate when an exposure is made. For most work the latter is also held in an upright position, but may be turned sharply to one side or another.

The adjustments are supposed not only to allow the proper perspective to be obtained without distortion, but to bring all parts of a plate into focus. It is in this way that the image of a building some 400 feet high, photographed at a distance of about 200 feet, is made almost as sharp at the apex as at the base.

PHOTOGRAPHS AS HE SHOOTS

Probably the most marvelous collection of war aviation photographs in the world are in possession of Captain Guynemer, the noted French flying champion, who takes a photograph every time he shoots at a Boche airman.

Attached to the French flyer's machine gun is a camera—a repeating camera. A pull of the trigger on the gun operates the picture machine.

The novel idea for procuring war pictures is believed to be Guynemer's own. But it has proved such a great success that every fighting machine in the Lafayette Escadrille will be likewise equipped. The photos will undoubtedly some day make their appearance in America.

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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 October 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 Chas. J. Columbus, 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:
 Name of Publisher. Post Office Address.
 Photographers Association of America. Washington, D. C.
 Editor, Chas. J. Columbus. Washington, D. C.
 Managing Editor, same. Washington, D. C.
 Business Managers, same.

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.

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.)

Every member is a stockholder. We have about 2,575 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, Chas. J. Columbus, Room 304, Star Building, 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 if acting, is given, also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the 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.)

CHAS. J. COLUMBUS, *Editor*.

(Signature of editor, publisher, business manager, or owner.)

Sworn to and subscribed before me this 2d day of October, 1917.

[SEAL.]

JAY B. SMITH.

(My commission expires Jan. 20, 1921.)

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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.

WANTED

WANTED—Good retoucher, lady or gentleman, lady preferred. Good salary paid to right party. Send photograph of self with references. The Kough Studio, Greengburg, Pa.

WANTED—A lady retoucher and general assistant. Permanent position for right party. Claud L. Powers, Claremont, N. H.

WANTED—A good second-hand Northern Light No. 1, late model. Also a direct current outfit. Cooper Hewitt No. 55. J. W. Hughes, 8 Milwaukee Ave. W., Detroit, Mich.

WANTED—In Florida. Good printer and retoucher. Write full particulars. Position permanent to right man. W. L. Coursen, Daytona, Fla.

WANTED—A lady finisher to do spotting, trimming, mounting, etc. Steady position for right party. Mr. C. F. Townsend, 613 Walnut St., Des Moines, Iowa.

PHOTOGRAPHERS—Geo. W. Cary, 3986 A. Cleveland Ave., St. Louis, Mo., will buy old negative plates in good condition. Write for circular letter.

WANTED—Young lady retoucher. Address J. Lynn McAboy, Annapolis, Md.

WANTED—Expert background man and etcher. Permanent position for right man. Address The Bachrach Studio, 16 W. Lexington St., Baltimore, Md.

FOR SALE

FOR SALE—A beautifully located and finely equipped studio, only one in town of 6,000. Patronage surprising, terms moderate, must sell, drafted, P. F. Oriole, Johnsonburg, Pa.

FOR SALE—Ground floor studio and four living rooms western coast town, electric lights, city water, splendidly and fully equipped for all kinds of work. Good place for single man or man and wife. No competition and large territory. \$500 takes it by December 1. Christmas trade will pay for place. Full information in application from interested persons. Address Studio, care Association News, Washington, D. C.

FOR SALE—Only studio, on ground floor, in town of 25,000 population, old established location, can give best of guarantee that the business is here, have good reason for selling, large amateur trade, and Eastman line, building modern, new and best of equipment, price reasonable. R. C. Hyskell, Colfax, Iowa.

FOR SALE—Up-to-date, high class studio, county seat town, southern Minnesota, doing good business, located in brick building, ground floor, north light of modern design. Possession given on or before January, 1918. Write or better come and see it. Address X., care of Association News.

FOR TRADE OR SALE—One slightly used No. 1A autographic Kodak with compound shutter, F63 Lens. Regular price \$49.00. Will take \$30.00 cash. Ralph R. Roszell, Gilbert Theatre Bldg., Beatrice, Nebr.

FOR SALE—\$1,000 cash buys the Wade studio—best located studio in city of 50,000. Studio will do enough business between now and Jan. 1, 1918, to pay for itself. For particulars address W. A. Wade, 910 1/2 Fourth Ave., Huntington, W. Va.

FOR SALE—Only gallery in Kansas town. In a splendid farming country. Good north side and skylight. Fitted for work up to 14 x 17. Family rooms adjoining. Anyone looking for a good place write at once to Lock Box 118, McCune, Kans.

The Best Gift

THERE IS no more appropriate gift than a photograph. No matter what the occasion may be, a photograph

conveys an expression of sentiment that can be realized in no other way. There is something personal about a photograph, something big, something real and genuine.

This is especially so now, when thousands of young men are leaving their homes for service abroad. A photograph will "bridge the gap" as nothing else can.

For such photographs we recommend our Persian Velumet Folders—an assortment of exquisite mountings particularly well adapted for this class of work.

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