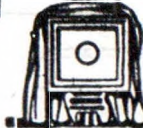




# ABEL'S PHOTOGRAPHIC WEEKLY



'Entered as second-class matter June 10, 1909, at the Post Office at Cleveland, O., under the Act of March 3, 1879'

Vol. XXI. No. 545

SATURDAY, JUNE 8, 1918

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who uses

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ROCHESTER, N. Y.

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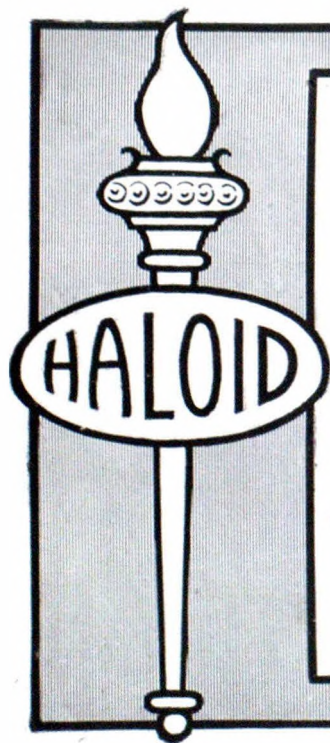
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# ABEL'S PHOTOGRAPHIC WEEKLY

A JOURNAL FOR THE PROFESSIONAL PHOTOGRAPHER

Member of Audit Bureau of Circulations

JUAN C. ABEL, Editor

— CHAS. L. ABEL, Associate Editor

Published Weekly at 401 Caxton Building, Cleveland, Ohio, by The Abel Publishing Company

VOL. XXI. No. 545

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PRICE FIVE CENTS  
\$2.00 A YEAR

Terms: Two dollars a year in advance. Postage free to all subscribers in The United States, Mexico, Hawaii, Porto Rico and the Philippine Islands.

FOREIGN SUBSCRIPTIONS: Canada, \$2.50;

other countries, \$3.00 per year in advance. TO PREVENT loss or delay by mail, all communications and photographs should be addressed to Abel's Photographic Weekly, 401 Caxton Building, Cleveland, Ohio.

## *In Passing By*

THE IMPRESSIVENESS OF SIZE. Have you ever noticed that the size of a product impresses most people out of all proportion to the total cost of production?

In this fact there is a hint to photographers in the increased income possibility in bringing before patrons with the most skilful emphasis the receptionist is capable of, the added attractiveness of the larger sized mountings. Or for instance, by making them conspicuous and putting them well forward in studio displays.

One Cleveland photographer who has made real money, enough to notice, by his energetic and shrewd pursuit of his profession largely among a foreign clientele and who manages to get both numerous patrons and good prices, secures \$8.00 a dozen for small sizes, \$10.00 for medium and \$15.00 for fairly large pictures.

Now, obviously the room for more profit between the \$8.00 and the \$15.00 propositions is greater than the respective costs. Both require about the same time and attention for sittings and the same number of movements and manipulations in development and printing and finishing. The extra cost is practically only in the size of the plates and of paper and mountings with a slight extra charge for the retouching of the larger pictures.

How patronage may be guided to the choice of the more profitable sizes, without using such direct methods that they defeat the object in view, consists in methods which illustrate the power in the use of "judicious advertising," in which considerable emphasis is put on the word judicious.

At the studio mentioned above, an elaborate display of work silently plants in the minds of possible patrons an unconscious predilection for the larger and more showy sizes, which also, incidentally, offer more opportunity for the play of artistic general effect.

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*Your Thrift Stamp will save some boy.*

In professional photography, the difference between failure and permanence consists largely in careful attention to a variety of perhaps singly small items or factors. Everything must be made to count for something.

---

**S**ELF-EXAMINATION. If a studio proprietor could justly consider himself an authority on everything photographic, certainly he would be well up on the professional heights. A searching inventory of his own attainments, by himself, balanced against the present demands of specialization, will give him an increased respect for his calling.

Respect for the profession is a good thing for a photographer to cultivate any time, and especially now. A broad view study to that end will give more than sufficient warrant for that respect, and set his work in a more enticing light, besides giving renewed enthusiasm.

Photography's place in modern affairs is secure. In the needs of present day civilization it is comparable to the eye in human physiology. The service is so important that it is a big thing to master.

When Croughton declared that even the best do not score up to 80% on a selected set of prints for picture criticism, he was referring only to print qualities, not to an examination covering knowledge of lenses, apparatus, chemicals, equipment, people, human nature, psychology, public affairs, business, art and almost everything in general.

An intimate personal inquiry of some such scope is pertinent in these days when every serious human being in any civilized nation of the world is anxious to be a valuable factor in the highly active proceedings of this remarkable age.

Any photographer can get a shock by attempting to draw up an exhaustive set of examination papers, suitable for the test of a supposed authority on the photographic profession, and then guess at the grade he could make.

---

## Camera Vignetting

The practice of vignetting during the exposure of the negative by means of a serrated card placed between the lens and the sitter has had rather a mixed reception by photographers. Some high-class workers approve of it, while others consider it as a meretricious expedient, unworthy of the notice of an artist. As a matter of fact, camera vignetting affords a ready and very effective way of producing the so-called "mezzotint" or grey vignettes, which were at one time popular, but which it is almost impossible to produce in the ordinary way upon bromide or gaslight paper. It is not, however, to this class of vignette that we wish to draw particular attention, but to the facility in producing soft vignettes of the ordinary kind from negatives of which the

lower part is already vigneted. Every practical printer knows the difficulty of preventing the vignette from "creeping" too far when black coats or blouses have to be dealt with; and in such cases the camera vignetter is a boon. One thing to be guarded against is making the lower part of the picture lighter than the general tone of the background. It is a good plan to keep a selection of cards of various tints, so that too much reliance does not have to be placed upon the angle at which they are fixed. The actual fitting for holding the card may be very simple or quite elaborate; we have found that the most successful workers prefer a pattern which permits of all adjustments being made while watching the effect upon the ground glass.

---

*A Thrift Stamp is the child of economy.*



# Little Journeys Among Cleveland Photographers

## An Outsider's Point of View—Number X

BY RUSSELL THOMPSON

**M**ERLE BOYER believes individuality should be a portrait man's big objective.

"Unless my work has it," he asks, "why should a sitter come to my studio rather than to some one of the many others?"

We think he is one of those who has it, emphatically. But he himself is anxiously not yet sure. That feeling, of course, is natural with a conscientiously modest artist so absorbingly earnest in difficult goal quest as he.



*Merle Boyer*

Noticing a bunch of new prints on the desk, we felt prompted, for some reason, to remark, "Maybe it's imagination, but there seems to be something indefinable about these things that would tell a judge who made them."

"Those are Boyer's," said the editor. "Interesting young fellow. Like to have something about him."

Sensing the point that a photographer's work in a measure might be almost as characteristic of himself as his gait or his voice, the question was put to Boyer, "Can a photographer's work be picked out from among others' and, if so, can you say what it is that marks your own?"

He replied, "I do not know that my stuff has that individuality yet, at least not what I want it to have. But to get that is my aim. I have been pleased to hear some friends tell me that my work has something about it that is all its own. But certainly a professional can recognize the work of a photographer he knows well. I can pick out Norton's stuff."

Boyer opened his studio only five years ago. Four of these were required to bring the young professional tree to an appreciably fruitful maturity. For the past year things have been coming his way, not because of the war, or any one thing especially, but through growing neighborhood recognition of what he could do.

To photographers, his personal story is worth hearing. His early life impulse was to depict, preferably as all artists did before the day of the camera. Discovering, however, that his hand could not draw the pictures his mind saw, he decided to use the lens instead of the old time pencil. To acquire the craft, he sought a studio job. None could be found. Then, pursuant to advice, he spent a year with "Daddy" Lively, at the Southern School of Photography. This gave conception of the theory of the thing, but he came to feel a reasoning in practical application was needed. Again he sought a Cleveland studio job, and finally landed one with Clifford Norton, to his view then the best Cleveland exponent of his own photographic ideals. Then he went into the photographic department of the Acme Machinery Company, discovering that a portrait man can't see the picture in metal products—at least he couldn't. The Acme people discovered that, too, and mentioned it.

That notification made Boyer conclude he just had to start up for himself, somehow. Some family funds were available and there was the nice home place, with its green lot, on the 105th Street cross-town line, near the Superior Avenue neighborhood center.

So it became a home studio and so advantageous has that fact proved that Boyer says when he is ready to enlarge he will





*By  
Merle  
Boyer  
of  
Cleveland,  
Ohio*

take a studio house and live in it.

The residential use gives the genuine home-like effect that is surely helpful in dealing with neighborhood patronage. It does with Boyer's agreeable place. Artfulness, of course, was needed for the adaptation, but even about his small posing room, using artificial light entirely, he contrived to get a distinctive art atmosphere with the simplest of accessories, and about the reception room, quietly cozy rather than spacious, a comfortable charm that makes it like none other. Now there is enough patronage to utilize a second story front as a waiting room.

For a time he had to be content with a good many small size orders, including cards, but a \$50 order, three years afterwards, traceable to one of the latter, taught him

the importance to a photographer of always keeping an eye on the future and hinted the fact that as a habit starter cards may pay.

He is far above the card level now, and his display abounds in the peach blossom pictorial and the big, wall decorating stuff, much of it done into color with the touch of the true artist. One would say he has well entered his goal field already, but he states it only as an aim in saying his aspiration is the type of painter-photographer work which Chircosta most conspicuously presents among Cleveland professionals.

Through a year or so he tried advertising in publications of one kind or another, such as church papers, but could trace no patronage thereto. He finds that pleased patrons are a photographer's best advertisers.



*By  
Merle  
Boyer  
of  
Cleveland,  
Ohio*



His first pleased patrons were five children, who ran in one day together, and scared him with a sense of professional responsibility. The job went through all right and that started things.

Toys continue to be an important part of the shop outfit and the residence neighborhood location makes child photography a big part of the business. Mrs. Boyer is an active professional partner, who spends much of her time down on the floor, playing with the difficult little clients. With much earnestness Boyer said: "My wife is my studio's best asset."

### **Boycott Germany**

A note from David Bachrach of Baltimore.

**I** HAVE now spent 57 years in photography, at the age of nearly 73, and nearly 50 years as proprietor. I have but a short time to live and can say, with truth, that the profession has never suffered, either theoretically or practically, by any practices of mine that are condemned by high class men.

But I have one message to leave to my fellow craftsmen, before I go, as a true

---

***A stamp a day will keep the Huns away.***



American, which I have been since I landed in this country at the age of ten years. That message is "Boycott Germany." My son (now in the army) and myself are the proprietors of four studios in Baltimore, Washington, New York and Philadelphia. My eldest son is proprietor of studios in Boston, Worcester, Providence, Springfield and Hartford. We, altogether, profitably have bought about \$75,000 of German goods per annum, mounts, chemicals, lenses, etc., per annum.

But I will answer for both of them and say, *not one cent will be spent on German goods for a generation*, unless the one improbable thing happens—that is, if the German people themselves overthrow the barbarous thing they call a government—and get rid of the Hohenzollern and autocracy. This is hardly likely, as the entire present generation has been brought up on false and savage doctrines.

I was unwilling to believe, at first, that people brought up in the country I was born in—of which I am heartily ashamed—could be guilty of all the savagery in war,

from the rape of Belgium to the sinking of the Lusitania, but finally, the combined authority of men like Brand Whitlock and Cardinal Mercier, neither of whom could be guilty of falsehood, has put the "clincher" on the testimony.

I passed through a bitter war, the Civil war, was with the army and over the southern territory. In the four years of bitter warfare, with few exceptions, non-combatants, women, old men and children were never interfered with. Any man in our armies, guilty of any one of the savage acts committed in Belgium, France, Poland and Serbia, by Germans, would have been court-martialed and shot.

They call us at times a nation of mobs. No one hates mob law more than I do, but show me a nation that cannot raise a mob and you then have a nation of abject slaves. That nation is Germany. If hell had thrown up its bottom, if there is such a place, Germany at present would be its product. I say again, "Boycott Germany."

DAVID BACHRACH.

## 'TIS HERE—MAYBE!

The firm of Bechtel & Spratt of Mansfield, Ohio, has been dissolved and the studio will be run hereafter by Mr. Bechtel. Mr. Spratt has bought the studio of J. H. Burkholder, who is retiring from the business.

E. E. Mangold, of South Bend, Ind., was elected president of the Photographers' Social Club of Northern Indiana at a meeting held recently. The members and their wives, numbering eighty-five, motored to the Koch studio in Laporte, Ind., where an interesting business and social session was held. Other officers named were Harry Bagby, vice president, and Miss Rita Staples, secretary.

The next meeting of the club will be held on June 19 at the Hughes studio in Elkhart, Ind.

### New England Association

Preliminary plans for the twentieth annual convention of the Photographers' Association of New England to be held here August 20 to 23, were made in Springfield at a meeting of the association officers in

Hotel Worthly. Attending the meeting were George B. Painting, of Concord, N. H., president; H. E. Bosworth, vice president; John Sabine, second vice president, of Providence, R. I.; A. E. Whitney, secretary, of Norwood, and Eugene A. Holton, treasurer, of Boston.

The convention will include a banquet, dance and outing at Riverside with clam-bake. On the second day of the convention an exhibit will be opened to the public from 3 to 5 o'clock. Between 400 and 500 professional photographers, manufacturers and dealers are expected to attend.

Corning, N. Y., May 1.—The Southern Tier branch of the New York State Professional Photographers' Association elected the following officers here at the annual meeting: President, W. E. Burnell, Penn Yan; secretary, C. G. Wells, Corning; member of Executive Committee, C. A. Payne, Watkins.

### Phila. Professional Photographers

At the monthly meeting of the Philadelphia Professional Photographers held re-

**War against War with Thrift Stamps.**



cently in the studio of William Shewell Ellis, 1612 Chestnut Street, the secretary, George W. Berry, stated that there is need of an association to look out for their interests because of the increase in fraudulent "agents" or "solicitors," for photographic studios.

Further, the association justifies its existence because of the need for a place where permanent exhibits may be kept illustrating the artistic side of their work.

Continuing, Secretary Berry stated that the association's Educational Committee, of which W. S. Ellis is chairman, does a big work for the professional photographer in discussing the latest points on the technique of their art; and with the helpful criticisms and discussions which followed at the meeting much real good results to the members.

The business side of the meeting was concluded by the nominations for the ensuing year:

President, Charles Luedecke, W. S. Ellis and J. N. Pearce.

Secretary-treasurer, George W. Berry, 734 Sansom Street.

Executive Committee, A. Pearlman, G. Gray, R. Bland, T. Jaffe.

The meeting finally closed with an appeal by H. Wunderlich, chairman of Photographers' Section of the Loan Committee, for aid through their group. Those present responded with \$2000.

### Professional Photographers' Club of Toledo

THE Professional Photographers' Club of Toledo and vicinity celebrated its 13th anniversary by an informal dinner on the evening of May 27th, at the Hotel Waldorf, Toledo. It was attended by the following members:

Wm. Armstrong, O. Aubry, O. Gross, C. M. Groty, E. G. Herrick, Carl Herzberg, C. J. Hiltman, F. M. Humphreys, G. L. Kohne, J. Mroczka, Albert Nicholson, J. Potter, J. G. Reiser, L. G. Rose, H. H. Simpson, G. B. Sperry, and G. C. Wake, all of Toledo, and Messrs. G. F. Beck of Monroe, Michigan, I. W. Dicken of Fostoria, O., J. A. Sweet

of North Baltimore, O., J. A. Walker and Bert White of Bowling Green, O., L. F. Fachman of Elmore, O., and A. M. Ketcham of Findlay, O. Mr. E. G. Fleming of Mt. Vernon, O., was the guest of Mr. Sperry.

Entertainment during the evening was furnished by nearby cabaret singers and monologist.

A very timely talk was given by Mr. Herrick on the War Chest, and although all had contributed liberally to their local war chests, when the hat was passed, in the neighborhood of \$100 was raised and turned into the War Chest Committee after the dinner by the Club's President, Mr. Reiser and Mr. Gross, chairman of the evening's entertainment.

L. G. ROSE,  
Secretary.

### The Missouri Valley Convention

THE battle is on. You are conscripted and ordered to report at Kansas City, July 8th, at Y. W. C. A. Hall, 1020 McGee street, to co-operate in making the war convention of the Missouri Valley Association a complete success.

Our Government has a definite work for every photographer to do and will be represented by officers of the National Association who will present their plan. We owe much to our craft in the service and a broad plan is being projected and you are part of the plan.

No time for plate and paper demonstrations this year, every minute will be occupied with vital subjects pertaining to present day needs and requirements.

The only demonstration with the camera that will be made will be one by Mr. Eugene Hutchinson of Chicago, who thrilled and electrified the Baltimore convention by his ability to make negatives in the home. Harry Fell says: "No one should miss Eugene Hutchinson for he is unique in his work at a convention."

THE ICE BREAKER—the first night, "Oh Boy," an evening you will never forget. Stunts will be pulled that will do justice to the Mystic Shrine and then some. The women will share in the fun, so you can de-

### Coming Convention Dates

|                          |                          |                    |
|--------------------------|--------------------------|--------------------|
| MISSOURI VALLEY . . .    | WEEK OF JULY 8th . . .   | KANSAS CITY, MO.   |
| OHIO-MICH-INDIANA . . .  | WEEK OF JULY 22nd . . .  | CEDAR POINT, OHIO  |
| NEW ENGLAND STATES . . . | AUGUST 20-21-22-23 . . . | SPRINGFIELD, MASS. |
| TEXAS . . . . .          | AUGUST 6-7-8 . . . . .   | FORT WORTH, TEX.   |



pend on it being wholesome. Past President Kucker and J. A. Dawes of the Wollensak Optical Company, in charge. (Nuf Sed).

The treasurer of the National Association, Mr. Gus Hostettler of Des Moines, Ia., has a message on "Business as It Presents Itself Today." Mr. Harry Fell on "The Opportunity to Serve Our Nation and Profession." Dr. Guy Reid, Ottumwa, Ia., an original presentation of the practical use of the air brush; and Daddy Lively, "Forty Years Behind the Camera."

Captain Wilson of England, who is representing the English government to organize and assist in the United States School of Aerial Photography in Rochester, is to be present and will talk to us and show slides; he will interest us in the actual work being accomplished by the flying corps.

"A NOVEL ENTERTAINMENT AND DEMONSTRATION IN METHODS OF SALESMANSHIP AND EFFECTIVE RECEPTION ROOM POLICIES" will hold your attention and note-books will be required to record the many original, new and valuable ideas; this is not a picture pricing show, but will open a wide field of endeavor which has been too long neglected. Methods and ideas on the art of selling photographs and our by-products will be suggested, that will alone recompense you for your trip. This department will be in charge of three people, that but to name them, will assure you that what I am saying is true, i. e., Miss Janette Bahlman of St. Joseph, Mo.; Miss Blanche Reineke of Kansas City, and our beloved Daddy Lively, without whom there could be no Missouri Valley Convention. He will be with us the entire week.

THE STOCK HOUSES OF KANSAS CITY are arranging to entertain us at one of the beautiful parks with a box luncheon and a wild time thruout the evening.

There will be MANY OTHER INSTRUCTIVE AND INTERESTING FEATURES that the program will later inform you on, but one of the spectacular features that I desire to call especial attention to is MR. D. E. AGLER, of Van Wert, Ohio, known as "The Billy Sunday of Photography," he has a new and wonderful message that will thrill everyone; I know, because I have heard it. In addition to this he has an original idea that will make his week's work among us worth ONE HUNDRED THOUSAND DOLLARS if it is possible to estimate it in dollars and cents. This means a THOUSAND DOLLAR INCREASE in earning capacity to one hundred photographers, I am not permitted to expose fur-

ther in detail, his unique method, but simply say that every man in order to get his full value and reap the reward should bring with him six pictures not larger than eight by ten. PLEASE REMEMBER THIS.

In addition to the use Mr. Agler will put our display to, there will be A PAST PRESIDENT OF THE NATIONAL ASSOCIATION present who is unusually efficient in CONSTRUCTIVE CRITICISM; he will serve us in this capacity as instructor. I urge, therefore, that you GET YOUR PICTURES TO MR. HENRY MOORE, V. P. of the M. V. P. A., Kansas City, Mo., not later than July 5th, so that proper disposition can be made of them.

With these few headlines I repeat that the ROLL WILL BE CALLED TUESDAY EVENING AT EIGHT O'CLOCK, and you must be present to answer, "Here am I, use me in any capacity I am needed."

I will appreciate it if you will let me know if it should be impossible for you to attend.

Fraternally yours,  
ALVA C. TOWNSEND.

## The Cedar Point "Patriotic Service" Convention

Many members of trade organizations hesitate and often fail to attend conventions because of the belief that they will lose too much time from business. Others who enjoy the social side of such gatherings have been disappointed some time or other in the place of meeting and its facilities for entertainment. Still some others who would enjoy attendance at a convention staged at a place where entertainment and recreation advantages are pre-eminent are worried with the thoughts of a long and tedious trip and fearful lest that they may be, during the stay at the convention, isolated from their business affairs.

The Ohio-Michigan-Indiana Photographers' Association in making selection of Cedar Point-on-Lake Erie for its 1918 convention, has chosen wisely in that it has named a meeting place that has every convenience and accommodation of the large



***Talk won't win the War—Thrft Stamps will.***



# Live news or live Sammies— which do you prefer?

"Why must my boy's letters be censored? Why can't they let him tell me where he is and what he is doing? Surely a mother has a right to know such things. Besides, he is a loyal American and could be trusted."

It would be most unnatural if American parents did *not* feel that way. But they forget that in the end censorship is for the safety of the men themselves.

An American officer—and this is a true story—indiscreetly mentioned, in a letter home, the name of the French village where his regiment was billeted. This slipped by the censor and the letter was published in his local newspaper. Shortly afterward the Germans launched a particularly destructive raid against that town, which had not hitherto been attacked. The officer was a loyal American, as were the proud and happy home-folks who innocently gave his letter to the loyal little newspaper. But good American lives were needlessly jeopardized.

Soldiers will die the victims of our carelessness before we fully learn this lesson—but we are learning fast.

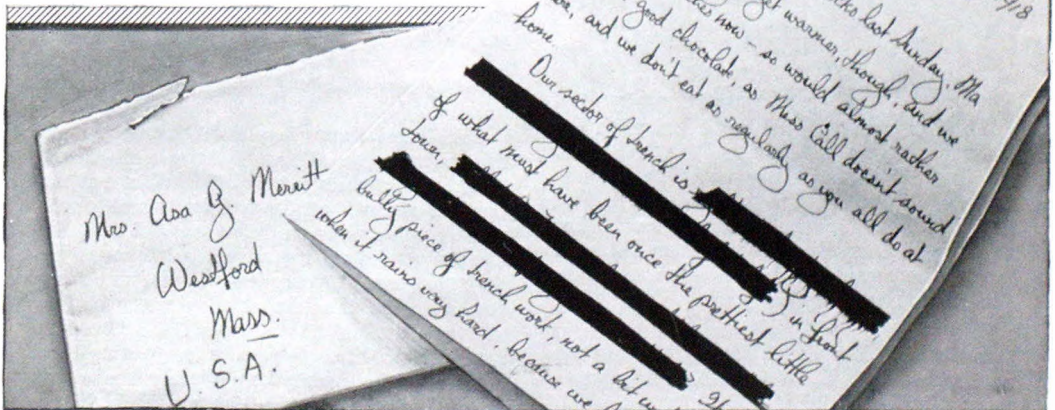
There is nothing mysterious about the German spy system. It is simply the quiet, ceaseless collection of fragments of fact—often individually harmless—by German agents everywhere. This material is patiently pieced together to make up that complete

story of the number, location and quality of our soldiers without which no attack could hope to succeed.

The German studies the position, customs and even the mental state of our men as a hunter studies his game—and for the same purpose. His object is to kill. It is not possible to prevent his getting some of this information, but he cannot get it all unless we help. The almost superstitious belief that he knows it all anyhow, is not well founded. Already he has to work hard for what he gets, and his task is daily becoming more difficult as Americans begin to open their eyes and shut their mouths. We must *not* help him to kill. Indiscreet statements are too easily translated into terms of death for American soldiers—perhaps your boy.

Committee on Public Information, Washington, D. C.

George Creel, Chairman  
The Secretary of War  
The Secretary of State  
The Secretary of the Navy



Contributed through Division of Advertising



U. S. Gov't Comm. on Public Information

This space contributed for the Winning of the War by  
THE PUBLISHERS OF ABEL'S PHOTOGRAPHIC WEEKLY



cities; a place of central geographical location; a place with unrivaled connections with the outside world; a place where, should the visitor so desire, enjoy a delightful vacation at a place of wholesome recreation.

So it is that Cedar Point, while providing a restful retreat for whoever may come there seeking relaxation from business cares and giving them the feeling that they are far removed from the affairs of daily life, is still so closely connected with the rest of the busy world that the coming and going, or the sometimes necessary communication with those in the office at home, is ever a convenient matter.

And, for these reasons among others, it is safe to assume there will be a great outpouring of photographers and their families for the annual convention at Cedar Point on July 23 to 26, 1918. The officers and committees are now arranging a program of exceptional interest. The G. A. Boeckling Co., which operates the hotels and other entertainment facilities of Cedar Point, is preparing to handle the convention crowd in its very best manner.

The Cedar Point management has made special hotel rates for this convention and is prepared to receive and attend to all requests for reservation of accommodations. Request for such reservations should be made of the hotel department of The G. A. Boeckling Co., Cedar Point, O., and it should be stated in the request kind of rooms desired, exact time of arrival and probable date of departure.

### **Pittsburgh Section M. A. S.**

The May meeting of the Pittsburgh Section No. 2 was held at the W. O. Breckon Studio. The members present had a most delightful time. The whole studio was thrown open for their inspection. About thirty-seven were present. After the regular business meeting the election of officers for the ensuing year took place. Those elected were as follows:

President, Mr. O. C. Henry; Vice President, Mrs. Leila D. McKee; Secretary-treasurer, Mr. J. J. Flaherty.

After refreshments were served the meeting adjourned to meet in June at the Don Seele Studio.

LEILA D. MCKEE,  
Secretary-Treasurer.

## **Criticism of Supplement Sheet No. 167**

BY G. HANMER CROUGHTON

**W**ILLIAM WESTMAN, Alexandria, Minn.—This suffers somewhat from being reduced from a larger picture, still in the original it is only a head with nothing to indicate that it has a body or any support whatever. In the original, it has good flesh texture.

W. M. Stephenson, Atlanta, Ga.—This is a very good photograph of a boy, though the hands are too black and the white drapery cuts hard against the background. It has very good flesh tones but the eyes are drawn away from the face along the lines of the drapery to the corner of the picture.

H. J. Springer, Scottdale, Pa.—The original of this is an 8x10. It has suffered a little by reproducing. It has lost some of the delicate flesh tones. It is a very good photograph.

J. J. Froelich, of South Kaukauna, Wis.—This is a very good photograph, but there are two very awkward angles formed by the elbow and hand resting on the knee, also by the hand which has the cane. It is, I should say, a typical character study.

## **Market Conditions**

**W**HEN we discussed the situation two months ago, we were under the impression that conditions then prevailing would last for some time, and that it was possible to speak with some assurance of the trend for a few months, at least. But the words were hardly cold before a series of new complications arose and affairs so shaped themselves that they indicated changes along entirely unexpected lines.

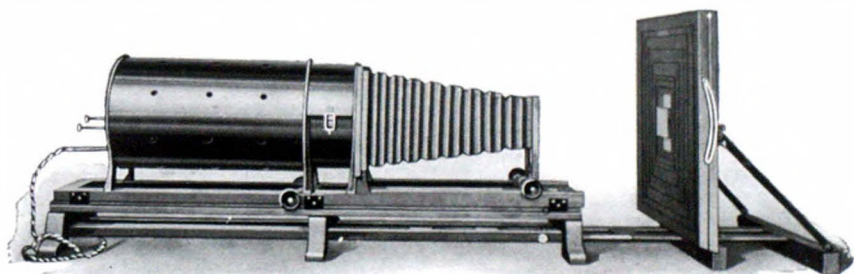
The latest flurry has been in acetic acid. The news came suddenly from a clear sky that the Government had placed a restriction on acetate of lime, from which acetic acid is made. As we have learned from inquiries, chemical manufacturers must report to the Government inspector every pound of acetic acid that they manufacture, and are limited as to quantity. There do not seem to have been any large stocks on hand anywhere, and immediately there was active bidding for all that could be found, which sent the price up by leaps. We cannot find that the price of acetate of lime has been advanced, but Government uses have made it scarce for trade purposes, and the advance seems to be more from bidding

***Thrift Stamps protect your country and your old age.***



## *Make Enlargements*

It's your business—and it should be a very profitable business. But until you are equipped to make enlargements as simply as you make contact prints you will not make the most of it.



## The Eastman Enlarging Outfit

is a thoroughly practical and complete equipment for enlarging from 5 x 7 and smaller negatives. It is fitted with 10-inch condensers, 500 watt lamp, revolving negative carrier and adjustable easel with kits for all standard size paper as well as lantern slides. It is compact, inexpensive to operate and contains practical features found in no similar apparatus. Detailed description will be mailed on request.

Eastman Enlarging Outfit complete but without lens, \$100.00

EASTMAN KODAK COMPANY,  
ROCHESTER, N. Y.

*All Dealers'.*



up on account of the scarcity rather than by reason of cost of production. In order to get any, it was necessary to pay the market price or do without, so, in preference to running out entirely, every one bought just as soon as the news got out.

There are rumors of scarcity in other chemicals, in fact, the air is full of rumors, but on an average only about one in five prove to be correct. Hypo sulphite of soda had its own crop of rumors and hardened a little in price, but as stocks were pretty well filled up and the selling price has not advanced, we hardly expect a further advance, unless there is a decided flurry and a sharp boost. Whether it will flatten out, as many other rumors have, or become a reality is beyond our powers of prediction.

Rumors also are out that papers, plates and films are in for an advance, but close inquiry leaves these still in the field of rumor. As these articles are perishable and are branded with an expiration of date, it is not possible to stock up against an advance, but as such an advance will come without warning and also on account of the uncertainties in getting goods promptly when ordered, we believe that it would be a very wise policy for every photographer to carefully study his usual requirements and carry, on his own shelves, sufficient paper, plates and chemicals to last a month. This is not hoarding nor buying against an advance; just sound business precaution to enable the studio to turn out work without vexatious delays.

Another argument in favor of this method of stocking up is the demand for perishable goods has been so great that the manufacture has been pushed to the limit, and but little time has been allowed for the stock to ripen. It is found that papers particularly are all the better for being kept about thirty days before use, for in this time they will become set and ripe and the results are richer and clearer. Keep one month ahead of requirements, and as soon as you break into your reserve supply, order another lot for the reserve. You may get it promptly and you may be delayed, with the chances of some one item being delayed for quite a period.

Cards and folders are high and scarce. Paper and card manufacturers in the East are hampered by supplies of raw materials and labor and transportation. The Collins line has recently announced another advance of approximately 10 per cent., and have announced that while they foresaw that such

an advance would be necessary in the fall, they thought that deliveries of raw stock would be ample to stave it off until then. However, price making is arbitrary with manufacturers of raw stock, and contracts amount to nothing if supplies cannot be obtained. We are advised that prices of card stock will not be any lower for some time, and may be expected to advance slightly at any moment.

Many sundries have had price changes, and there are advances registered in view cameras, attachments for portrait cameras, backgrounds, paste and several smaller items.

The Government is drawing the lines more strictly in the matter of explosives and volatile chemicals. We have recently received the latest Government orders and rules, which we have carefully read and find that the restrictions are quite severe. It is required that the seller of explosives shall actually see the license of the buyer, and unless the proprietor or one of his employees have seen the original or a certified copy and so reports as a matter of record, that the seller is to be held liable for violation of the law. The dealer hereafter will be compelled to have on file, either a copy of the original or a statement to the effect that a member of the firm has seen and read the original, and that such evidence shall be at the service of any Government agent at any and all times.

Highly volatile acids, such as nitric, sulphuric, etc., must be packed for shipment in separate containers, as specified by the regulations, or if packed with other goods in lots of less than a pound, shall be packed in a metal fastened tin case and surrounded with a non-inflammable material, sufficient in quantity to absorb all the contents in case of breakage. The dealer finds this somewhat expensive for small quantities, as the actual cost of packing, exclusive of the time, is from ten to fifteen cents.

It is up to the individual to protect himself against loss and delay by buying according to his best judgment, and we will endeavor to keep the trade in touch with conditions as they arise, so that the best judgment may be exercised. We do not propose to advise by any means, nor do we claim that our information is always correct, for not always is authentic information available, and the best must be made of rumors and tips that are offered.

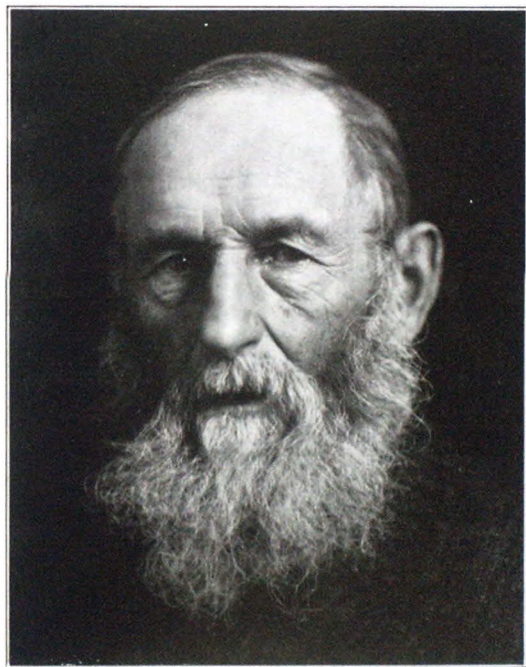
But without any attempt at speculation

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***The power behind our Soldier boys—Thrift Stamps.***



*Special Supplement to Abel's Photographic Weekly*  
*Vol. XXI, No. 545, June 8, 1918*  
*Sample Studies No. 167*



By Wm. Westman, of Alexandria, Minn.



By W. M. Stephenson, of Atlanta, Ga.



By H. J. Springer, of Scottdale, Pa.



By J. J. Froelich, of So. Kaukauna, Wis.









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## HIS SERVICE STAR —A PHOTOGRAPH

NEVER have photographs meant as much as they do now; never have they played a greater role in our national life. A patriotic duty awaits every photographer in America today.

*“Are you doing your photographic best behind the lines?”*

A. M. COLLINS MFG. CO.  
PHILADELPHIA

or hoarding, we feel sure that any policy is unwise that does not do all that can be done to prevent a shortage that will cripple business. Instances are becoming more and more common where there is business in sight and people clamoring for goods, and the unprepared merchant has nothing to sell. In a conversation with a man who has recently been in Havana, Cuba, he said that there the merchants' shelves are bare, and they have nothing at all to sell; that it is impossible to get thousands of articles that one never realizes how indispensable they are until they cannot be purchased. While not so extreme in this country by reason of our widely scattered manufactories, there are local shortages here and there, and the only way to avoid serious inconvenience is to have a bit of surplus stock ahead for such eventualities.—*Trade News.*

## A Growing Concern

**C**ALIFORNIA CARD MANUFACTURING COMPANY at the corner of Potrero Avenue and Mariposa Street, in San Francisco, is one of the most interesting manufacturing concerns in San Francisco, and unique in that it is the only one of its kind west of Chicago.

This company was incorporated in this city immediately after the fire in 1906. The trip through the plant produces a feeling of amazement as the interior is literally a beehive alive with humanity and scores of machines engaged in the production of photographic mountings and cardboard.

This company draws its raw material in the form of paper from the various mills throughout the country and receives the same in carload lots and at all times carries a stock ranging from \$150,000 to \$200,000. The building is one of those structures hurriedly erected after the San Francisco disaster and consists of two floors containing 52,000 square feet of area. There is at the present time being constructed a reinforced concrete annex which will contain the offices, salesrooms and similar departments, and will contain 15,000 square feet making a total used by this industry of 67,000 square feet. It is the intention to gradually reconstruct the entire building in favor of reinforced concrete throughout.

The annex was occasioned through the tremendous growth of this company's business, due essentially to its San Francisco location. The markets of this company stretch from Australia and the Orient including India, through Canada, the United States, Mexico and South America to New York.

# "CALCARD MOUNTINGS"

**CELEBRATED EVERYWHERE  
FOR  
INDIVIDUALITY  
QUALITY  
ATTRACTIVENESS**

**MADE BY  
CALIFORNIA CARD MANUFACTURING CO.  
SAN FRANCISCO, CALIFORNIA**

**EASTERN REPRESENTATIVES**

|                                                                                  |                                                                                                                                             |
|----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <b>M. M. FREY</b> .....<br><b>H. L. BURD</b> .....<br><b>W. A. LEONARD</b> ..... | LE MOYNE BLDG. 180 N. WABASH AVE. CHICAGO, ILL.<br>3735 GRAND CENTRAL TERMINAL NEW YORK, N.Y.<br>3735 GRAND CENTRAL TERMINAL NEW YORK, N.Y. |
|----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|



For More Than THIRTY-FIVE YEARS——

# CRAMER PLATES

Have Maintained Their Leadership.

WHAT COULD BETTER PROVE THEIR SUPERIORITY?

G. CRAMER DRY PLATE COMPANY

"QUALITY FIRST"

CHICAGO

ST. LOUIS

NEW YORK



REQUISITE IN EVERY COMMERCIAL OUTFIT IS  
A GOOD WIDE ANGLE LENS.

## THE VELOSTIGMAT

— SERIES III F:9.5

IS AN IDEAL  
ANASTIGMATIC WIDE ANGLE OBJECTIVE

*Let us tell you more about it.*

### WOLLENSAK OPTICAL COMPANY

ROCHESTER, N.Y.



In the process of manufacture used in this institution the paper, already mentioned, as it comes from the paper mills is here pressed into cardboard and goes through as high as 12 departments of this factory and comes out as highly embossed, printed or designed photo mountings with which we are all so familiar. Artistic effects and high quality has been the prime factor in the extreme success of this corporation and their goods are sold only to the highest class trade.

It is of exceeding interest to note that in conjunction with their card manufacturing business they have a fully equipped machine shop and here construct the big majority of the machines used in the various departments of this factory. These machines are of their own design and especially fitted to do the work which high class trade demands. The result of such sound policies produces business which demands night and day shifts and this concern has been for some time running two shifts—night and day—of eight hours each.

While the San Francisco plant turns out the goods for the company's entire distribution, the California Card Manufacturing Company has sales offices in New York, Chicago, Denver, Los Angeles and Seattle, as well as representation in the principal countries already mentioned.

### Hold Your Liberty Bonds!

The American who buys a Liberty Bond and forthwith sells it has performed only half a service for his country. To buy bonds and then sell them immediately tends to make the war burden of the country heavier instead of lighter, as it decreases the market value of the bonds.

Liberty Bonds are the safest and soundest and one of the best investments in the world. To sell them unless imperatively required is not good business, is not good Americanism.

### CLASSIFIED ADVERTISEMENTS

**SITUATION WANTED:** Under 30 words, two insertions, free; further insertions, 30c each; over 30 words, first two insertions, 30c each; further insertions, 50c.

**HELP WANTED:** 50c per insertion.

**FOR RENT and MISCELLANEOUS:** Under 30 words, 50c per insertion; over 30 words, \$1.00 per insertion.

**STUDIOS FOR SALE:** Under 50 words, \$1.00 per insertion; over 50 words, 2c per word.

If answers are to come in our care, add 10c to cover forwarding.

### TOO LATE TO CLASSIFY

**HELP WANTED—Wanted:** First-class all-around photographer. Must be sober and steady. Good salary and position all year around. Apply National Studios, 312 Equitable Bldg., St. Louis, Mo. 6-1-1

**HELP WANTED—Operator** who can retouch and is familiar with home portraiture. Good salary. Only steady, high-class man need apply for position. The Johnston Studios, 241 Fifth Avenue, Pittsburgh, Pa. 6-1-2

**HELP WANTED—Receptionist** for a first-class studio in the east. We want a man or woman with good business ideas who can take full charge of a branch studio. Write fully, past experience and salary desired. Address M-6, care of this journal. 6-8-2

**HELP WANTED—Young lady** to assist in studio work. Should understand printing. High-class work only. Address Smith Bros., 18 E. Fourth Street, Dayton, Ohio. 6-8-1

**HELP WANTED—Wanted** a good all-around photographer for permanent position. Address Taylor Studio, 97 Clinton Ave., So. Rochester, N. Y. 6-1-2

**HELP WANTED—Partner wanted:** An all-around photographer to open gallery. Southern Cantonment town, forty-thousand soldiers. City population seventy-thousand. Good chance for big money. Address G-1 care of this journal. 6-8-2

**FOR SALE—Up-to-date ground floor studio** in Iowa College town of 12,000. Studio on main street and one-half block from campus. Doing a splendid business. Everything new and handy. Ill health reason for selling. Will sell at a sacrifice if taken at once. For further particulars address F-1 care of this journal. 6-8-1

**Piecework Retouching in Cleveland.** Finish and proof work. Address H. 4, care of this journal.

## I Pay Highest Prices for Your Old and Discarded Negatives

If You Have a Large Enough Quantity I Will Call to Pack and Ship, PAYING YOU SPOT CASH

Send for my price list and compare with others

**P. H. KANTRO**

P. O. Box 847

ST. LOUIS, MO.



## SITUATION WANTED

**SITUATION WANTED**—Position wanted by expert retoucher and background worker, quick worker, have good experience in operating. Prefer position as first retoucher in large studio where good work is appreciated. Address S-5, care of this journal. 6-1-3

**SITUATION WANTED**—Position wanted by experienced operator and retoucher. Prefer running a branch studio. Am conscientious worker with no bad habits. Please state salary you pay in first letter. Address B-2, care of this journal. 5-25-3

**SITUATION WANTED**—A reliable all-around man of experience, desires position in first-class studio. Competent to assume full charge. Salary \$35.00. Address H-3, care of this journal. 5-3-5

**SITUATION WANTED**—By operator and retoucher. Age 40 years. Military exempt. To consider appointment with first-class studio in any capacity. Good service and integrity assured. Address Box 899, Schenectady, N. Y. 6-8-3

**SITUATION WANTED**—Young married man with three years' experience as salesman in professional and amateur photo supplies, wishes position with reliable photo-supply firm, about July 15, 1918. Address C-9, care of this journal. 6-8-3

**SITUATION WANTED**—Wanted, a position by a good operator and retoucher, up-to-date in all branches. Anywhere east of Michigan. Can give best of reference. Three years in last place. Am 48 years of age. Address W. B. Canfield, 2063 Gratiot Ave., Detroit, Mich. 6-1-3

## FIRST COME-FIRST SERVED

Send in \$2.00 and order our Standard COPY SAMPLE SET.—We have prepared two fine Septa Copies 8 x 10 from old daguerotypes with duplicate originals attached, mounted on heavy mat 15 x 22 and framed. Put a glass over it, hang it in your reception room and watch the result. Fine copies bring good money and appreciation You have neglected your copy business because you did not know where to get them made. It is our delight to copy Daguerotypes, old difficult pictures and restore them.



### EDUARD BLUM

The Photo Art Shop in the  
Service of the Profession

32 SO. WABASH AVE., CHICAGO

## Bargain List No. 20

You will exclaim at the low prices quoted in our latest list. Everything in cameras and lenses at lowest prices. We buy, sell and exchange the highest grade of foreign and domestic cameras, lenses and equipment. Headquarters for Cyko and all other photographic papers, plates, etc.

Write for a free copy today

**New York Camera Exchange**

109 Fulton St., New York

## Every Photographer in the United States ought to know us

We manufacture a line of uncommon photographic mountings.

Sell them only direct to the Professional Photographer.

At a price lower than usual.

And we offer quick service! The goods are on the shelves ready for delivery.

*The House that Ships Promptly*

*Tell us your needs.*

## The Gross Photo Supply Company

Toledo, Ohio

Manufacturers of photographic mountings  
who sell only direct to the professional photographer



**SITUATION WANTED**—A position desired by a competent lady manager—or for reception room work in first-class studio. Address A. 1, care of this journal. 5-18-6

## HELP WANTED

**HELP WANTED**—First-class all round portrait man. Must be good retoucher. Salary \$35.00 per week. Position permanent. Send samples of work. Best trade in state. Hammond Studio, Meridian, Miss. 6-1-1

**POSITION WANTED**—An expert operator, high-class, up-to-the-minute workman, able to make all the "new" lighting effects, etc., also expert with knife and pencil on negative, seeks correspondence with first-class firm. Has operated in Boston, New York and Washington, D. C. Address B-1, care of this journal.

**HELP WANTED**—Wanted: Lady for reception room work in photographic studio. Must be active and also be able to do retouching. None other need apply. Address National Studios, 312 Equitable Bldg., St. Louis, Mo. 6-1-1

**HELP WANTED**—Wanted A-1 retoucher and operator. One who is clever at both and who is willing to help with finishing when necessary. Studio doing high-grade work only. Steady job for the right man. Address Sattler, 505 Main St., Buffalo, N. Y. 4-27-

**HELP WANTED**—Wanted Kodak Finishers. Good wages. Address C. E. Cheyne, Hampton, Va. 6-1-2

**HELP WANTED**—A printer at once. Permanent position. Experienced workman needed. A. L. Bowersox, 2031 Euclid Ave., Cleveland, Ohio. 6-1-2

**HELP WANTED**—Printer or all-round man. Able to handle kodak finishing. Salary no object to right party. Address Gale, Beatrice, Nebr. 6-1-2

**HELP WANTED**—Wanted at once. First-class operator who can do retouching. Permanent position, good working conditions. Address O. L. Harrington, Photographer, Anderson, Ind. 6-1-1

**HELP WANTED**—Wanted at once a good retoucher. One who can assist in operating and dark-room work. Only first-class workman need apply. State salary expected and all particulars in first letter. Position permanent. Address Joseph Shrader, 120 Main St., Little Rock, Ark. 6-1-T.F.

**HELP WANTED**—Wanted, two good commercial photographers, also two experienced D. O. P. printers. One good retoucher and all around photographer. Send photo of self in first letter, also reference. No application considered without photo of self. Also state nationality. Address R. Sylvan Wallace, U. S. of America, Explosives Plants "C," Charleston, Kanawha Co., W. Va. P. O. Box 296. 5-10-2

## DEALERS WHO WANT YOUR TRADE

**ALBANY, N. Y.**—F. E. Colwell & Co., 465 Broadway.

**ATLANTA, GA.**—Glenn Photo Stock Co., Eastman Kodak Co., 117 Peachtree St.

**BALTIMORE, MD.**—J. Sussman Photo-Stock Co., 223-225 Park Ave.

**BOSTON, MASS.**—Robey-French Co., Eastman Kodak Co., 38 Bromfield St.

**BOSTON, MASS.**—Ralph Harris & Co., 22-26 Bromfield Street.

**CEDAR RAPIDS, IA.**—Camera Shop, 306 Second Ave., East.

**CLEVELAND, OHIO.**—Fowler & Slater, 806 Huron Road, S. E.

**CHICAGO, ILL.**—Sweet, Wallach & Co., Eastman Kodak Co., 133 North Wabash Avenue.

**DALLAS, TEX.**—C. Weichsel Co.

**DENVER, COLO.**—Denver Photo Materials Co., Eastman Kodak Co., 626 16th Street.

**DENVER, COLO.**—The Ossen Photo Supply Co., 415 16th Street.

**DES MOINES, IA.**—Des Moines Photo Material Co., Eastman Kodak Co., 517 Locust Street.

**DES MOINES, IA.**—W. P. Henry, 819 Walnut Street.

**GALESBURG, ILL.**—Osgood Photo Supply Co.

**INDIANAPOLIS, IND.**—The H. Lieber Company, 24 W. Washington Street.

**INDIANAPOLIS, IND.**—Lyman Brothers, 223-225 East Ohio St.

**JACKSONVILLE, FLA.**—H. & W. B. Drew Company.

**KANSAS CITY, MO.**—Kansas City Photographic Supply Co., 1010 Grand Avenue.

**LOS ANGELES, CAL.**—Howland & Dewey Co., Eastman Kodak Co., 510 South Broadway.

**MILWAUKEE, WIS.**—Milwaukee Photo Materials Co., Eastman Kodak Co., 427 Milwaukee Street.

**MILWAUKEE, WIS.**—Henry Reimers, 238-240 West Third Street.

**NEW ORLEANS, LA.**—Standard Photo Supply Co., Ltd., Eastman Kodak Co., 125 Baronne Street.

**NEW YORK CITY.**—George Murphy, Inc., 57 East 9th Street.

**NEW YORK CITY.**—New York Camera Exchange, 109 Fulton Street.

**NEW YORK CITY.**—Obrig Camera Co., 147 Fulton St., near Broadway.

**NEW YORK CITY.**—Willoughby, Inc., 110 W. 32nd Street.

**OMAHA, NEB.**—The Robert Dempster Co., Eastman Kodak Co.

**PHILADELPHIA, PA.**—John Haworth Co., Eastman Kodak Co., 1020 Chestnut Street.

**PITTSBURGH, PA.**—W. S. Bell & Co., 412 Wood St.

**ST. LOUIS, MO.**—Hyatt's Supply Co., 417 N. Broadway.

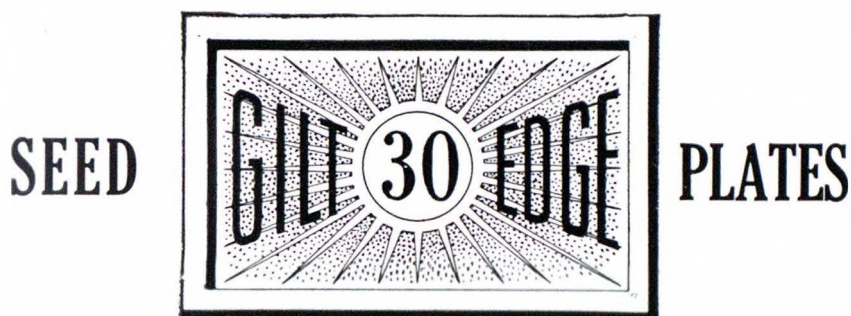
**ST. LOUIS, MO.**—W. Schiller & Co., 6 South Broadway.

**ST. PAUL, MINN.**—Zimmerman Bros., Eastman Kodak Co., 380 Minnesota St.

**SALT LAKE CITY, UTAH.**—Utah Photo Materials Co., 423 Main Street.

**TOLEDO, OHIO.**—George L. Kohne, 602 Summit Street.





Seed 30 Gilt Edge has the greatest latitude of any plate made which means, negatives with roundness and brilliancy—perfectly reproducing the longest scale of tones you can put into a portrait lighting.

Seed 30 latitude also allows for considerable error in exposure without loss of negative quality.

*It's a Seed Plate you need.*



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

**HELP WANTED**—Wanted, a lady retoucher and finisher. Permanent position, pleasant surroundings and easy hours. Apply at once to Faber Studio, 219 Granby St., Norfolk, Va. 4-20-T.F.

**HELP WANTED**—Printers, retouchers and all around men. Can use a man and wife. Address Roshon's Studio, Wrightstown, N. J. 5-25-2

**FOR SALE**—Studio; old established; also kodak finishing business. College city, 3,000 students annually. Good paying business for anyone. Address Lock Box 557, Kirksville, Mo. 6-1-1

**FOR SALE**—AN OPPORTUNITY SELDOM OFFERED. Ground floor studio; town of 8,000; one other studio; R. R. Division and shops; big payroll; business of \$5,000, can be increased; good prices. Poor health; complete sale. For particulars address Maxine Studio, 125 E. Callender St., Livingston, Mont. 6-1-1

**FOR SALE**—Best photographic studio in Southwest. Fully equipped and modern with large stock on hand producing steady revenue. For particulars apply to William R. Walton, Albuquerque, N. Y. 6-1-1

**HELP WANTED**—An operator and printer. Prefer a young ambitious married man who has had some experience in making home portraiture. This is an exceptional proposition for the right man who will eventually get an interest in the business. Advise in first letter, experience and salary wanted to start. Address M-5, care of this journal. 6-8-2

**HELP WANTED**—All around man, one who can retouch and assist in Kodak Finishing Department; prefer married man or one exempt from draft; reference required. This will be a permanent position for the right man. Address or call in person, P. E. Dietrich & Sons, 775 E. 152nd St., Cleveland, Ohio. 6-1-T.F.

**EXPERIENCED HELP WANTED**—Operators, assistant operators and dark-room men, retouchers and receptionists—if you are looking for a permanent position with a studio that has a future and pays according to the services received, place your application on file with The Northland Studios, Suite 1062 Spitzer Bldg., Toledo, Ohio. We now have studios in Chicago, Detroit, Cleveland, Pittsburgh, Indianapolis, Cincinnati and Toledo and will open many more. State fully what you can do and get your application in for the next opening. 3-2-T.F.

## STUDIOS FOR SALE

**FOR SALE**—Only studio in Southern California town; population 5,000; rent very reasonable; well equipped to 8x10; good prices for work. Also one in Southern California town; population about 2,000; rent low; owner of both gone to army. Address Mrs. H. Barnes, 769 Hawthorne Place, Pomona, Cal. 3-9-T

**FOR SALE**—At once. The finest studio in the "Best 36,000 City in Northern Indiana." 75,000 in near-by towns to draw from. Studio nicely located with the best of working facilities. Large operating room, north light; doing good business. Best prices. Reason for selling—was called into "Government service." Write now. Address Bodies Art Studio, Hammond, Ind. 6-8-1

**FOR SALE**—Commercial studio, vertical cameras large top and side clear glass skylight, elevator to operating room, best equipment, doing excellent business at good prices. Splendid proposition for one or two good workmen. Price right. L. G. Rose, 116-118 Erie St., Toledo, Ohio. 5-25-3

**FOR SALE**—Exceptional opportunity. Modern studio. Owner retiring. Educational center of State. Address E. N. Rogers, Laramie, Wyo. 5-25-TF

**FOR SALE**—The best paying and located photograph studio in a prosperous and thriving city, over 150,000 population. Doing big business with the very best class of trade; can show over \$8,000 worth of business the past year. Must have at least \$750.00 cash to talk business. Address H. W. A. Keller, Dayton, Ohio. 5-18-T.F.

**FOR SALE**—The oldest established and highest class studio in manufacturing city of 40,000. This is no run-down proposition but positively one of the best known studios in the state; highest prices and best class of work; satisfactory reasons given. Address "Bargain," care of this journal. 5-25-4

**FOR SALE**—Very attractive ground floor studio, brick stuccoed, in heart of college and manufacturing town of 25,000; doing live paying business. First-class modern equipment, north skylight, equipped electrically for night work, well stocked kodak and framing departments. Established for fourteen years. Golden opportunity at bargain. Dobbs Studio, Winona, Minn. 5-25-4

**FOR SALE**—First-class studio complete. In town of 10,000 inhabitants; only one other studio in town. Business established over twenty years. Can be bought for reasonable price and on suitable terms to the proper party. Located on principal street and completely furnished; rent reasonable. Reason for selling is death of proprietor. For further particulars write Mrs. M. L. Potash, Victoria, Texas. 5-25-4

**FOR SALE**—WHO wants to buy the nicest little ground floor, splendidly equipped studio, in the city of Cleveland? Have two studios and must dispose of one. Will sell very cheap and on terms to suit purchaser.

**HURRY IF YOU ARE LOOKING FOR A GOOD PROPOSITION.**  
Address Photographer, 15118 Detroit Avenue, Lakewood, O.

## SPECIAL

**SPECIAL**—Retouching for the trade. Expert work. Prompt and reliable. Prices reasonable. Best of references. Rose E. Fagan, Denver, Ind. 4-27-T.F.

**"SPECIAL"**—For Sale, Auto Graflex, late model 5x7, Cooke 4.5 lens, 4 plate holders, camera in fair condition, but mechanically perfect; a bargain at \$90.00. Address C. E. Richardson, 75 So. Howard St., Akron, Ohio. 5-25-2

**SPECIAL**—FOR SALE—Majestic print dryer No. 1 \$20.00. Rount print washer \$10.00. Enlarging outfit consisting of 8x10 Century view camera No. 1 with enlarging back complete \$20.00. 20x24 Anthony box and stand with Suter lens and silent shutter \$125.00. 3A Dallmeyer lens \$110.00. 8x10 Korona Home Portrait Camera, nearly new, with Packard shutter \$20.00 or will trade any of the above for new Eastman home portrait outfit and Verito lens, or Smith lens 8x10. Address Morrill-Hoole Studios, 154 East Ave., Schenectady, N. Y. 6-8-2

**GREEN'S LIGHTNING RETOUCHER**—Let us send you testimonials from large and small Studios, Salesmen and Demonstrators, with descriptive circulars and full particulars.

Get our liberal rental offer. The most wonderful help and time-saving device ever invented.

Sold under absolute guarantee.

Write today.

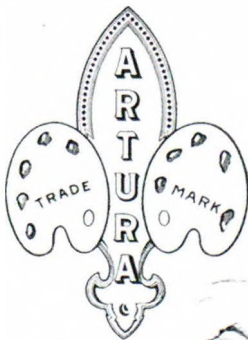
THE LIGHTNING RETOUCHER CO.,  
e-o-w Hastings, Mich.



As an economy—  
use

ARTURA

The paper that gives you  
the most of quality—the  
least of waste.



ARTURA DEPARTMENT,  
EASTMAN KODAK COMPANY,  
ROCHESTER, N. Y.

*All Dealers.*

It is the nature of a glass plate to produce halation—it is the nature of film to prevent it.

Film overcomes the halation you see in a plate negative as well as the halation you don't see—halation which nevertheless destroys high-light detail and half-tone gradation.

Use Eastman Portrait Film and get *all* the quality of your lightings in your negatives.

*Your Dealer Stocks Film.*

EASTMAN KODAK COMPANY,  
ROCHESTER, N. Y.

