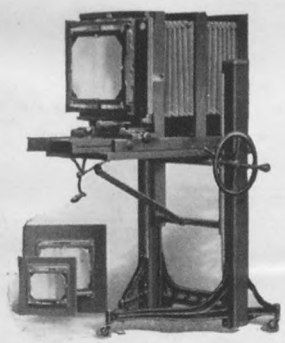


ABEL'S PHOTOGRAPHIC WEEKLY

Vol. XXIX. No. 733 SATURDAY, JANUARY 7, 1922 PRICE TEN CENTS
\$2.50 A YEAR

Century Studio Outfits



*With better tools
you can do
better work*

The practical simplicity and ease of operation, combined with the elegance of design and finish of Century Studio Outfits, are factors that will increase the efficiency of your studio and make for bigger and better sales.

And the beauty of design, neatness of finish and handsome appearance go far to create a "quality" appeal.

- Century Studio Outfit No. 7A in 8 x 10 size
- Century Studio Outfit No. 8A in 11 x 14 size
- Century Studio Outfit No. 9A in 8 x 10 size with 36 inch bellows for long focal capacity.

The No. 8A Outfit is shown above.

See them at your Stock House

EASTMAN KODAK COMPANY

Folmer & Schwing Department ROCHESTER, NEW YORK

Gross Circulation.....	3,178	GUARANTEED	3,185
Net Sales Through Dealers.....	121	NET PAID	
Gross Mail Circulation.....	3,299	CIRCULATION	
(Professional Circulation Only)			

THEY BEAT THE BEST!

Hammer Plates meet every requirement of modern photography. Extremely rapid, clean working and uniform, they produce negatives of great brilliancy and detail.

Special brands for special needs.

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 Dry-Plate Company

Ohio Ave. and Miami St.

-

St. Louis, Mo.

The Monomethylparamidophenol Sulphate which is
100% pure is

METAGOL, "CIBA"

Made by the Society of Chemical Industry in Basle, Switzerland;
makers of standard chemicals since 1864.

AT YOUR DEALER'S OR WRITE US

Leading photographic paper-manufacturers are recommending
and three-fourths of the motion picture industry are using

METAGOL, "CIBA" and HYDROQUINONE "CIBA"

"THERE'S A REASON"



CIBA COMPANY, INC.

CEDAR AND WASHINGTON STS.
NEW YORK CITY

ABEL'S PHOTOGRAPHIC WEEKLY

A JOURNAL FOR THE PROFESSIONAL PHOTOGRAPHER

JUAN C. ABEL, Editor — CHAS. L. ABEL, Associate Editor

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SATURDAY, JANUARY 7, 1922

PRICE TEN CENTS
\$2.50 A YEAR

Terms: Two dollars and fifty cents a year in advance.

Postage free to all subscribers in the United States, Mexico, Hawaii, Porto Rico and the Philippine Islands.

FOREIGN SUBSCRIPTIONS: Canada, \$3.00; other countries, \$3.50 per year in advance.

TO PREVENT loss or delay by mail, all communications and photographs intended for publication should be addressed to Abel's Photographic Weekly, 421 Caxton Building, Cleveland, Ohio.

EASTERN REPRESENTATIVE: A. A. Winkler, 6 Colon Street, Brighton Dist. Boston, Mass.

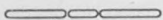
In Passing By

FRIENDS Who Have Left Us. If there is any one thing which marks the year just past as notable in photography, we would say that it is the very large number of deaths of men well known in the profession that occurred during the past twelve months. To our deep regret we have had to record the passing away of Louis F. Hammer, the founder of the Hammer Dry Plate Co.; Frank Noble, vice-president of the Eastman Kodak Co.; Leonard Dozer, ex-president of the P. A. of A.; Fayette Clute, editor of Camera Craft; F. E. Post of Denver; Oscar Mason of New York; A. M. Morrison of Chicago, founder of the Morrison Studios; Wallace B. Stage of New York and many others who were known to us and many of our readers.

DON'T Spend It All! From reports to hand from all parts of the country, photographers have had little cause to complain of the Christmas season. In numberless cases, the total amount of business done during November and December was ahead of last year and in nearly all cases it was fully as good. This, in the face of almost general lamentations—at least locally—on the part of general retail trade, is a matter for sincere congratulation. We take it to be largely a matter of present conditions. People wanted to economize—most of us had to—and with the continual dinning in their ears that a dozen photographs make twelve delightful presents, it was natural that they flocked to the studios and so spread out their money as far as it would go.

But a word of warning. This excellent Christmas business does not necessarily mean that studios are going to be kept busy for the next few months, that people are going to continue to flock to the studios. The Christmas gift incentive is gone now and another incentive must be created to keep the people coming. That is up to the individual studio owner. One thing we might say here—the most business was reported by the studios that *advertised*. We have been told that in person and by letter so often these past few days that to our mind it spells a real moral.

Don't get reckless now and figure that you need a trip to Cuba or Florida or Tia Juana. After the bills have been paid, put a bit by for the needed new piece of apparatus. Put a bit more by for the next convention outlay. And put a whole lot of your gains where you won't be tempted to draw them out and spend them.



AND STILL THEY COME! Last week we acknowledged receipt of holiday greetings from photographers and others in the business from many part of the country, saying as we did so that there would be lots more to be heard from. And we were not mistaken. If anything the pile of cards before us now is greater than that of last Friday. And let us see who's who: first of all the two that have come the longest way, from Reginald Haines, of London, England, and R. Clements Lyttle, of Belfast, Ulster, both of whom were with us at the recent Buffalo convention; Mr. and Mrs. F. Ernest Cramer (G. Cramer Dry Plate Co.), St. Louis, Mo.; Mr. and Mrs. Harry M. Fell, Rochester, N. Y.—everybody knows Harry Fell; Nate Corning, of the Hammer Dry Plate Co., who lives in Kansas City, and claims to be one of the oldest living members of the P. A. of A., in point of years, that is; I. Buxbaum, Brooklyn, N. Y., the man who criticizes our supplement pictures; J. K. Harriman, of the A. M. Collins Mfg. Co., Philadelphia, Pa., only recently promoted to take charge of their entire New York office; Paul True, of Ansco Company's New York office; John Tennant, editor of the "Photo-Miniature," New York City; Mr. and Mrs. Frank Scott Clark, Detroit, Mich. who appear in silhouette; Ex-president Howard D. Beach of the P. A. of A., Mrs. Beach, and Miss Margaret, of Buffalo, N. Y.; Thompson Brothers, commercial photographers in Knoxville, Tenn.; C. W. Pfefferkorn, Augusta, Wis.; Chas. Hopp, Detroit, Mich.; M. Chas. Marsh, Rockford, Ill.; Browne & Browne, Dallas, Texas, photographs of whose new studio we hope to get for publication soon; Belle Johnson, Monroe City, Mo., who forgot to send one of her kitten pictures this year; Ben V. Matthews, Winston-Salem, N. C.; Geo P. Lilly, Harrisburg, Ill.; Edward J. Winiker, representative of the Eastman Kodak Company in St. Louis, Mo.; J. E. Mock, treasurer of the P. A. of A., Rochester, N. Y.; Frank Chambers, publisher of the "Bulletin," "Journal," and "Camera;" R. C. McCann, Ft. Smith, Ark.; W. H. Littleton, Muncie, Ind., who tells us not to feel down in the mouth, but to remember Jonah, "He came out all right;" Symes & Olds Company, Cleveland commercial photographers and engravers; a pretty little photographic card from R. T. Dooner, Philadelphia, Pa.; Mr. and Mrs. Henry Moore, Kansas City, Mo.; Mr. and Mrs. Lee F. Redman, Detroit, Mich., and Lee, Jr.; a smiling photograph from "Pete" Hauenstein, of the Northern Photo Supply Co., Minneapolis, Minn.; who also send us the "key to their cellar;" Geo. L. Faber, Norfolk, Va.; P. C. Liggett, who sells frames for the L. M. Johnson Co., Chicago, Ill.; Spencer Hord, of the Eastman Kodak Company, Rochester, N. Y.; J. M. Maurer, Galveston, Texas; C. A. Goddard, Akron, Ohio, who prefers to write a letter; Jewel S. Jewell, who is now at Battles Wharf, Ala.; Virgil Boozer, Tampa, Fla.; Lew Fullerton, Buffalo, N. Y.; Mr. and Mrs. Melvin H. Sykes, Los Angeles, Calif.; the key to someone's cellar in Philadelphia (we suspect Bill Ellis); D. A. Lowe, Erie, Pa.; The Hale Decorators, Buffalo, N. Y., who did such a good job of dolling up the hall for last year's National; C. H. Kirschner, of the Gross Photo Supply Co., Toledo, Ohio; the New Garden Studio, Fargo, N. D.; D. D. Spellman, of Detroit, Mich.; Mr. and Mrs. J. J. Flaherty, Johnston Studios, Pittsburgh, Pa.; Edna Florence and Harry E. Steffens, Cleveland, Ohio; Gus Kehres, also of Cleveland; Mr. and Mrs. John Kennedy, Toronto, Ont., Can.; An old-time card from The Reeders, Kansas City, Mo. (K. C. Photo Supply Co.); J. E. Stanley, Dubuque, Iowa; O. C. Henry, Pittsburgh, Pa.; Palm Brothers Co., of Cincinnati, Ohio, who make the window transparencies for the National; Mira and Gus Lorey, Albany, N. Y.; Mr. and Mrs. Syd Whiteman, Atlanta, Ga.; Fred T. Loomis, Elmira, N. Y.; S. L. Stein, Milwaukee, Wis., who combines greetings with a complimentary letter about the Association Annual; Mr. and Mrs. H. B. Medlar, Wootstock, Ill.; J. H. Montgomery, Dallas, Texas; a New Year's card from Pirie MacDonald, New York City, and C. E. Shorey, Brattleboro, Vt., who sends his check for renewal of his subscription and writes to consider that as his Christmas greeting. To each and every one of you, the best of good luck and our kindest thoughts for the coming year.

THIS week we are publishing number 104 of our series of photographers' advertisements. Readers who have clipped these advertisements each week have by now a most valuable file of ideas from which to make up ads for their own use. This week's advertisement may not strike you today—six months from now it may be just what you want. If you don't file your copies, at least keep these ads.

My Photographic Reminiscences

(No. 6) *Special To Abel's Photographic Weekly*

By F. DUNDAS TODD

THE first plate I exposed in the United States was at Oconomowoc, Wis., and thereby hangs a tale. One of Mr. Dow's friends was a Major King, who did some general journalistic work. He was going to the aforesaid town with a name that even a Scotsman could not pronounce, to interview an old friend, and he wanted some photographs made. Mr. Dow asked me to go but I objected as my cameras were in South Dakota, and I knew nothing

about the speed of American plates. He offered me a box camera belonging to his daughter with a constant speed shutter of whose speed I was absolutely ignorant. In the end I succumbed and made the trip in fear and trembling.

On our arrival I found the man of interest to be a Mr. Potter of Potter's Lake, a mighty fine specimen of the back east Yankee, tall and slim with grey hair and short chin whiskers. He bore his eighty



The Why of Better Portraits

THE beauty of simplicity and the simplicity of beauty is never better exemplified than in art. No matter how difficult and complicated the means of attaining the effect, the only art which receives recognition is that which appears simple, unstudied and natural.

Your friends are quick to recognize and criticize the portrait which has a strained or unnatural pose. Just so they delight in the charming naturalness of your Ireland portrait.

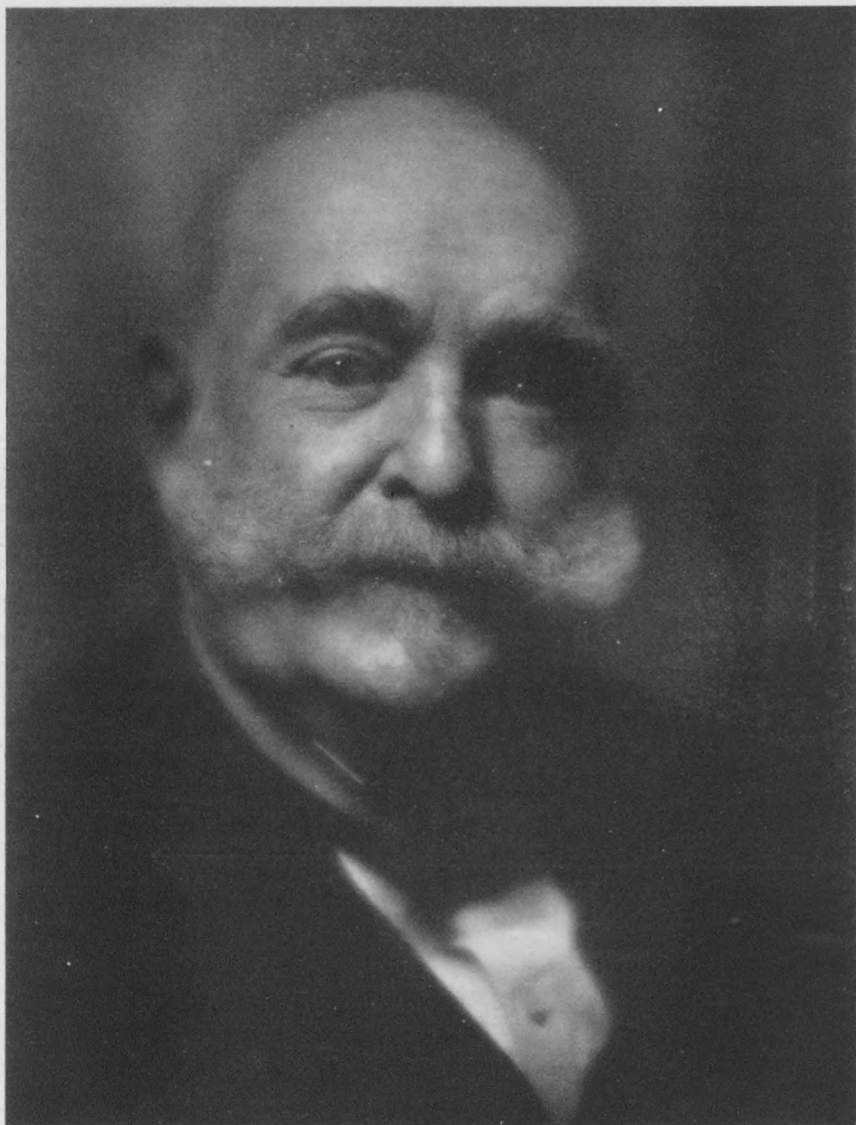
Appointments Made by Telephone

Clarence Ireland Studio

127½ East Main

Phone 413

A very well displayed advertisement, although a bit wordy and "highfalutin'." We hold to the belief that somewhere in every advertisement used by a studio should appear something to show that the portraits mentioned are made by photography. This advertisement is indefinite, except to those readers who know Mr. Ireland to be a photographer.



*By Pirie
MacDonald
New York,
City.
One of the
illustrations
from
the 1921
Annual of
the Photo-
graphers'
Association
of America*

years as if they were no burden at all, for he was as erect as a young man.

He gave me a kindly welcome, then he and the major got into a keen discussion as to the meaning of a certain line in Burns. It was the renewal of an old dispute I soon learned, then the major said, "Here is a Scotsman fresh from his native heath, let us refer the whole matter to him." This was done, and if I remember rightly neither was right, for they were unaware of one of our Scotch customs, and so interpreted the words erroneously.

After supper the major asked Mr. Potter to give him the details of the famous bowie

knife challenge on the floor of the House just before the war. I pricked up my ears and listened to a most fascinating story.

All good Americans know that the years before the war were lively times in the House at Washington, that very plain words were used in the heat of debate, and that challenges to fight a duel were not infrequent. Mr. Potter in addressing the House at this inflammatory period had aroused the ire of a Southern member, who interrupted him in his speech, and very sharp words were passed between the two. The Southerner became so enraged that he shouted out a challenge to fight.

Mr. Potter's retort was, "I accept the challenge, and being the challenged one I have the choice of weapons, so I choose bowie knives in an absolutely dark room at midnight." The effect of this speech upon the challenger was tremendous, for he turned white as a sheet, and dropped into his place as limp as a wet rag.

"Why did you choose bowie knives." asked the major.

"Because I knew that a year before he had fought a duel in this fashion in which he was terribly cut up. I felt he would not face a second experience, and I was right, for next day some of his friends called on me and the challenge was withdrawn."

Of course the affair got nation-wide publicity, a fund was started and soon Mr. Potter was presented by his admirers with

a huge bowie knife—six feet long I think—with a suitable inscription.

It was hard for me to realize that this apparently even balanced, courteous gentlemen, whose special hobby was the poems of Robert Burns, could have participated in such a dramatic incident.

I exposed a dozen plates next day on him, and on scenes around his beautiful home, and I am glad to say they were good enough to be used to illustrate the major's article.

In closing I may say I learned to pronounce not only Oconomowoc, but later one that looked far harder, namely Maquoketa, thanks to Will Cundill's kindly tuition. Of Will himself I will probably have something to say after a while.

'Tis Here-Maybe



Bring in the bacon. There's plenty of it, but it's still on the pig—you must go and catch it before you can bring it home!

Ed. Pittman, well known Dallas photographic supply dealer, is organizing a Kansas City Club in his locality, the idea being to get a big party together to drive through to K. C. to attend the National Convention in May. If sufficient can take it up, a repair car will accompany the party and possibly a night stop will be arranged en route.

Our supply of pictures for the series "Other Photographers' Studios" is practically exhausted, and with absolutely no reason, for we know there are hundreds of beautiful studios whose owners should be proud to exhibit them to our readers. Offhand we can think of several studios we would like to see represented in this series: the new place of Browne & Browne, Dallas, Texas; the new Frank Moore Studio, Cleveland, Will Rounds' garden studio, Lowell, Mass.; some of the beautiful places in the Bachrach chain; the new studio of Jerome Chircosta, Cleveland; the enormous Barber Studio, in Denver, Colo.; and dozens of others, not to mention many attractive studios in the smaller cities. Come on, you fellows, the Christmas rush is over!

Frank G. Allen, well known professional of Houston, Texas, died on Friday, December sixteenth. Although a free lance photographer, he was so closely connected with the Houston "Chronicle" that they published a most beautiful tribute to his work with and for them.

Some time ago under the heading we run once a while of "Questions We Cannot Answer," we published the following: "How much hootch can I store in the barrel of my Vitax?" Now Ima Nutt, of Binghamton, N. Y., suggests that much more can be stored if you also have a Stewdio Shutter.

(Received by a Wisconsin studio.)

Dear Sirs: Do not send us any more of those letters because my mother paid for those photos. The clerk first asked my mother if she wants to pay cash my mother said yes. Than I asked her how much do they cost and she said \$6.50. Than my mother gave her \$10 bill and than she gave the change back to my mother. My mother said what for did you send us that bill of 50c bal she said she won't pay again because she paid once the clerk must of made a mistake probably some body else had 50c bal and she said that my mother didn't give her enough money; she did give her enough because she laid her a ten-dollar bill.

Simplicity In Portraiture

THERE is no law written or unwritten to dictate to the photographer what style of work he shall issue, but in most cases he will find it more profitable, and in the end quite as pleasant, to ascertain the requirements of his customers and do his best to meet them. Naturally, these requirements vary to a very great extent in different localities and among different classes of customers, and what is acceptable in one case will not be so in another.

The young photographer who takes as his standard much of the exhibited work of those whom we may truly call photographic artists, a much ill-used term, will often be disappointed to find that quite meritorious work in what we may call the modern style is coldly received by the public, who, as a rule, come to him for a clearly-defined portrait and not the more or less artistic impression of the photographer. A word that is often dinned into one's ears is "clear," and this gives the key to success in the portraiture of average persons. As often pointed out many successful photographers display totally different classes of work in their showcases and the exhibitions, thereby showing their business

acumen, but not all are so wise. We can recall the case of one very clever operator who had met with great success while carrying on the traditions of an old-established studio in the provinces, but who tired of the class of work which had yielded him more than a competence, and came to a big city determined to devote himself to artistic portraiture only. He had no society influence, which might have made him a success of the moment, and in a couple of years his means were exhausted and he had to retire into obscurity. His studio was taken by a man of equally good artistic ideas, but who studied the taste of his public, with the result that a very lucrative and ever-increasing business was created.

It is quite a mistake to imagine that first-class technical work cannot be allied to artistic feeling; that is to say, that reasonably sharp general definition and full exposure are not permissible in a good picture. An "old master" effect where a strongly-lighted face stands out of Stygian darkness may be pleasing to a trained eye, but it is not acceptable to the mother who wants a remembrance of her absent son, or the girl who wishes for what is popularly called a speaking likeness, for presentation to one who knows her features well. If any proof of this were needed we have only to look at the photographs of deceased friends which are brought to be copied or enlarged, and we shall find that, almost without exception, they are clear, softly-lighted pictures, often amateur snapshots, although there may be many more pretentious portraits extant.

Let it not be supposed that we counsel a return to hard negatives and glossy prints, although these still find favor in some industrial districts. Modern printing methods will give all the delicacy of the old albumen and chloride papers, with the added advantages of variety of surface and tone.

There is, however, no need for the photographer to stifle his instinct for producing striking and even bizarre effects, but he should indulge it for his own pleasure, and not try to persuade his clients to have what they do not really care for. If a business in this class of work can be created—and some have done it—well and good, but it is desirable to keep it as a side line until a demand arises.

The use of soft-focus lenses places a great power in the hands of the discriminating worker, but it a power that is

The Middle Atlantic Convention

PITTSBURGH, PA.

**February 27th, 28th,
March 1st, 1922**

SCHENLEY HOTEL

Three Full Days of DEMONSTRATIONS AND TALKS

**By Leaders in the Photographic
World**

**GEO. J. KOSSUTH, PRESIDENT
WHEELING, W. VA.**

**A. S. BACON, SECRETARY
EAST ORANGE, N. J.**



By John
Howard
Paine,
Washing-
ton, D. C.
One of the
illustrations from
the 1921
Annual of
the Photo-
graphers'
Association
of America

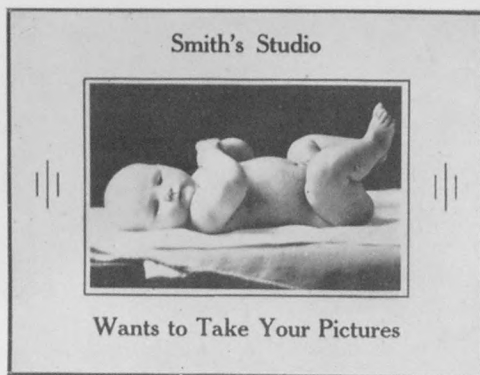
easily abused, and it is wise to use only those in which the degree of softness can be controlled without affecting the exposure, so that a slight softening for small heads or a greater one for large work can be obtained without departing from the usual methods.

A very great aid in producing technically good results exists in the panchromatic plate, which should be more extensively used than it is for sitters—whose hair and complexion cannot be rendered successfully with an ordinary or even an orthochromatic emulsion. With it, and a suitable filter, which need not more than double the exposure, a negative needing

little retouching can be obtained, and the risk of losing the likeness reduced to the minimum.

The inartistic photographer is likely to rely too much upon retouching to make good his deficiencies, and great restraint is necessary in this direction. Careful attention should be given to the lighting so that harsh shadows are avoided, attention should be paid to the contours so that as little knife-work as possible is needed.

To sum up, the wants of the great bulk of sitters are a good likeness, a technically perfect photograph, and all the artistic skill that the photographer can put into his work.—B. J.



Successful Lantern-Slides Used In Movie Theatre Advertising

No. 43: By C. FERRIS SMITH, COLVILLE, WASH.

(We want to continue this series of lantern-slide advertisements. Keep it going by sending some of YOUR OWN)

How Metol Was Re-Discovered

By LOUIS J. STELLMAN

AMONG the most important chemical compounds lost to American through the recent war was metol, as every photographer knows. For a time, the stock held out, increasing in price from the original forty cents per ounce, retail, to almost that amount in dollars. It was announced that Thomas A. Edison had discovered the formula; but his para-amidophenol hydrochloride proved sadly lacking in the qualities of German metol. A host of others, called substitutes, and several actually new productions, came into the market. Some were original metol greatly diluted with other chemicals; some were rank fakes; but none of them were metol pure and simple.

William J. Van Sicklen, post-graduate of Stanford and professor of chemistry at Rice University, Houston, Texas, finally synthesized this important developer with exactitude, and has gone the Germans one better by making a grade that is chemically pure and non-poisonous. For ten months he worked in the Texas laboratory, secretly and for about eighteen hours a day, to reproduce metol, the importance of which his interest in, and knowledge of, photographic processes brought strongly home to him. He had practically nothing to aid him. The German manufactur-

ers had never patented their metol in the United States, thereby avoiding the necessity of depositing a formula with the Patent Office. Instead, they had patented the "use of metol" and the trademark, which shrewdly served their every purpose.

In 1897, a German chemist named Paul published a hypothetical method of production for metol; but this Van Sicklen found, upon experimenting, to be incorrect. So he entered upon a long and tedious process of molecular analysis, determining the exact atomic structure of metol. After his discovery, he faced the even greater task of proving it to the photographic trade, more or less reconciled to substitutes and thoroughly suspicious of new compounds because of the many almost worthless imitations they had tried. Van Sicklen had to combat this prejudice by argument, demonstrations and chemical tests. He was constantly being asked, "How can you prove that your compound is metol? I've already tried a dozen that are said to be, and all of them are short of metol qualities."

While there is no single test for metol which is absolutely conclusive, Van Sicklen cites a double test which can not be gainsaid:

Just say

ELON

Your dealer can supply you,
and we can assure you that
the print developed with Elon
will reflect Elon quality.

We make it—we know it's right.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All Dealers'



By J. A.
Erickson,
Eric, Pa.

(a) Metol is practically the only developer that dissolves in concentrated hydrochloric acid.

(b) A five per cent solution of mercuric acetate, when added to a dilute solution of metol, will give a purple color after standing for about one minute.

Any substance that stands either of these tests is almost certain to be metol. If it stands them both, the proof is indisputable, so far as modern chemical knowledge goes. Of course, the test which in-

terests photographers more practically than any other is the keeping quality of a developer. Genuine metol will oxidize much slower than its substitute of equal developing speed, Van Sicklen claims, and is prepared to prove, that his metol lasts from 50 to 300 per cent longer than any other so-called metol substitute or imitation.

Van Sicklen has rid metol of its greatest handicap, the poisonous quality, which he found to be a free base closely akin to carbolic acid.

New and Exclusive Designs
of
CALCARD MOUNTINGS
in extensive variety
for 1922

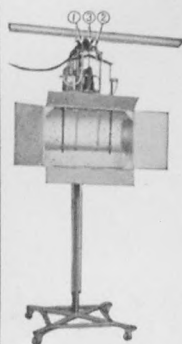
are now shown by our representatives.

Finest Quality and Workmanship.

The harmony of colors for new tones
is perfect.

Successful photographers everywhere
use Calcard Mountings.

CALIFORNIA CARD MANUFACTURING CO.
SAN FRANCISCO, CALIF.



The "Hi-Power" Twin Arc Lamp

A COMPLETE LIGHTING EQUIPMENT

Not only is it a convenient outfit but it is unequalled for dependable performance, ease of manipulation, simplicity of control and maximum efficiency at minimum operation cost and *there is no fire risk*. The reflector catches all sparks and dirt making the outfit safe and clean.

"Ten to fifty thousand candlepower with a twist of the wrist."
A postal will bring you **"MORE LIGHT ON THE SUBJECT"**

ASK YOUR DEALER TO SHOW YOU THIS LIGHT

The Photogenic Machine Company 512 Andrews Ave.
YOUNGSTOWN, OHIO

Prize Awarded In Professional Problem Number Two

IN April of 1921 we announced a competition to be entitled "What Is Your Studio System," and offered a prize of ten dollars to the photographer who submitted what was, in our opinion, the best and simplest method of handling orders in the reception room and keeping the necessary data with the work in its travels through the studio until delivery to the customer. There were not many contestants, but that has always been the result in professional competitions. Photographers either have not the time or the inclination to do much writing, whether it is to help themselves or the other fellow. Anyway, we did succeed in getting several good systems for publication and we want to thank the five photographers who sent in articles and samples of their cards and blank forms. The first was R. C. McCann, Fort Smith, Ark., published in the April 23rd issue. Then followed V. S. MacFee, Columbus, Ohio, with articles in the May 21st and June 18th issues; M. Charles Marsh, Rockford, Ill., August 20th; Geo. T. Hedges, Detroit, Mich., September 10th; and A. R. Hollefreund, Stratford, Ont., November 5th. We have awarded the prize of ten dollars to Mr. Hedges, and the check has been mailed. We hope our readers succeeded in getting some good ideas from the systems published.

Professional Problem Number Three

NOW that we have closed our second problem—"What Is Your Studio System"—we announce a third under the title "How I Keep a Running Inventory," for which we offer a prize of ten dollars cash for the best article accompanied by samples of any blank forms used. Don't hesi-

tate to compete because you may not find it easy to describe or write about your system. Just give us the facts and samples of the forms you use, and we will gladly do the editorial work for you. What we want are actual systems in use, so that other photographers can get the benefit of them. We are not looking for literature. A good, practical, workable method of keeping an inventory is wanted by many studios, and your own plan, while it may not be the best submitted, may have angles new and valuable to others. It won't take long to write it out, and it may win you ten dollars. We won't set a time limit, but will close the competition when it seems no more articles are forthcoming.

Wide-Angle Lenses

THE equipment of most photographers includes a wide-angle lens, though many workers do not seem to realize that these instruments may be of great value, apart from the particular purpose for which they are primarily designed. When copying has to be done upon a fairly large scale, and the camera extension at the photographer's disposal is not enough to permit the required size of picture with the lenses ordinarily employed for this work, the short-focus wide-angle lens may be pressed into service with excellent results. In this branch of work the violent perspective too often in evidence in pictures taken with short-focus lenses is not generally noticeable. Again, most wide-angle lenses are separable; their components, in common with other lenses of the doublet type, are usually about twice the focal length of the complete lens, and with smaller stops give quite good definition. This fact may sometimes be of advantage in giving an additional choice of focal length not possessed by any complete lens at the photographer's command.



Announcing the
New York Studio Outfit No. 5

Focal capacity from front-board to ground glass 40 inches, greater than that of any other outfit on the market. Expert cabinet-making and fine materials throughout, all woodwork being richly finished in Adam brown, with dull brass trimmings. Like the New York Studio Outfit No. 3, it operates with remarkable speed, precision, and convenience. When full extension is desired, camera may be run forward on platform, keeping all movements within operator's reach. In every detail a distinctive and satisfying outfit meeting all requirements.

Complete, with standard plate or cut-film holders, one each 8x10 and 5x7.....\$200.

(War tax included)

ANSCO COMPANY

Binghamton, N. Y.

"Hello, George!" How are things going?"

"Pretty well, John, thanks! Enjoyed a nice business the last few months! But say—

"Don't it beat all, just when things are coming good, the weather fails you!

"Lot of sittings but not enough daylight. Spoiled negatives and sore customers. Of course it had to happen at the wrong time.

"Always that way, you know."

Avoid His Experience—

Overcome *your* lighting troubles and

START THE NEW YEAR RIGHT

by installing a

BUTLER SUPER-POWER LAMP

Manufactured by

The Butler-Sanker Company

321 Frankfort Street

Cleveland, Ohio

St. Louis Commercial Photographer Explains How Photographs Save Money In Selling

EUGENE TAYLOR, commercial photographer in St. Louis, Mo., during the course of a demonstration of advertising photography before the Sales Managers' Bureau of the St. Louis Chamber of Commerce emphasized in his talk the savings resulting through the substitution of photographs of various goods for the samples the salesman usually carries. To illustrate his point he said in part:

"One big firm now has about 300 salesmen. These are divided into about 100 special men and 200 general men. Special men go out first with actual samples of only certain lines of goods—one man may carry notions, another knit goods, another muslins and so on. These men obtain most of the orders known as 'Futures.'

"Later, the general men have to cover the same territory with samples of all lines of goods, to get what are known as 'fill in' or 'immediate' orders and in times gone by these general men used to go out with 8 or 10 heavy trunks of samples.

When excess baggage rates began to jump, also the daily cost of handling so many trunks increased by leaps and bounds, ways and means were sought to reduce the number of trunks and the tremendous cost of sampling so many lines of goods carried by these men.

"To give you an idea of what a slight increase per trunk means let us take a house with 200 men, each carrying 6 trunks and put a 25 cents increase on the daily cost of carrying each trunk. This means a \$1.50 increase per day per man, meaning a \$300.00 daily increase for 200 men, and for one season's travel of 240 days this amounts to no less than \$72,000.00.

"A general reduction of sampling expenses, therefore, became absolutely necessary and photographs soon began to play a very prominent part in this reduction.

"Among the lines photographed were knit goods, coats, suits, waists, house dresses, aprons, kimonos, children's dresses, duck and mackinaw coats, notions, trunks,



"The Little Schoolmaster"

of

Photographic Advertising will continue during 1922

to co-ordinate with the national advertisements of the A. M. Collins Manufacturing Company to bring more and better business to the professional Photographers of the United States.

In addition to "THE OAK LEAF's" regular visits, every branch of our varied service is at your disposal including:

Stereotypes

Letter Suggestions

Display Cards

Business Getting Plans

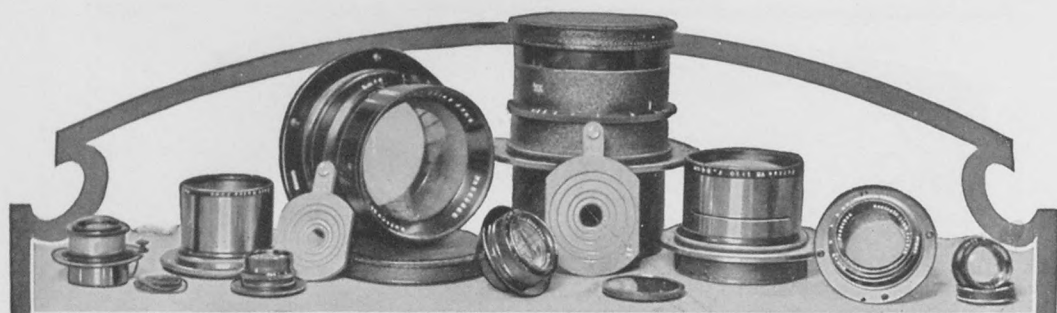
Local Magazine Advertising

Seasonal Suggestions

National Magazine Advertising

If you have not yet "linked up" with our campaign, write us today and tell us in which branches you are interested. All correspondence shall receive our prompt and personal attention.

A. M. COLLINS MFG. COMPANY
226-240 COLUMBIA AVENUE
PHILADELPHIA, PA.



CARL ZEISS LENSES

Unless you already use a Carl Zeiss Lens, it is still possible to improve the optical part of your camera.

There is a Carl Zeiss Lens for every possible photographic requirement and each is unequalled in its capabilities. The Zeiss catalogue will be mailed upon receipt of your name and address.

Harold M. Bennett, *U. S. Agent*
153 West 23rd Street, New York

hand bags, pocket books, purses, bill folds, belts, etc.

"Take the knit goods line, which has been very successfully sold from photographs right from the beginning. This one line alone consists of about 100 styles of ladies' and misses sweaters, etc., 30 children's and infants' sweaters, and then about 500 small knit garments, called fancy knit goods such as bootees, baby caps, sacques, tams, scarfs, hockey caps, etc.

"In the large wholesale dry goods houses it is up to each department manager to see that his goods are sampled in such a way that the salesman will display them properly. Salesman are human and want their volume of sales to amount rapidly and when time is short, they are very liable to forget the goods most difficult to display and on which the margin of profit is none too great.

"As you can imagine, it takes a large order of these small knit goods to make even a fair sized bill, and with the old system of carrying a trunk filled with these garments it meant quite a little work for the salesman to even unpack and display the goods in his sample room, so you can readily understand that if his time be-

came limited, he simply did not bother with this line, but devoted himself to the more profitable lines in his other trunks.

"This was bad enough for the knit goods department manager, but also he had to content himself with the fact that as soon as a salesman began to make any sort of showing for volume of sales, he would refuse absolutely to carry these small knit goods, saying frankly, that he had no time to bother with them—so that perhaps out of 200 general men, only 25 or 30 would be carrying the fancy knit goods line—a very bad condition for the knit goods department.

"Photographs have done away with this condition entirely. These small garments are now arranged in groups of six or eight to a picture, all with numbers, prices and descriptions neatly printed under each garment, arranged in Accordion Slip-In Binders. All the general men are supplied with these albums and instead of the line being neglected, it is perhaps one of the first to be shown on account of being able to display the whole line in a moment, by simply stringing the book along a man's counter.

"Another failure of this system—Sales-



“First-Aid” to the Photographer

The Brieloff Midget Lamp was one of the most successful demonstrations at the Buffalo Convention. Any photographer who saw it demonstrated will say so. It was also the main feature at the Springfield Convention, and after being demonstrated at the New York Camera Club by request, was endorsed by every member. **It will pay you to have one.**

With a Brieloff Midget Lamp you can get the finest lighting effects at your studio or in any home. Equipped with a 400-watt photographic Mazda, this lamp gives more illumination than a thousand-watt light. **Midget outfit \$12.50, Mazda Bulb \$6**



The Brieloff Universal Studio Lamp, shown at the left, is the latest device in artificial lighting. All adjustments are automatic and it not only acts as a flood light, but can be used to obtain special lightings as well. Uses from 500-watt to 1500-watt Mazda. **Price complete \$45.00**

Ask Your Dealer Or Order Direct From

Brieloff Manufacturing Co.

Department 8

61 Fulton Street, New York City



WHEN IN CALIFORNIA,
VISIT OUR STUDIO OF RESEARCH
IN ARTIFICIAL LIGHTING

BEATTIE'S HOLLYWOOD HI-LITE

Now, \$38.00 direct to you

A photo-blue, concentrated filament, incandescent, focusing spotlight of the highest class,—beautifully made,—light in weight,—compact.

All Beattie's Lites are now sold direct,—you may save one-third to one-half, and get the best and most practical lights made.

OUR GUARANTEE: If, after using the Flood or Hi-Lites 30 days, you are not satisfied in every way, you may return to us, and receive credit in full, including transportation charges.

Six beautiful 8x10 photos, showing as many effects in Flood and Hi-Lighting, with description of how produced, will be loaned for \$2.00, paid on deposit.

Send at once for descriptive matter of Beattie's Hollywood Flood and Hi-Lites.

Beattie's Hollywood Hi-Lite Company

1645 Hudson Avenue
Hollywood, California

Aukerman Silver Recovery Units

DIRECTIONS

Drop Units in your working fixing baths and—*forget them*. There is nothing more simple.

RESULTS

Pure metallic silver and rejuvenated baths. No labor, no chemicals, no precipitates.

A new and improved model ready for distribution now. Special information sent promptly. Give brief description of work and bath "lay-out".

The N. B. Aukerman Co.
325-6 Caxton Bldg., Cleveland, O.

men know pretty well just about what line of goods a small town merchant is interested in all the time they are going to call on him. It quite often happens that it will be only one or two lines at the most, and yet, with the old system, it would be necessary to make this town with their trunks, just perhaps to obtain a small order.

"Nowadays, when a salesman knows Sy Jones of Keysville is well stocked on everything but knit goods, he can send his trunks on to the next town, stick one or two books of photographs under his arm and drop off at Keysville, without having to bother with trunks or anything."

Taylor declared that the merchant as well as the Salesman favored this system of selling. A big dry-goods house he pointed out, recently asked sixty-six of their Salesman whether they wanted photograph books or actual samples. Sixty-three asked for photographs only.



Vertical Or Horizontal

ANY photographers are at times in doubt as to whether a particular picture should be taken the vertical or the horizontal way of the plate. In effect, the

*A piece of apparatus
that enables you to
increase your business—
to produce a greater
amount of work more
economically, is a good
investment.*



Invest in an

EASTMAN PROJECTION PRINTER

Produces large prints from small negatives as simply, as accurately and with as great speed as a contact printer.

Eastman Projection Printers are made in two sizes, No. 1 for 5 x 7 and smaller sizes of negatives; No. 2 for 8 x 10 and smaller sizes of negatives. There is also a Kodak Projection Printer for 3¼ x 5½, 4 x 5 and smaller negatives. Descriptive booklets will be sent on request.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All Dealers'

THE HOUSE THAT SHIPS PROMPTLY

Of course, it's a little bit late for New Year's Resolutions, but nevertheless why not think this one over?

RESOLVED:

That bright and early in 1922—today, if I can get to it—I will write the Gross Photo Supply Co. of Toledo and find out what they have to offer me in the way of better mountings and better service.

The Gross people claim better quality and lower prices, combined with the promptest of service. They've been advertising this for years and there must be something to it, and I know a good many photographers who swear by Gross Mountings.

It's a simple matter to get on our calling list, but you will find it means lots to you during the year in time and money saved.



Lumiere Autochrome Plates

For Direct Color Photography

Any amateur, with an ordinary camera and no extra equipment, except a special lens filter, can obtain pictures in colors true to nature.

Griffin Plate Developing Tanks

Plates are put in in the darkroom, or in a changing bag, and all other operations are carried out in the light.

SEND FOR CIRCULAR

R. J. FITZSIMONS

75 Fifth Avenue

New York, N. Y.

vertical picture conveys an impression of strength and dignity, while the other rather of breadth, space, and distance. This is, of course, mainly applicable to landscape or view work, though in some ways the idea may be applied to portraiture. It is often possible to strike a new and distinctive note, by composing a portrait photograph in the horizontal, instead of the usual vertical way of the plate, particularly when the sitter can be posed so that the lines run to length and breadth, rather than height. We were recently shown a very charming garden portrait of a lady reclining in a deck chair, and this particular portrait required a certain originality of treatment, simply because the lines of its composition took a form different from the usual vertical. Sometimes the choice of a horizontal position for the plate is a decided mistake. Some time ago we noticed one of the ordinary "bride and bridegroom" pictures, taken upon a lawn. The plate had been exposed in the horizontal position, with the result that far more of the surroundings were included than there was any need for. These pictures should seldom be attempted other than with the plate in the vertical position.

MAKE THIS A HOME PORTRAIT YEAR

A Tip From Mohammed

WHEN Mohammed commanded the mountain to come before him and it failed to move, he said, "If the mountain will not come to Mohammed, Mohammed will go to the mountain."

Why not follow Mohammed's example and when business does not come to your studio as it should, go out after it into the homes of the people.

Successful photographers are turning the so-called dull months following the holidays into paying months by going after HOME PORTRAITURE at this season.

You can do likewise with a

Halldorson Home Portrait Lamp

*Your choice of two famous models—
one electric the other flash*

**WRITE TODAY FOR
PARTICULARS**

The Halldorson Co.

1770 Wilson Ave.
Chicago



HALLDORSON HOME PORTRAIT
ELECTRIC LAMP



HALLDORSON HOME PORTRAIT
FLASH LAMP

MAKE THIS A HOME PORTRAIT YEAR

HIGGINS'

PHOTO MOUNTER PASTE



The kind you are sure to use
with continuous satisfaction.

AT DEALERS GENERALLY

CHAS. M. HIGGINS, & CO. Mfrs.

271 Ninth Street BROOKLYN, N. Y.
Branches: Chicago, London

HOW TO BECOME A PROFESSIONAL PHOTOGRAPHER

EARNING \$35 TO \$125 A WEEK



An interesting illustrated booklet (free) on choosing a vocation, the exceptional opportunities Photography offers you and how to avail yourself of these advantages.

Motion Picture — Commercial — Portraiture
Three to six months' course. Practical instruction. Modern equipment. Day and evening classes. Easy terms. Cameras and materials furnished free.

Call or write for **Catalog No. 40**
N. Y. INSTITUTE OF PHOTOGRAPHY
141 W. 36th St., N. Y., or 505 State St., Brooklyn

Wellington

B-B DEVELOPING PAPER

Brown
Black

Yields a distinctive Brown-Black Tone by direct development and is sufficiently fast to make Enlargements as well as Contact-Prints.

TWO GRADES

Matt (Thick) Toned Matt (Thick)

Sample Dozen 5 x 7, 50c 8 x 10 \$1.25

Sent prepaid on receipt of price. Complete Wellington Price List on request.

MANUFACTURED BY

Wellington & Ward : Elstree, Herts
SOLE UNITED STATES AGENTS

RALPH HARRIS & COMPANY
26-30 BROMFIELD STREET, BOSTON, MASS.

A.C.W. METOL

(N-METHYL-PARA-AMIDO-PHENOL SULPHATE)

Guaranteed 100% pure, genuine Metol—a quality superior to pre-war German Metol. Non-poisonous to normal people. Is very rapid in action and unsurpassed in keeping qualities. When combined with Hydroquinone it gives the much desired blue black tones, and these are maintained very uniformly throughout the life of the developing bath.

Shipment by parcel post prepaid to any part of the U. S. at the following prices

1 oz. bottle	\$.50
4 " "	1.40
8 " "	2.65
1 lb. "	5.00

ACW HYDROQUINONE \$1.50 per Lb.
Carton. Your money refunded
if not satisfied.

The American Chemical Works
327-341 Bay Street
San Francisco, Cal.

RETOUCHING

RETOUCHING—COLORING—CAPABLY HANDLED BY AN EXPERT. Mildred Black, 854 Hanna Bldg., Cleveland, Ohio. 1-7-TF

MISCELLANEOUS

We will accept for credit from those dealers who sell Abel's Weekly any unsold copies they may have of October, November and December issues. Credit will be given at five cents per copy. Copies must be in good condition and sent postage paid. The Abel Publishing Company, 421 Caxton Bldg., Cleveland, Ohio. 12-24-TF

Sale or Trade: 8x10 Century studio stand, 17 gallon stoneware fixing tank, Century automatic cabinet attachment 5x7 for 8x10 with 2 curtain slide holders. Northern Baby poser. 5x7, 6 1/2 x 8 1/2, 8x10 double plate holders. 8x10 series II F/4.5 Velostigmat in studio shutter, new. 5x7 view with 6 1/2 x 8 1/2 lens. 5x7 Auto Graflex with Zeiss Tessar F/4.5 lens, case and holders, pack adapter. Want No. 7 Heliar, above size, Eastman film holders. Everything in A-1 shape. Raveling Studio, Warren, Minn. 1-7-1

Here it is. Champion Retouching Dope. Makes eight ounces. Stock solution:—Can dilute stock four times with Turpentine for general work. For retouching on back of negatives, or face and draperies, use stock solution with soft pencil. Manufactured by White Camera Exchange, McKeesport, Pa. If your dealer cannot supply, write direct. Sent prepaid for \$1.00. 1-7-1

First check for any of the following: 8x10 Seneca convertible lens fitted with Autic Shutter, \$10.00; fine 8x10 portrait lens F/4.5, \$35.00; 8x10 Suter lens, sell \$20.00; 4 1/4 inch silent studio shutter, \$5.00; new 10 inch trimming board, \$2.50. Gascon Studio, 225 West 12th St., Kansas City, Mo. 1-7-1

WHAT EVERY PROFESSIONAL HAS BEEN WANTING

KIRKLANDS



HARDENER

A simple hardener instead of the intricate and untrustworthy chrome alum bath.

Gives a solution so clear that plates and films can be seen from top to bottom of tank.

Fine hard, clear films on glass, paper, or celluloid

ONE POUND—1.00

With the understanding that if it is not satisfactory in every respect, your money will be returned.

Manufactured by

The Kirkland Chemical Co.
1534 Court Place Denver, Colo.
ORDER FROM YOUR
DEALER OR DIRECT

FOR
BLACK
TONES
OR
SEPIAS

D *Professional* **DEFENDER**

A
FINISHED
PRODUCT

The best of the many points of excellence of

D *Professional* **DEFENDER**

is its perfect adaptability to approved methods of
print making.

Its capacity for pure tones in black or sepia is
“built in” and requires no out-of-the-ordin-
ary treatment.

D *Professional* **DEFENDER**

has just that quality you demand to maintain your
standard of workmanship.

*It's as easy to begin now as
any other time*

DEFENDER PHOTO SUPPLY CO., INC.

ROCHESTER, N. Y. AND BRANCHES

ASK YOUR DEALER

GOERZ Dogmar



**The Ultimate
High Speed
Anastigmat.**

**For outdoor and indoor work
and, in the larger sizes, as a
portrait lens.**

Examine it at your dealers; or write us

C. P. Goerz American Optical Co.
317 L East 34th Street - New York City

MERCK'S Photographic Chemicals

PHOTOL, Rapid Developer
(Monomethyl-Paramido-Phenol-Sulphate.)

PYROGALLIC ACID

HYDROQUINONE

SODIUM HYPOSULPHITE

SODIUM SULPHITE

SODIUM SULPHIDE

BICHROMATES

SCHLIPPE'S SALT

SILVER SALTS

GOLD SALTS

URANIUM SALTS

POTASSIUM BROMIDE

POTASSIUM FERRICYANIDE

FORMALDEHYDE

IODINE BORAX

ALUMS ACETIC ACID

CITRIC ACID, ETC.

MERCK & CO.

ST. LOUIS NEW YORK MONTREAL

Works at RAHWAY, N. J.

Peerless

**JAPANESE TRANSPARENT WATER COLORS
IN BOUND BOOKS AND EXTRA LEAVES**

The World-famous Self-blending Colors

The Standard for more than twenty years

More than two million books have been sold and these colors may be bought in all parts of the world.

"A Product of The Peerless Laboratories"

Peerless Permanent Photo Oil Colors

Brilliantly beautiful. Easily applied. 36 colors in tubes; one price, 25 cents each. Handsome slide-cover leatherette box with an assortment of 15 tubes, \$2.50. Send for circulars.

**A FEW MORE ITEMS THAT WE ARE
EXPLOITING AT PRESENT.**

Colors in liquid form for slide coloring. Box sets and single colors in containers from half ounce up.

Permanent water colors (solid, artists colors) for Air Brush, sketching, sign writing, decorating etc. Paste form in opal glass jars. Finest made.

Mixing Palettes, brushes, gold paint, Chinese White, Mounting paste, etc. Samples and advertising matter for a 2c stamp.

Address JAPANESE WATER-COLOR CO.
ROCHESTER, NEW YORK, U.S.A.

FOR SALE—Simplex Print Dryer. Electric heated, 110 Volt, direct current motor. Used one year. \$75.00 cash with order. F. O. B. Cleveland, F-4, care of this journal. 1-7-1

For Sale—Turner Reich anastigmat, 12 inch focus, iris diaphragm. Heliar N 3a 8 1/4 inch F/4.5 mounted with Packard Ideal Shutter. 8x10 B. & L. Zeiss Tessar. series IC, with Packard Ideal Shutter. Kars Studio, Waynesboro, Penna. 1-7-1

A chance of a lifetime is waiting for anyone with ambition to own a real live photographic business in an Ohio city of over 45,000. Apply M-2, care of this journal. 1-7-3

HELP WANTED

The insertion of an advertisement under "Help Wanted" carries with it the obligation on the part of the employer to answer every response to his advertisement, if only with a postcard, and to return samples of work, etc., promptly. The editor of ABEL'S will appreciate being advised when employers fail to accord this courtesy to employees.

WANTED—For our new studio, receptionist, one who can get business and handle the better class of customers. Russell Art Studio, 81 West Canal Street, Wabash, Ind. 1-7-2

Position for a first-class all-round man. Must be experienced in handling high-grade work. Address "Photographer," c/o Alfred Blome, 340 W. Grand River Ave., Detroit, Mich. 1-7-2

Manufacturer of Photo Colors desires several colorists to tint photographs for advertising purposes. Work may be done at your home or studio. Give experience and send a sample if possible. Address M-5, care of this journal. 1-7-1F



EDUARD BLUM

THE PHOTO ART SHOP

32 South Wabash Ave.

CHICAGO

SERVICE:

BLUM'S Luminous Portraiture

BLUM'S Miniatures

BLUM'S Photo Sketches

BLUM'S Oil Paintings

BLUM'S Bichromate Art Prints

Enlarging in all its branches and diversities

Black and White—Sepia—Water Colors

Six different grades of finish

In the Service of the Profession

Our aim is to give the brother photographer such work from his negatives,
as advanced photography up-to-date calls for

Order our Price List number seven

The Edna Florence Steffens Studio Of Cleveland

—IS—

FOR SALE

The Steffens are going into the development of real estate. Their new connections require their personal attention in the near future. To assist the purchaser Mrs. Steffens would be willing to devote part of her time to the studio for several months if desired.

Price \$8,000.00

At least \$4,000.00 cash required. The location on Euclid Avenue is excellent; the lease runs for 3½ years and can be renewed for 3 more. Furniture and equipment alone will run in the neighborhood of \$4,500.00, all practically new. Big camera room, equipped to 22,500 c.p. artificial light.

*Well known and advertised as Cleveland's
Leading Children's Studio*

Purchaser can get more than his money back the first year, as the books will show. Business is capable of decided expansion in addition.

WRITE OR WIRE EDNA FLORENCE STEFFENS

3122 Euclid Avenue

Cleveland, Ohio

CLASSIFIED ADVERTISING

Italic type at double the rates quoted. Count every word, number and initial, including heading, name, and address. CASH MUST ACCOMPANY ORDER. Advertisements not accompanied by remittance will be returned. Help Wanted Advertisements, when desired, will be repeated until order is cancelled. Miscellaneous and Studio For Sale Advertisements will not be accepted on that basis.

SITUATION WANTED: Under 30 words, one insertion free. Additional words, 2c each. Extra insertions, 2c per word. No advertisement less than 50c.

HELP WANTED: 3c per word. No advertisement less than 75c.

MISCELLANEOUS and RETOUCHING: 3c per word. No advertisement less than 75c.

STUDIOS FOR SALE: 5c per word. No advertisement less than \$1.00.

ANSWERS IN OUR CARE: 10c extra for Each Insertion.

For Sale—Art store and studio doing nice business. Must sell on account of husband's death. Inventories \$15,000, will sell for \$10,000. Address Pottenger Studio, 102 Clifton Ave., Lakewood, N. J. 1-7-1

For Sale—One of the best located and best equipped studios in San Antonio, Texas. Population 161,000. Good lease. Fine climate. John W. Flournoy, 209½ Alamo Plaza, San Antonio, Texas. 1-7-2-C

For Sale—Studio in good Iowa town of 2,000, fitted to 8x10, everything first-class. Doing \$3,500 a year business. Husband's death reason for selling. For full particulars write Mrs. S. L. Solem, Britt, Iowa. 1-7-2-C

SITUATIONS WANTED

The insertion of an advertisement under "Situation Wanted" carries with it the obligation on the part of the employee to answer every letter he receives in response to his advertisement for a position, if only with a postcard. The editor of ABEL'S will appreciate being advised when employees fail to accord this courtesy to employers.

Position wanted by young man twenty-six years of age with eight years experience in commercial work, both finishing and operating. Thoroughly experienced in darkroom work, printing, enlarging, copying, framing, and in kodak finishing; also understand photographic chemicals and know their different uses. Understand photographic chemistry thoroughly. Have some knowledge of retouching and blocking out. Location—prefer the east but will go anywhere if the position is steady all the year round. B-3, care of this journal. 12-31-2

Position wanted by young man age twenty-two years, married, no children, neat dresser, polite. Go anywhere. Am A-1 kodak plant operator—have finished long time and know the business—dark room man. Can operate Burke and James Enlarging Machine or any kind. Fast printer. Can work in retail kodak shop. Finishing my specialty. Need employment bad. Wire or write. Best of reference furnished. G. H. Brown, Florence, Ala. 1-7-1-C

Wanted—Position as retoucher, or all-around workman. Nineteen years experience. Mrs. O. A. Davis, 436 Prospect Blvd., Kansas City, Mo. 1-7-2-C

Man with years of experience in better grade studios, proficient in all branches except retouching, furnishing highest character references, desires position. Prefer general assistant or manager. Karl Fischer, Punxsutawney, Pa. 1-7-3

Fully experienced commercial operator desires position with firm having plenty of work that must be right and a proper wage for the man who can do it. No all-around jobs considered. Lake section of United States preferred. K-2, care of this journal. 1-7-2-C

Experienced, prize winning operator, retoucher and color artist, now with one of the finest eastern studios, wants change January. Address B-5, care of this journal. 12-31-2

Position Wanted—Would like to hear from a studio which is in need of a good all-around man. Single. Willing to go anywhere. Can furnish best of references. S-6, care of this journal. 12-17-4-C

Position wanted by an A-1 all-around workman. Fifteen years experience in the best studios as operator, finisher and retoucher. Prefer Ohio if possible. Address C-2, care of this journal. 12-31-2

Wanted—Position as operator and retoucher. Long experience. Good reference. Address C-3, care of this journal. 1-7-1

Position wanted by a first-class retoucher, etcher, and airbrush man. Salary \$45.00. Samples submitted. Address G-1, care of this journal. 1-7-1

"PHOTOGRAPHERS' ATTENTION"—Advertising wanted by a live wire sales lady, one that can get first-class legitimate "Biz." Double your present sales without extra expense to you. References from best studios in the country. Address M-4, care of this journal. 1-7-2-C

Gentleman operator, etc., seeks position about February first with high class studio with congenial business atmosphere. Can help printing, coloring and positively produce artistic and pleasing results. C-1, care of this journal. 1-7-1

Position Wanted—Would like to secure a position in a studio as a good all-around man. Twenty-eight years old, experienced, married, references and willing to go anywhere. D-1, care of this journal. 1-7-1

Wanted—Photographer, first-class, manager, home and studio operator, and all-around workman, will make a change. Moderate salary corresponding to duties. Address L-2, care of this journal. 1-7-2

Position Wanted—By experienced lady photographer in Chicago only. Good printer and dark-room worker. V. Robinson, 3440 Indiana Ave., Phone Douglass 3511, Chicago, Ill. 1-7-2-C



Photographers White Enameled Trays

Write for sizes and prices

The Barnes Manufacturing Co. Mansfield, Ohio

VICTOR Portable STEREOPTICON

The PERFECT PROJECTOR for every need

SHIPPED ON TRIAL SPECIAL EASY TERMS

Hundreds of illustrated lectures for rent.

WRITE FOR INFORMATION
VICTOR ANIMATOGRAPH CO. INC.
125 VICTOR BLDG. DAVENPORT IOWA

Completely color-sensitive

Eastman Commercial Panchromatic Film

Panchromatic Film is the ideal material for photographing colored objects. Because it is extremely color-sensitive the exposures with filters are correspondingly short, while any desired rendering of color contrast can be obtained according to the filter used.

In addition to its color-sensitive-ness, Panchromatic Film has all of the qualities of other Eastman Professional Films.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All Dealers'

Super Speed

The Film that turns failure into success, that enables you to catch the flash of expression. The Film with the greatest speed you have ever had at your command.

EASTMAN PORTRAIT FILM

Super Speed

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All Dealers'