

ABEL'S PHOTOGRAPHIC WEEKLY

Vol. XXIX. No. 738

SATURDAY, FEBRUARY 11, 1922

PRICE TEN CENTS
\$2.50 A YEAR



Gone are the days
when a portrait demanded a combination of head rest and bright light—and now is gone even the need of bright light. Dull days, short days, cloudy days—they no longer matter—for now the portrait photographer has

CRAMER

HI-SPEED PLATES

—the plates that are so speedy that dark and gloomy days cause him no worry and make him as independent of the sunshine as he is of the head rest.

**G. CRAMER
DRY PLATE COMPANY**

NEW YORK — ST. LOUIS — CHICAGO

Gross Circulation..... 3,239
Net Sales Through Dealers..... 111
Gross Mail Circulation..... 3,350

GUARANTEED
NET PAID
CIRCULATION

3,233

(Professional Circulation Only)

For the shortest days of the year use the longest plates in the market.

Hammer Plates are EXTRA LONG in speed, detail, color-value and every quality that goes to make a perfect negative.

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.

Move Down to the Ground Floor—

Have you ever figured the average annual loss in your studio due to poor lighting conditions?

Perhaps you are paying a high rental to have a skylight on the upper floor of a building. You have a high fuel charge. You are necessarily remote from the line of trade travel. You are subject to fire hazard, hail storms and water damage. You are at all times subject to the variableness of daylight resulting in spoiled plates from wrong exposure.

Have you ever stopped to analyze the cost and upkeep of such an installation? In some cases it will run well up into four figures.

Move down to the ground floor! Eliminate this obvious waste which is eating up your earnings. Install a Butler Super-Power Lamp in your studio. It will enlarge your capacity immediately. A powerful White Flame Arc possessing all the color quality of daylight, with it no longer are you subject to the elements. It is available at all hours and under all conditions.

WRITE FOR DESCRIPTIVE CIRCULAR

BUTLER SUPER-POWER LAMP

Manufactured by

The Butler-Sanker Company

321 Frankfort Street

Cleveland, Ohio

Special Supplement to Abel's Photographic Weekly
Vol. XXIX, No. 738, February 11, 1922
Series II, Sample Studies No. 14



By the Heyn Studio, Omaha, Nebr.
3-A Dallmeyer, daylight



By the Heyn Studio, Omaha, Nebr.
3-A Dallmeyer, daylight



By O. C. Conkling, St. Louis, Mo.



By O. C. Conkling, St. Louis, Mo.



ABEL'S PHOTOGRAPHIC WEEKLY

A JOURNAL FOR THE PROFESSIONAL PHOTOGRAPHER

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

Published Weekly at 552 Fifth Street, Lorain, Ohio, by The Abel Publishing Company

Editorial Offices, 421 Caxton Building, Cleveland, Ohio

Entered as second-class matter February 28, 1921, at the Post Office at Lorain, Ohio, under the Act of March 3, 1879

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SATURDAY, FEBRUARY 11, 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: All other countries, \$3.00 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

WHAT Do YOU Think? Why is it that in "school" work, one photographer will feel it necessary to lower his prices—and his dignity, too, to a dollar and a half for a negative and print, while another photographer, in the same district, asks *and gets* eight and a half dollars for a half dozen prints?

Why is it that a photographer feels obliged to quote any such low figures as one dollar and a half for the one print—anyway?

Figures without end can be quoted to show that there is money in photography at that price, and again figures can be argued out to positively prove that there is a heavy loss on such work.

Ever will the "school" photograph be a disputed proposition. We have our own ideas about it and have expressed them at times. Now we would like to have opinions and deductions from our readers.

A check for fifteen dollars will be mailed to the author of the best article on "School" work and how to do it profitably, submitted to us by March 15th.

THE Atlanta Convention. This, the second of the annual meetings of the South-Eastern Association, will have to be marked up as a first-class gathering. In attendance, it was fully up to expectations and we have only to say that Goldensky, of Philadelphia, was the photographic instructor to show that the educational value was above the average. Because Goldensky is a temperamental artist, high-strung, and little in sympathy with what may be termed ordinary portraiture, one might be led to think that Goldensky would hardly be the ideal teacher. But this is where Goldensky fools them, because, while he occasionally soars beyond the mental grasp of a whole lot of us, he is in the main intensely practical and a deep student of human nature and its studio foibles and mannerisms. And just because he understands the peculiar little affectations of Mr. and Mrs. Ordinary Citizen when seated in the studio arm chair, we find the reason for his skillful portrait interpretations.

We seem to have wandered a bit. This Atlanta Convention ran on a head of steam. Sometimes there was too much steam and it ran behind schedule—cutting the manufacturers' time a bit close, but we heard no serious complaint from them. There was only one entertainment—praise be—and the natural desire for play found full scope. That one entertainment was some party and the Southerners know how to enjoy themselves. You see, Havana is not such a terribly long distance away. Mr. Dishinger—hailing from Jacksonville, Fla.—deserves heaps of credit. There were many adverse conditions to contend with and still he made good. J. H. Brakebill, of Knoxville, Tenn., known to hundreds of photographers all over the country, is the newly chosen presiding officer.

Photographs And Selling

By J. E. BULLARD

AN optician had been mailing to his customers and a list of prospective customers both letters and printed matter. He had been doing this for several years and was getting very satisfactory results. But one day some one in the organization stated that since one picture is worth a million words the advertising matter should be still more effective if pictures were used more and words less.

The suggestion was discussed. As a result five photographs were taken, these were reproduced on a long card, only just enough words were used to explain the pictures and the card was folded and mailed for one cent to the list. In less than a week the returns were far greater than they had ever been from any of the previous advertising matter sent out.

There are hundreds of instances almost exactly like this. In every town and city the business men are actually losing money because they do not use advertising pictures more. Often when they do use pictures they do not use the right ones. It requires a degree of specialization and study in order to select the right pictures and to take them in such a manner as to make the pictures tell a real advertising story.

The average business man and even some advertising men, it will be found have only a vague idea of the possibilities and the limitations of the camera. The impossible is called for and the greatest possibilities are overlooked. As a result the commercial photographer who does not make a study of the selling value of pictures loses many opportunities to secure business and sometimes creates a poor impression because he is not able to get the results that the person inexperienced

in photography thinks it should be possible to secure.

If photographs are to sell goods, these photographs must be interesting enough to attract attention, they must be natural and they must tell a story. It will be noted that the old time portrait is gradually giving way in our newspaper, periodicals and advertising matter to the picture that shows the subject doing something. A picture that shows a man playing golf, working at his desk or doing something else is more interesting, attracts more attention and tells a better story than does a photograph showing nothing but the man himself with his head clamped in place and an artificial expression on his face.

There is exactly the same difference between any photograph that is not taken with a special view of having it tell a sales story and one that has been taken with the object in view of having it tell something that will cause people to buy that there is between these two kinds of pictures of men. But the average business man does not understand enough about photography and pictures to secure the right kind of photographs unless he is aided by the photographer.

The photographer will not be able to take the right kind of a photograph unless he has given some attention to the selling power of pictures and has learned how to compose them in such a way as to make them tell a story. If he has done this then he is in a position to sell the idea of using photographs to the business men in his community and in that way materially increase his business.

Today when the really progressive printer sells printed matter to the business man, that is, printed matter that is to be

THIS week we are publishing number 109 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.

used for advertising purposes, he does more than merely to seek the printing. If it is a booklet that is under consideration, he will prepare the copy for this booklet. If it is a direct mail campaign he will plan this campaign. In other words instead of merely doing the printing, he works up real sales ideas. The measure of his success as a printer is determined to a rather large degree by his ability to work out worth while selling ideas.

A campaign that he has carried out and which has proved a success not only means business in the future from that same business man but it also means business from the friends of that business man. Had it not been for the extra service that he has rendered at a profit to the business man he never would be able to secure anywhere nearly as much business as he does.

Perhaps the business man is planning to get out a little booklet. It is obvious that if it is printed and used as planned that it will not prove profitable. Accordingly, the printer goes into the matter with him, shows how the copy can be improved, how

the booklet can be used to the very best advantage, and what other printed matter is needed to get the very best results. Consequently instead of getting a job worth about \$75 he gets one worth several hundred. In addition the higher priced job proves so profitable to the business man that he continues to give more and more work to the printer. Each time he does so this business man increases his business and his profits and eventually he becomes a very valuable customer. Had he been permitted to go ahead with the \$75 job without being directed along the right lines, the \$75 would have been largely wasted and of course no good business man would repeat the operation.

The commercial photographer has the same opportunities before him that the printer faces. Instead of merely being satisfied to take the work that the printer may feel like turning over to him, he can develop a real demand for photographs that have a real selling appeal.

When a business man calls upon a photographer to take a picture, he is usually

AN OPEN LETTER FROM MR. CUSICK

My Dear Friends and Customers:

May I take this occasion to thank you every one for the kind expression of sympathy and offers of help tendered me on the recent loss of my studio? Believe me, I sincerely appreciate your kindness and thoughtfulness toward me. Your confidence has given me new courage to go on in the work—to serve you better, to achieve greater things in my art than ever before.

My greatest misfortune has been the loss of more than 150,000 fine negatives. These can not be replaced, of course. However, the apparatus and fixtures destroyed will very soon be replaced and, I trust that within a very few weeks, we will be able to serve you again, perhaps in a temporary studio, but with *the same quality of service.*

Through the kindness of Mr. W. K. Stewart I now have a temporary office on the second floor of his book store.

Again thanking you for your consideration, and assuring you that the high ideals in photography, for which I have striven during a quarter of a century, are still my only aim, I remain,

Very sincerely yours,

J. L. CUSICK.

J. L. Cusick, of Louisville, Ky., recently had a most disastrous fire. Here is his notification to the public that very shortly business will go on as usual.

doing so because he has some definite use for that picture in view. He may want only one photograph and he may not be planning to use it to the best advantage. When the photographer looks over the situation, learns what the picture is to be used for, and sees the opportunities of making and using other photographs then he is missing a good chance to increase his income if he does not make suggestions and show a well thought out plan for using more pictures.

Just get business men to using photo-

graphs in a way that makes these photographs increase business and the demand for photographs is going to increase to a very great extent. Today there are a lot of business men who have photographs that could be used in an advertising way but never have been used. They were taken as a matter of record for the purpose of illustrating some article about the business or just as a result of a whim of the business man himself. Ever since they have been taken they have lain idle.

'Tis Here-Maybe



Robert McGeorge, of Buffalo, N. Y., had a double-page display of children's pictures in the rotogravure section of the Buffalo "Times" on Sunday, January 29th, and also a page in a recent issue of the "Express."

The Arkansas "Democrat" of January 29th, published a most interesting write-up of the activities of Mrs. Joseph Shrader, Little Rock, Ark., in being the "right-hand man" of her husband in his well-known studio.

Miss Harriet Edna Oonk, who has been out of the photographic game for some time, is once more back in a studio. She is now managing the Bachrach Studio in Cincinnati, where they have a beautiful place in the new Dixie Terminal Building.

We note that "B. V. D." is advertising for help to take charge of a studio, in a recent issue of Pitman's "Trade Tips." In common with everything else who reads national advertising we have wondered what those mystical initials stood for. At last we know!

We are indeed sorry to learn of the death of R. J. Fitzsimons, of New York City, on December 20th, after a short attack of pneumonia. Mr. Fitzsimons is well known to many of our readers, having been the American agent for the Lumiere autochromes, Richard Verascopes, Griffen tanks, and other products for many years. Only recently he had taken over the American agency for Desensitol, the new Ilford product. We presume his business will be carried on as heretofore as we have had no information to the contrary.

The 20th annual meeting of the Kansas State Photographers Society was held at the Stevenson Studio, Leavenworth, on January 22nd, 23rd and 24th. H. S. Stevenson was chosen president for the ensuing year, succeeding F. A. Loomis, of Emporia. Membership is limited to one photographer in a town, and since the club's inception, only one member has been lost, the late P. A. Miller, Arkansas City.

The Heinn Company, Milwaukee, Wis., long known to the trade as manufacturers of high grade albums, have opened an office in Cleveland at 7214 Euclid Avenue, from which to supply the Eastern territory. Herbert W. Efflandt is in charge.

The British "Photographic Dealer" tells of an imitation camera in use in this country which actually contains a flash, the contents of which are obtained by pressure on the shutter release. Thought we had seen most of the dodges now in vogue for breaking the prohibition law, but this is a new one.

Well, it's too bad, but we're entirely out of prints for our series of lantern-slides, and unless our readers come to the rescue promptly, that feature goes into the discard due to lack of interest and co-operation. And incidentally, we want slides from readers who have not sent them in before. We aren't running this series just for the benefit of half a dozen studios that send their slides in whenever we issue a call, but so that our readers can get ideas from all parts of the country. If you want the series continued, send in some of the slides you yourself are using.



By E. Goldensky, Philadelphia, Pa. One of the illustrations from the 1921 Annual, Photographers' Association of America.

L. Scholnick, of the New York Studio, Connellsville, Pa., has an unusual assistant in his pet parrot, "Frank," whom he finds an invaluable aid in getting smiles from the kiddies. "Frank" perches on his master's shoulder while the sitting is being made.

We know that to many of our readers will come as a distinct shock news of the death of William I. Goldman, of Reading, Pa., treasurer for many years of the P. P. S. of Pa., and a prominent member of the National Association. "Billy" Goldman had been in the photographic business in Reading since 1876, operating his own studio since 1891. He was a prominent Mason, and also a member of the B. P. O. E., and the Odd Fellows.

When a wedding group in Italy was being photographed, the camera exploded when the shutter was operated, resulting in injuries to the bride, an Italian princess. The cause of the explosion was not reported. Sounds fishy!

Z. T. Briggs, of the Z. T. Briggs Photo Supply Co., 916 Grand Ave., Kansas City, Mo., writes that he will be very glad indeed to furnish information to any photographer who is considering motoring to the Kansas City Convention in May. Mr. Briggs will see that he gets road maps and other instructions, and says he will be pleased to act as a clearing house for the automobilists.

THE Pittsburgh Convention

HOTEL SCHENLEY
February 27th, 28th,
March 1st, 2nd, 1922

DEMONSTRATIONS BY
ELIAS GOLDENSKY J. W. SCOTT
CHAS. AYLETT GEORGE HARRIS

TALKS BY
H. B. WILLS A. H. DIEHL
GUS HOSTETLER CLARENCE STEARNS
CLIFF RUFFNER J. C. ABEL
EMME GERHARD

Make Three of your Best Pictures
Unframed and mail them to
L. L. HIGGASON, Hotel Schenley
Pittsburg, Pa.

Send \$1.00 for your Dues to
E. W. BROWN, Beaver, Pa.

And then mark off the dates on your
calendar and be present yourself.

A. S. BACON, Sec'y,
East Orange, N. J.

GEO. J. KOSSUTH, Pres.,
Wheeling, W. Va.

Henry Merker, Chicago representative of the Chilcote Company, writes us that fast progress is being made in finishing Charlie Townsend's new ground-floor studio in the Masonic Temple, Des Moines. Charlie hopes to have it open about March first, and expects to have one of the finest places in the Middle West. No doubt we will have some pictures of it for our Studio series.

From a "Reuter" dispatch: "The American camera and photographic materials market is quiet. Manufacturers report business is stagnant in practically all lines, but this condition of affairs occasions no surprise as **NOVEMBER AND DECEMBER ARE AMONG THE QUIETEST MONTHS OF THE YEAR.**" The caps are ours. Where DO they get that stuff?

An involuntary petition in bankruptcy has been filed against Henry G. De Roos, San Francisco, Calif., dealer in photographic supplies.

Arthur A. Muhl is now in charge of the Pacific Coast interests of the Haloid Company, Rochester, N. Y. His office and warehouse are at 220 Post St., San Francisco, Calif., where a large stock of Haloid papers will be kept on hand to supply Coast customers.

The School Photograph Question

By J. ALBERT JONES, CINCINNATI, OHIO

THE writer would like to ask your patience in reading the following, which has been inspired by the opening gun of ABEL's for January twenty-first, the editorial which refers to "cut prices on school photographs."

In all you say, I believe you are right in theory, but I question whether you could live up to your position were you actually a photographer in a community where a large business can be done in the school line.

Let me assure you first that I am sure none but an imbecile would bid on any class of photographic work at a loss. (Mr. Jones is wrong here. We know many photographers whose knowledge of their costs is such that they often make low bids in an effort to undercut some competitor and actually spend more on the job than they get for it.—Ed.) Also every photographer worthy of the name knows what his overhead expenses are. He will have them fully established and they will be a problem with which he must reckon.

But here is the point I want to make:

the cost of making a given number of dozens of photographs for school pupils cannot be fully measured even by cost of materials and overhead alone, but by the *efficiency* of the photographer and his staff of assistants. While the number of employes a photographer may have in his employ is often a pretty good barometer of the quantity of business he does, or can do, it is not in itself sufficient to be the barometer as to the profits possible to be gotten out of a certain amount of business, dollar for dollar.

Suppose we assume that every photographer of success and experience does practice proper economy in the conduct of his business, keeping his overhead down to the lowest minimum consistent with the work he turns out—the story is not yet fully told. Efficiency pops up after all as the governing element of "gain" or "increase" in the conduct of the business in question. For instance this—a contract to make one hundred dozen photographs for a certain school at \$8.00 per dozen may mean just \$800 in cash receipts to one stu-

dio, and very much more to another, possibly \$1200.

It may take one studio three weeks to cover this given number of sittings, while the efficient man will make them better in three days. Again one photographer will be depending entirely on this particular bit of school business to carry him through, and he will stand or fall on the merit of this particular grade of work, while the other man will be making a goodly number of sittings each day at the so-called "studio prices" and this part of his daily grind would be the deciding factor after all in his business profits, for the whole thing dovetails together and a photographic business, like any other, must be a success or failure on the volume of business done, when properly priced on the average, and not on the price charged for any given class of work, or any particular order, no matter how large or small the price charged.

Again, a tremendous factor in the matter of success or failure, or even profit or loss, is *service*. Service in big letters, too. That is the weak point of the profession at large—poor service. What do we mean by service good or poor? How many photographers give their best personal attention in the making of a sitting or sittings if the work or order is a low-priced one? Here is where personal service comes in, in the making of the sitting.

Here also is where efficiency enters, because the fellow who just simply makes a slam-bang two or three proofs on an order because it happens to be a low-priced affair, say \$5.00 per dozen, is the fellow who will be all up in the air when he gets a really good sitting to make, for careless, sloppy work leaves its earmarks, and to do good work requires that we practice universally good and conscientious service irrespective of what the order may be, just the same as a conscientious surgeon would amputate the leg of a poor newsboy as he would that of a wealthy patient if he is a real surgeon. The principle of service is exactly the same. You have a responsibility in the premises.

So again it works out, as one man with a crew of trucks can, because of his better equipment, haul ten thousand tons of limestone an equal distance as a competitor with a shade lower price and yet make a larger profit. It is almost entirely a question of efficiency, and personal service. And personal service of the photographer may not necessarily mean the actual making of

the sitting, but the personal supervision of the work of the studio.

As to the need of making a reduced rate below the regular price of your studio, merely a slight discount for quantity, let us ask what one is to do in the face of the "hawk" who swoops down on an unsuspecting public every day in the year with a crew of agents who not only deposit their tickets in every home but even call on school principals and leave a handful of tickets for the graduating class, and thus keep these young folks from even looking anywhere else for what would be very much better work for them and for which they would be willing to pay the right price when the virtue of the respective cases is properly explained.

As to advertising in school periodicals and annuals, any photographer who has ever had a child of his own pass through high school or university will know that the photographer who has the privilege of taking several hundred dollars out of a certain school of young people should have enough sense of civic pride and reciprocity to help those young people help themselves.

So let's sum it up in efficiency, service and reciprocity and see where we come out. The writer has had over twenty-five years of experience in the photographic game and feels that he has made a real success, particularly in the school-work field.



By W. B. Neuwells, Plymouth, Pa.

Illustrating a novel idea in finishing prints, described on page 112 of last week's issue.

This Week's Supplement

Criticized by I. BUXBAUM, Brooklyn, N. Y.

THE little curly head by the Heyn Studio, Omaha, Nebr., is another specimen of good photography from that studio. This one is exceptionally pleasing. The lights and shadows are well balanced and it is well spaced. It is too bad the halftone does not do it justice. There is, however, one cardinal fault—too much retouching.

The one on the opposite side, from the same studio, is equally charming. The original shows beautiful gradation, with excellent flesh tones. It is artistically sketched and spaced. The line from the nose is a little too noticeable.

The two poses of the baby by O. C. Conkling, St. Louis, Mo., are somewhat similar in character to those above. Unfortunately the halftones on this sheet have lost considerable detail in the shadows, where the originals are not lacking. The eye in the one looking down is a little too dark. The mysterious spray resembling Chinese writing does not enhance the beauty of these charming little photographs.

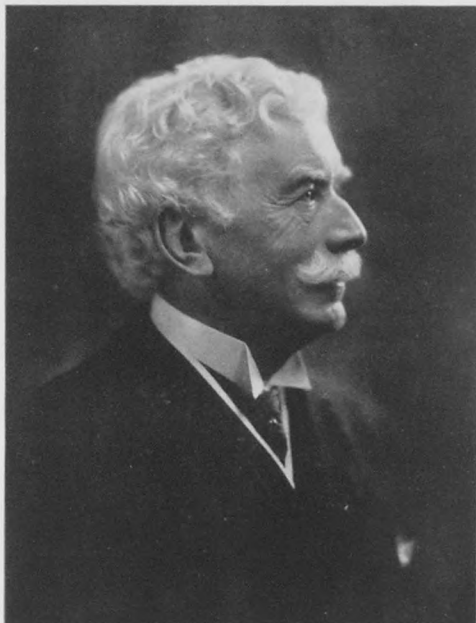


"Cameracraftsmen" Society Adopts Code of Ethics

THE Cameracraftsmen held a meeting at the Studio of H. E. Voiland in Sioux City on January 23rd and 24th.

Those present were: Clarence Stearns, Rochester, Minn.; John Snow, Mankato, Minn.; "Rudy" Zweifel, Duluth, Minn.; Alva Townsend, Lincoln, Nebraska; Charles Townsend, Des Moines, Iowa; Herman Anschultz, Keokuk, Iowa; Frank McClar, Spencer, Iowa; Frank Free, Davenport, Iowa; Harry Baldwin, Fort Dodge, Iowa; Harvey Voiland, Sioux City, Iowa, and Henry Moore, Kansas City, Mo.

The two days were taken up with papers and discussions all pertaining to the busi-



THE LATE ANDREW SIMSON.

We are sorry to learn from Howard Beach of the death of his former partner, Andrew Simson, who died on January 21st. Mr. Simson was one of the fine photographers of the older generation. Howard Beach began working for him as a lad of seventeen, went into partnership in 1896, and purchased the remaining half of the business in 1900.

ness end of Photography (Voiland got up a special photographically printed program, mounted on silk). Among important matters acted upon at this meeting was the resolution to make the Club nation wide, membership being by invitation only and will limit one member in each city who will subscribe to the Aims and Code of Ethics of the Cameracraftsmen.

The craftsmen had a very busy and en-

THE DARRAGH STUDIO, London, Ontario, Canada

Mr. Darragh incloses his "checque" and has this to say:

"I am greatly pleased with your Lites, Mr. Beattie—would not be without them for anything. The Lites make our work look different—so much so that we have made an increase this past November over that of 1920 of 50% and for December an increase of 75%."

Let us tell you how to increase your business 50 to 100 per cent

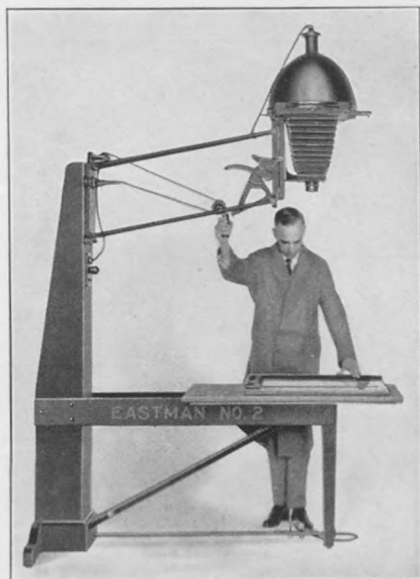
Beattie's Hollywood Hi-Lite Co.

1645 Hudson Ave.

Hollywood, Calif.

*Make your business
larger in 1922 by sell-
ing more large prints.*

*You will make and
sell more large prints
if you own an*



EASTMAN PROJECTION PRINTER

The Printer is so simple to operate—the prints are made so conveniently and with such speed and accuracy that there is as much incentive to make and sell projected prints as there has formerly been to sell contact prints—and the profits are larger.

PROJECTION PRINTER PRICES

No. 1, for 5 x 7 and smaller negatives.....	\$450.00
No. 2, for 8 x 10 and smaller negatives.....	675.00
Kodak Projection Printer for 3 $\frac{1}{4}$ x 5 $\frac{1}{2}$, 4 x 5 or smaller negatives....	200.00

Descriptive booklets gladly sent on request.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All Dealers'

METEOR FLASH POWDER



BRIGHTEST IN THE WORLD

SLOW, NORMAL, INSTANTANEOUS
AND ULTRA-RAPID. AT YOUR
DEALER OR DIRECT. AT \$1.60 PER
2 OZ. BOTTLE. EXPRESS PAID TO
CONSUMER.

JOHN G. MARSHALL

1754 Atlantic Avenue

Brooklyn, N. Y.

joyable time; the papers read and the talks given having brought out a spirited discussion at the round table, the session lasting late into the night.

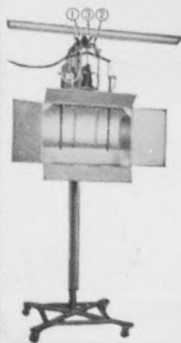
It was voted to attend the National Convention in a body and have at least one meeting in Kansas City, the next regular meeting to be held at the Medlar Studio in Spencer, Iowa, in the fall.

AIMS AND CODE OF ETHICS OF THE CAMERA CRAFTSMEN

Adopted in Sioux City January 23rd, 1922

1. The aims of the "CAMERACRAFTSMEN" is to have a high minded, progressive organization.

2. To lead our members to the highest moral and ethical standards.
3. To recognize character and ability and disregard religion, creed and politics.
4. To make our organization a Brotherhood of friends.
5. To make our calling an honored one.
6. To pass on the good things discovered and practiced by anyone of our members and then to all others of our profession.
7. That our members shall be advised of any discoveries or inventions in business or science which may be of benefit to them.



The "Hi-Power" Twin Arc Lamp

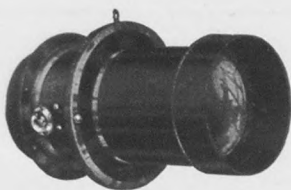
A COMPLETE LIGHTING EQUIPMENT

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



Vitax portrait f 3.8, a lens of merited popularity, of greatest practical speed, ideal for portraiture and child photography. 10-in. focus \$105; 13½-in., \$135; 16-in., \$185. And we pay the tax.

About that 10% lens tax

¶ The government has levied a tax of 10% on photographic lenses. This became effective January 1, 1922.

¶ Rather than pass this tax on to the purchaser, we have decided to pay it ourselves. This decision is merely another instance of our policy to keep Wollensak prices within the lowest limits consistent with Wollensak quality.

¶ **We pay the tax**, in spite of the fact that our present prices are exceptionally reasonable. Accordingly, our current price list, effective December 1, 1921, is still effective and the purchaser of a Wollensak lens enjoys a very substantial saving.

¶ We anticipate no further reductions in prices, and our advice to photographers is to buy their new lens now. For, after all, a Wollensak objective is an investment that will pay handsome dividends in better workmanship, better satisfied customers and better prices for your portraits.



Verito diffused focus f4, the soft-focus lens that pays for itself by practically eliminating retouching. Gives delightful softness. 11½-in. focus \$55; 14½-in., \$77.50; 18-in., \$100. And we pay the tax.

Series II Velostigmat f4.5 the all-round studio and home portrait lens. Ultra-rapid anastigmat. Suitable for general and commercial use. 9½-in. focus \$100; 12-in., \$135; 15½-in., \$225. And we pay the tax.

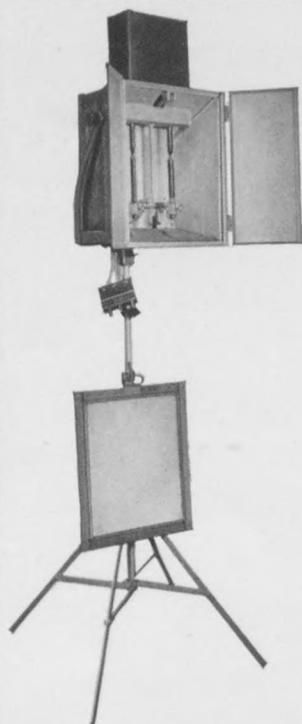
WOLLENSAK

Lenses for every
Professional Purpose

WOLLENSAK

Optical Co.
Rochester, NY.





"WOHLITE"

**A Highly Developed Electric Arc Lamp
Adapted for Use in Either the
Studio or the Home**

Just as essential to the photographer as his camera.

Always dependable for instantaneous exposures of one-quarter second or less.

Has a double current range and can be used on either direct or alternating current without any change in connections.

WE MAKE LAMPS FOR EVERY PHOTOGRAPHIC NEED

Send for Bulletins and further Information

M. J. Wohl & Co., Inc.

Paynter Ave. and Hancock St.
Long Island City, N. Y., U. S. A.

8. To have our members thoroughly familiar with the cost of production and not assume that mere cost regulates the selling price.
9. To protect our customer's interests by a well regulated system of caring for negatives and a consistent test of the permanency of every print.
10. To realize that an act of impropriety not only discredits the individual, but the profession as a whole.
11. To recognize in every employe a co-worker, with equal rights in relation to the earning capacity of the business as our own.
12. To accept the National Code of ethics and subscribe ourselves to the fulfillment of the same.
13. To improve the standard of photography and employ conservative business policies, to the end that every Cameracraftsman shall enjoy a competency as the fruit of labors.
14. These aims and even more are our goal which we must ever hold before us and strive to reach by individual and co-operative endeavor.

About Copy Negatives.

Do you like to make them? And do you always get the results you want? We know a good many photographers who do not like to "bother" with them. If that is the case with you **why not let us make them for you.** We have the equipment and the experience which enables us to get the best possible result from all kinds of pictures. You will be surprised to see what we can get from a faded photo or a poor tin-type. We will make you a 5 x 7 negative for 75 cents or an 8 x 10 for 1.25. Ship by Parcel Post at low rate, and guarantee safe delivery. Try us on the next "tough" one you get.

If you haven't one of our price lists of enlargement work we will send one upon request.

The A. A. Stone Co.
Photographic Enlargements

1492 W. 117th St.,

Cleveland, Ohio



HALOID PORTRAYA

for DISTINCTIVE PORTRAITS

distinctive

- ¶ Because of its harmonious blending of high-light shadow and half-tone.
- ¶ Because of its exquisite tone, black or in sepia.
- ¶ Because of the superior quality of the imported linen-rag stock used.

The HALOID *Company*, Rochester, N. Y.

NEW YORK OFFICE
225 Fifth Ave.

BOSTON OFFICE
101 Tremont St., at Bromfield

CHICAGO OFFICE
68 Washington St.

HALOID PAPERS ARE UNIFORMLY GOOD

"Visual Illusions" by Luckiesh

WE have just received from the press of D. Van Nostrand Company, 8 Warren St., New York City, a copy of "Visual Illusions," a new book by M. Luckiesh, Director of Applied Science, Nela Research Laboratories, National Lamp Works of General Electric Company, and author of a number of other books on lighting, color and allied subjects. Mr. Luckiesh is a well-known authority on topics of this nature and his new book goes very thoroughly into the subject of visual illusions of all kinds, their theory and practical application. "Seeing is deceiving" says Mr. Luckiesh in his introduction, and then goes on to explain illusions of all sorts and the reasons for them. Bound in blue cloth, 252 pages, profusely illustrated, \$3.00 postpaid.



Big Time in Mahoning Valley

THE Mahoning Valley Photographers Society held its first annual banquet and ball in Youngstown, Ohio, January 26th. Visitors from Pittsburgh and Cleveland, including A. H. Diehl, vice-president of the P. A. of A., and from near-by towns and most of the photographers of Youngstown, with their wives and their employes

SOLVE YOUR FIXING BATH PROBLEMS
KIRKLANDS



HARDENER

Hard clear films easily obtained on glass, paper or celluloid.

Mixing the bath is simplicity itself. Just empty 2 ozs. of DIAMOND-K and 2 lb. of hypo into one gallon of cold water and dissolve thoroughly. It works at once and continuously keeps bath at 70 to 80 degrees hydrometer test.

Send \$1.00 for a trial pound package

If not satisfactory in every respect, your money will be promptly refunded.

Manufactured by

The Kirkland Chemical Co.

1534 Court Place

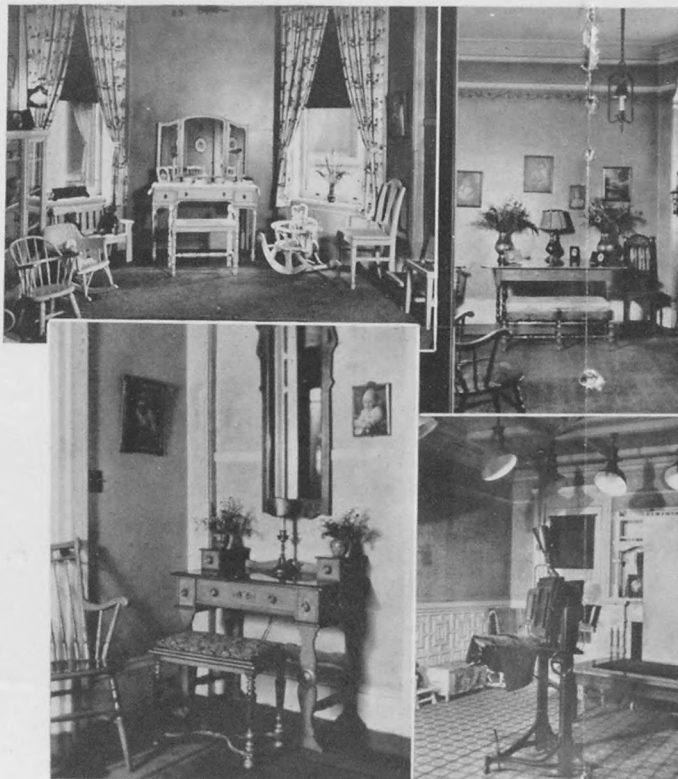
Denver, Colo.

ORDER FROM YOUR DEALER OR DIRECT

Other Photographers' Studio

Studio of Edna Florence Steffens

It is always good to know the other man's ideas. Nearly every photographer which shall contain what is (to him) the last word in arrangement and exteriors and interiors in different parts of the country, not necessarily study. File them away, and make use of the best of their ideas when the



A cozy, comfortable studio in what might be called the "coming studio" furnished and well equipped. Mrs. Steffens specializes in the photography of children and the family. The photograph is a fine example of the deft touch of a woman's hand in the choice and

made up quite a gathering. The banquet committee, headed by Mr. Brown, had visited most of the Youngstown stores and levied contributions for prizes to which were added a number given by manufacturers and dealers, so that every one present received a prize. We drew a fine large Rubberset shaving brush, which, added to the one we got from one of our young hopefuls for Christmas and the one we bought to replace one we lost and then later found again, will last us out our natural lifetime. Bert Jones drew a pair of garters and sleeve supporters evidently meant for a size 36 and could not find any one willing to trade. Perkins of Hi-Power lamp

Studios.

No. 14

Ernest Steffens, Cleveland, Ohio

Every photographer intends to build—or at least equip—a studio arrangement and equipment. This series of pictures will show studio not necessarily those of famous photographers but all worth careful ideas when the time comes for your own dream to come true.



"coming studio district" of Cleveland. Handsomely and artistically the photography of children, and the pictures of the studio certainly in the choice and arrangement of furniture and decorations.

fame drew a metal bond-case, but said he did not propose to raise his lamp prices so that he could fill aforesaid case the sooner. Mrs. Surdam drew a gross of 11 x 14 Defender paper and was quite cocky about it, while A. H. Diehl had to be satisfied with a 2 oz. bottle of flash-powder. Wade—he loves babies—surrounded by his usual flock of them beamed good cheer and welcome to every one. After the dinner and the two minute speeches—Brown held a cow-bell and rang down the wordy ones—dancing was kept up till midnight. It was really a fine party and the Mahoning Valley society is to be congratulated.

Missouri Valley Photographers

PLEASE remember we promised the National Convention if they would come to K. C. in 1922 we would do our part to make it the best convention ever held. The time has arrived to begin to make the promise good. I believe every photographer in this section is anxious to do his part. With each one boosting the task will be a pleasure. President Fennel is very anxious that the attendance shall be greater than at our meeting in K. C. last spring. This is not only possible but probable if each of us passes the word along to those we should interest in the things the National stands for—the greatest of which is the leveling process that makes the little fellow from the small town see how the leaders in our profession have gained their present enviable positions. In nearly every instance they have by the exchange of ideas at the National, been able to add here a little and there a little until they are known as men who KNOW, and the best part of the story is the fact these same men are the most willing to impart to the fellow from the small town anything from A to Z.

Suppose we start some EXTRA selling proposition that will take care of the cost of the convention—suppose each of us sell

STRUSS PICTORIAL LENS KALOGEN

Mfd by Fred'k W. Keesbey, Box 303,
Morristown, N. J.

Now have a New York Office at
22 E. 30th Street, Phone Mad. Sq. 1882

where there will always be a full line of SPLs and Supplementary lens elements of various focal lengths for use in the standard barrels. Also complete sets of ray filters specially mounted to screw into SPL barrels. An exhibition of work done with the SPL by leading Pictorialists and Professionals will be a feature.

New York Dealers quickly served, special
aperture markings promptly engraved

SEND FOR BOOKLET

Just What You Have Been Looking For!

THE E. Z.-CHANGE BACKGROUND CARRIER

- ¶ On account of its durability, convenience, and all round superiority, it is by far the most practical and economical method of handling your drops and backgrounds.
- ¶ It is equipped with five springless steel rollers as well as the lattice, making in all six grounds to which you have instant access. By using a spotlight in connection you can have any number of effects desired. The rollers are operated with a chain and have no springs, thus insuring your grounds against fraying at the edges, pulling out of square and running crooked, as you never take hold of the drops in order to operate them.
- ¶ The weight of the E. Z.-Change Background Carrier is about 90 pounds, and being equipped with noiseless castors it may be easily moved into any position.

FOR SALE BY LEADING DEALERS IN PHOTO SUPPLIES

Manufactured by

The CUTRIGHT-SHARPS Co'y
BUCKHANNON, WEST VA.

PATENTS APPLIED FOR

one or two large pictures each week from now until convention time and put the profit in a savings account—we can take in the National and stay at a good hotel.

It will do us all good—LET'S GO!

E. V. King, Secretary, M. V. P. A.

SITUATION WANTED

Wanted—Steady position as high-class operator, artistic retoucher, able to work in backgrounds. Could take management or charge of branch studio. Address Emerson, 507 Twelfth Avenue North, Seattle, Wash. 2-11-3-C

An all-around photographer wants a position. J. J. Henry, 220 Main St., Streator, Ill. 2-11-1

MISCELLANEOUS

For Sale—Wollensak Velostigmat 8x10, Series II, F/4.5, Focus 12 inches regular shutter. Good general-purpose anastigmat. Unexcelled as a group lens. Perfect condition. Price \$95.00, list price \$146.50. Address The Brown Studio, New Berlin, New York. 2-4-2-C

For Sale—8x10 Seneca View Camera, 5x7 reducing back for 8x10, one 5x7 holder, one 8x10 holder, tripod, 2 inch Packard shutter, Acme Portrait Lens, Rapid W. A. Lens. All in suit case. List \$90.00, sell \$40.00. Good condition. Also Fowler & Slater laboratory stand No. 2 8x10 size complete—New. List \$80.00, sell \$55.00. Rox Gift Shop, Pensacola, Fla. 2-11-1

Wanted—4x5 Graflex with or without lens. C-7, care of this journal. 2-11-1

WHEN THE TRAVELING MAN CALLS

from your favorite stock-house, don't ask him: "What have you got in the line of mounts?"

TELL HIM:

"Show me the Albany Card Line"

That covers everything—Quality, Style, Price and Service

Albany Card & Paper Manufacturing Co.

Mfrs. of Photographic Mounts

Albany, N. Y.

WHAT IS A PORTRAIT?

"I don't like it. It isn't *me*. It's wooden—it's *dead*!"

You have seen portraits like that—apparently right, yet unmistakably wrong.

A true portrait has roundness, depth. The contour of the head, the modeling of nose, cheek, neck, arms, stand out in an accurate separation of planes.

Any paper will serve for making a map of a human figure, a flat outline of your subject, but for *portraits* you need a paper which will give you roundness and depth.

The long well-balanced scale of the new PROFESSIONAL CYKO, its remarkable combination of luminosity and softness, its plastic adaptability to the gradations of your negative, the ease with which it responds to manipulation for tone and color variations—are qualities which mean better portraiture for you, more life-like representation of your patrons.

Supplied in Buff, Plat, Semimatte, and Studio.

ANSCO COMPANY

Binghamton, N. Y.



—EXCELLALL—

“The Plate Supreme”

A New fast Plate the Photographers have
been looking for without sacrificing
CENTRAL Qualities

ORDER FROM YOUR DEALER

Central Dry Plate Company

New York

St. Louis, Mo.

San Francisco



For Sale—Auto Photo Machine. New. Makes a splendid picture and finishes same in one minute. Cost \$330.00. Used only last six weeks of season. Have no location for machine. Will sell at a bargain. Make offer to Rox Gift Shop, Pensacola, Fla. 2-11-1-C

Anyone knowing the whereabouts of Mr. C. E. Rateliff (photographer), last heard of in Prescott, Ariz., please notify Box B-5, this office. **VERY URGENT.** 2-11-1

Champion Retouching dope for general use. Can be diluted four times for artistic effects. Use stock solution on back of plate or films for face draperies or grounds. Champion Reducer. Apply to dry negatives, can reduce face, drapery or windows in less than a minute. Sold and approved by Pittsburgh's leading stock houses (Alexander Bros., and W. C. Bell & Co.) Sample bottle of each will be sent postpaid, 55c. Manufactured by White Camera Ex., 225 Fifth Ave., McKeesport, Pa. 2-11-1

For Rent—A photograph gallery. 22x100, on the main street of Madison, Wisconsin, a city of 40,000 inhabitants. The gallery has been occupied for the last 35 years. Possession February 1, 1922. Solomon Levitan, The Commercial National Bank, Madison, Wisconsin. 1-14-TF

Wanted: A 12x20 banquet camera, tripod, printing frame; also 10 inch Cirkut camera. Price must be right. State full particulars. Coleman's Studio, 1011 Mt. Vernon Ave., Columbus, Ohio. 2-11-2

One 10x12 Cooke Portrait Lens, perfect condition. Covers 11x14. Best lens for groups at full opening \$100. One 11x14 wide angle F/16. \$25.00. S. S. Gardner, Braddock, Penna. 2-11-1

Wanted a 12 foot tripod, or 5x7 curtain holders, in trade for a 9 inch Verito lens with shutter in perfect condition. S. S. Gardner, Braddock, Pa. 2-11-1

THE PHOTOGRAPHIC DEALER AS NEAR TO YOU AS YOUR NEAREST TELEGRAPH STATION

Send us a wire on that next rush order of yours. Our complete stock of photographic supplies is at your disposal. The railroads permitting, you will receive *immediate shipment.*

Chas. G. Willoughby, Inc. 110 W. 32nd St.
New York City



MASTER MOUNTINGS

Photographers should use MASTER MOUNTINGS to further his best interests.

There is one unfailing and lasting pleasure always within his reach; that is to make friends of his patrons by using MASTER MOUNTINGS

Not Occasionally—But Always

Judge these exclusive styles and values for yourself by allowing one of our Representatives to show you our entire line when he calls.

—Remember we also sell by mail.

THE CHILCOTE COMPANY
PHOTOGRAPHIC MOUNTINGS



Factory & Offices
2140 Superior Ave.

CLEVELAND,
OHIO



The Fountain Air Brush **WILL INCREASE YOUR PROFITS!**

Easy to handle
and to
Keep in Order



Over 30,000
in every-
day use

Send for Catalogue 95W

THAYER & CHANDLER 913 West VanBuren Street
CHICAGO - ILLINOIS

Aukerman Silver Recovery Units

*—for working fixing
baths.*

*The only device known that
can transmute your silver
waste into pure metallic bul-
lion and rejuvenate the bath
at the same time.*

*Write for information,
giving brief description of
work and bath "lay-out."*

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

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.

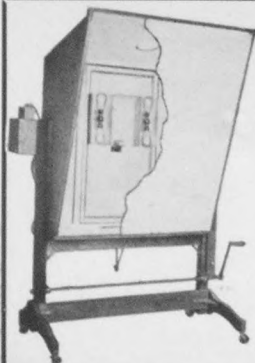
Wanted—Young man, unmarried, to assist in studio. Must be able to operate in a pinch. Moderate salary to start. V-1, care of this journal. 2-4-TF

WANTED—Receptionist, who is first-class saleswoman, who can write legibly, and take charge of studio bookkeeping. No Sunday work. E. C. Pratt, 176 Fox St., Aurora, Ill. 2-11-1

Wanted—First class competent operator with executive ability, able to acquire a financial and managerial interest in one of the largest and best paying studios in City of half million. Address with full particulars Box K-5, care of this journal. 2-11-2-C

Wanted—A high-class operator, with business qualifications and initiative, for one of the leading studios in one of the principal cities in the Northwest. Give particulars, expectations and references in first letter. K-6, care of this journal. 2-11-2

Wanted—First-class retoucher, one qualified to assist in operating preferred. State references, experience and salary in first letter. K-7, care of this journal. 2-11-2



EVERY Victor Studio Flash Cabinet is Guaranteed to Give Satisfaction

Therefore our claim that this Cabinet is the ideal means of studio portrait illumination, *must be verified by the purchaser's experience with it, or the Cabinet returned to us.*

SOLD ON EASY PAYMENT PLAN WHERE DESIRED

*On request we will forward illustrated booklet, together with
opinions of a number of present users*

JAS. H. SMITH & SONS CO. 3540 Cottage Grove Ave.
Chicago, Ill.

"Bread 'n' Butter" Workers

THESE TWO PA-KO Machines are practical, every-day, "bread 'n' butter" aids to better business—not on your payroll when idle—increasing the quality and quantity of your service when in operation.



Two pounds' pressure on the presser-back delivers 30 pounds pressure upon the platen.

The ground glass can be raised or lowered 1½ inches—and with the two additional built-in diffusion slides any desired degree of diffusion is instantly obtainable.

Register clamps hold the ground glass in perfect register on the printing head for accurate doctoring.

The printing head raises to a vertical position for local printing—a hand spot-light makes perfect work easy.



With only 15 minutes' attention for loading and unloading, the PA-KO Washer gives 225 to 300 perfectly washed portrait prints in an hour.

The other 45 minutes of the hour are yours for other work.

Steady rotation of the drum—electrically driven—keeps the prints automatically separated by gentle water circulation.

The open door of the drum makes a draining tray for the wet prints while the new ones are being loaded into washer.

Get these two machines into your workroom to *speed up your work, cut down the payroll* for routine work, and enable you and your assistants to put time where it will count most. Write your dealer or direct to us for full information.

THE PA-KO CORPORATION

MINNEAPOLIS

MINNESOTA



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

An excellent opportunity for an experienced business-manager in high class studio. Must be able to operate in studio occasionally if necessary. Apply Mesny & Bishop, Norfolk, Va. 2-4-TF

Wanted—A man capable of doing all around work. A pleasant permanent position open March 1st. Address Chas. Gilbert Shaw, Bloomington, Ind. 2-11-TF

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-TF

Wanted—Studio and home portrait operator who would like to connect with a first class organization catering to the best people. Prefer a refined, well educated young man who is interested in his work and willing to work in with our ideas. Send samples and photo of self at once. Morrall Studio, 154 East Ave., Rochester, New York. 2-4-2

COMMERCIAL OPERATOR wanted by first class studio. Must be able to do exterior and interior view work. Also handle general run of work for catalogues and salesmen's sample prints. Steady position and good opportunity for the right man. State salary expected and give references and experience. B-3, care of this journal. 2-11-1

Wanted—Any young man or woman who can tint photographs with Peerless Japanese Transparent water colors and will demonstrate these colors at the Photo Supply dealers, one or more days each week, may learn of something interesting if they will write and submit samples of their work to the Advertising Department, Japanese Water Color Co., Rochester, N. Y. 1-21-4

Wanted an expert operator who is also an extra fine retoucher and etcher. Position all year round and best place for a good worker. Give complete information in first letter. Palace Studio, Brownsville, Pa. 2-4-2

D *Professional* **DEFENDER**

FOR PORTRAITURE

The fullest possibilities of
print-making are reached
thru the plastic quality of

D *Professional* **DEFENDER**

Latitude, softness, brillian-
cy, sheer beauty of tone
and gradation invite—and
reward—the printer whose
goal is uniform excellence
of handiwork.

DEFENDER PHOTO SUPPLY CO., INC.

ROCHESTER, N. Y. AND BRANCHES

There IS a difference in Developers

METAGOL, "CIBA"

proves it with richer, warmer tones, greater energy and longer activity

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

AT YOUR DEALERS OR WRITE US

*You can rely on
Metagol, "CIBA" and
Hydroquinone "CIBA"*

TRADE



REGISTERED

MARK

CIBA COMPANY, Inc.

Cedar and Washington Streets
New York City

GLYCIN "CIBA"—DIAMIDOPHENOL "CIBA"—PARAMIDOPHENOL "CIBA"



**VICTOR Portable
HIGH-LIGHT LAMP.**
A
STUDIO NECESSITY

WRITE FOR
INFORMATION
VICTOR ANIMATOGRAPH CO. INC.
120 - VICTOR BLDG. DAVENPORT, IOWA.

Wanted—Experienced home portrait solicitor—lady or gentlemen—for established studio, doing high-grade work. C-6, care of this journal. 2-11-2

Salesmen who have been selling photographic mountings direct to studio trade. Steady positions for right men. State territory covered. Information will be held confidential. Box No. S-2, care of this journal. 1-21-4

Wanted—Good all-around man able to take full charge of studio. Permanent position. State experience and salary expected. Fine opportunity for right man. A. V. Roehm, Charlotte, Mich. 1-28-3



RETOUCHING

Wanted—Negative retouching. Work prompt and reasonable. Samples furnished if desired. Address D-2, care of this journal. 2-11-1-C

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

STUDIOS FOR SALE

In the sunny South, ground floor studio, cheap rent, beautiful little city of 15,000, good surrounding territory, manufacturing and educational center. Fine location for a high class studio, home portrait and commercial workman. \$1000.00 cash. Deane Studio, Rome, Ga. 2-4-2

FOR SALE. Old established studio doing fine business. Best town in Montana. Good reason for selling. French Studio, Missoula, Montana. 1-14-5

FOR SALE—Studio in growing Illinois town of sixty thousand. Located among and catering to foreign class, principally Italians and Poles. Quick sale \$375.00. Address H-4, care of this journal. 2-11-1-C

THE PORTABLE SKYLIGHT

is used by 2,000 photographers in the U. S. It is their choice on account of the *exclusive patented adjustments*; the Tilting Device, permitting reloading without taking out the pan; a Stand without screws to wear out or get lost; a case that contains the entire outfit.

Price delivered to you \$45.00 Weight 17 pounds
Best spark metals \$1.00 per dozen. *From your dealer or direct.* Write for description and how to make money at home portraiture.

O'Neill Photo Company, O'Neill, Nebr.



LARES MASTER PROJECTION PRINTER



PATENTED

IMPROVED MODEL

COPIES,
REDUCES and
ENLARGES

PRINTS TINTED BORDERS AT
THE SAME OPERATION WHEN
THE PRINT IS MADE.

TAKES NEGATIVES FROM
THE SMALLEST TO 8x10
SIZE INCLUSIVE.

*Should be part of the equip-
ment of every studio finish-
ing plant, copying house and
photo engraver.*

Be sure to investigate the merits of this machine before
ordering your enlarging outfit.

Descriptive Matter giving full information mailed upon request

Price without lights \$407.50

Atlantic Photo Supply Co.

319 N. Howard St.

SOLE DISTRIBUTORS

Baltimore, Md.

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.

LOOKING FOR BARGAINS?

THEN SEND AT ONCE FOR A FREE COPY OF OUR BARGAIN BOOK and CATALOGUE

in which you will find listed hundreds of used and new Cameras, Kodaks, Lenses and Supplies of every description at remarkable saving prices. Every item sold is backed by our

10-DAY FREE TRIAL GUARANTEE OR MONEY BACK IF UNSATISFACTORY

If you have a Camera or Lens and you wish to trade same for some other, consult us, as we may have just the outfit you want.

CENTRAL CAMERA CO.

124 S. Wabash Ave., Dept. A-W-1, Chicago, Ill.

BARGAINS IN PHOTOGRAPHIC LENSES

	List	Sell for
6-A Dallmeyer Portrait, 24" focus, F/4, 16x20.....	\$456	\$250
No. 7 Rapid Euryscope, 24" focus, F/4, 18x22.....	220	150
3-A Dallmeyer, 16" focus, F/4, 8x10.....	225	150
3-A Bausch & Lomb, 15" focus, F/5, 8x10.....	152	90
No. 7 Voigtlander Euryscope, 17½" focus, 11x14.....	175	125
No. 8 Goerz Dagor, 19" focus, F/6, 12x15.....	240	175
6-D Dallmeyer Group, 24" focus, F/6, 12x15.....	202	150
No. 7 Voigtlander Portrait, 14" focus, F/4, 8x10.....	175	125
One Darlot Portrait, 10" focus, 8x10.....	40	25
One Platyscope E Rectilinear, 19" focus, F/6, 11x14.....	40	25
One Goerz Dagor No. 4 with shutter, 9½" focus, 6½x8½.....	107	75
One E. A. Portrait lens, 10" focus, 5x7 and 6½x8½.....	40	25
One Cooke Home Portrait, 11" focus, F/5.6, 7x9.....	110	75
One Goerz Process lens, 16x20.....	110	55
One Dallmeyer Rectilinear, F/4, 10x12.....	58	40
One no name Rectilinear, 13½" focus, 8x10.....	35	20
One Columbia 3-A Portrait, 16" focus, 8x10.....	125	75
One 3-B Dallmeyer Portrait, 10½" focus, 6½x8½.....	156	90

and many other bargains.
Let me know the lens you want, and maybe I can save you money. All in fine condition. Sent C. O. D. on receipt of \$5.00 to cover express charges.

REFERENCE J. C. ABEL

M. M. GOVAN

BOX 68

RICHMOND HILL, N. Y.

SITUATIONS WANTED

The insertion of an advertisement under "Situation Wanted" carries with it the obligation on the part of the employer 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.

Situation Wanted—By lady, as retoucher preferred, but can assist in other branches if position requires it. J-1, care of this journal. 2-4-2

Position wanted by an all-around man. Can do everything but operate. Four years experience in good studios. Desire position immediately. A-1, care of this journal. 2-11-1-C

Experienced retoucher wants position in first-class studio in Southern town. Can give best of references. Miss W. J. Holston, 228 Lamar Ave., Selma, Ala. 2-11-1

Wanted Position—Seven years experience in commercial and portrait photography. Do not retouch. Young and married. References exchanged. Please state salary paid. Leon M. Trice, 1212 Holiday St., Wichita Falls, Texas. 2-11-1

Position Wanted—First-class operator, studio or home portrait, or A-1 printer. Married. Age 36. Experience fifteen years with business ability in first class studios only. Address F. H. Haynes, No. 12 Hawthorne Ave., West View, Pittsburgh, Pa. 2-11-2

Refined young man desires position as salesman for some photographic stock house. Have a thorough knowledge of chemicals, papers, etc. Can furnish the best of reference. W-2, care of this journal. 2-11-2

Position wanted by a young married man, age twenty-six years. First class commercial finisher and experienced kodak plant operator. Two years as manager. Best of reference. Box 164, McMinnville, Tenn. 2-11-1

Young lady, with experience in operating, printing and general studio work, desires a position in modern studio. H-3, care of this journal. 2-11-1

Receptionist, familiar with photographic work and who is capable of securing business, wishes position from March first. B-6, care of this journal. 2-11-2

Want position in photographic studio. All-around workman. Address J-5, care of this journal. 2-11-1

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ARE you likely to need a new supply of delivery envelopes for this next Seasons business?

If so, you can save money by ordering now. We have some original designs. The Kodak Filing Station design is a WINNER. Send for line of samples

THE ART PRESS, Adrian, Michigan, U. S. A.

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Eventually, *You* will use Electric Light; no dirt, no smoke, no noise, no fire hazard.

Eventually, *You* will use *Incandescent Electric Light*; no ghastly expressions, no flickering of light, no rat-a-tat-tat at the crucial moment, when you are all set to catch that fleeting expression.

Eventually, *You* will want the most efficient, convenient, flexible and attractive—in fact you must have—the highest type of Photographic Lighting Apparatus obtainable.

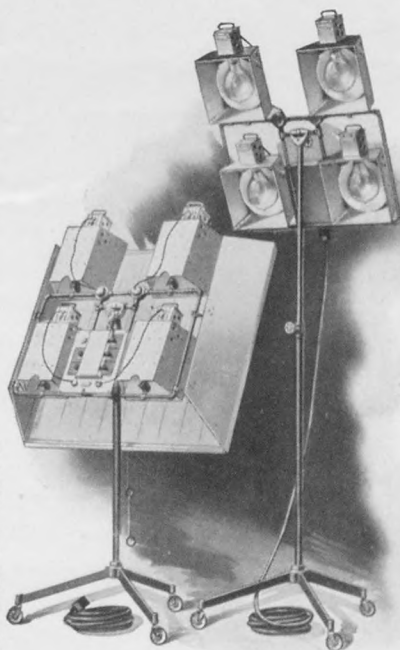
VENTLITES



Single Kompakt Ventlite Outfit

There are now thousands of KOMPAKT VENTLITE OUTFITS in constant use in the leading Portrait Studios throughout the States and Canada, and the universal testimony of proprietors is that they would not be without them at many times their cost.

Home Portraiture has become both more attractive and profitable due to the many new possibilities opened by these outfits. The Commercial Photographer claims the Kompakt Ventlite as his very own, and uses it for all manner of purposes in the Studio, Home, Office and Factory. *Lightness and Compactness* are qualifications present to a remarkable degree, but *Efficiency* is after all the dominant feature of the Kompakt Ventlite. It is entirely assembled and ready for business the moment it is taken from the case.



Ventlite Skilite No. 5 Panel Board Type

VENTLITE SKILITES are complete in every detail; there is absolutely nothing required to install them beyond connecting the loose ends of the cable to your source of current, and Presto, you have established a Studio Light that is on tap twenty-four hours a day. They will produce an even run of negatives which will average more nearly perfect than you have ever had the pleasure of seeing before. You can make any lighting with a Ventlite Skilite that you have done by daylight, and you can make many lightings much more easily. With a Ventlite Skilite you are assured of an abundance of constant, ideal quality light, maximum control, ease of manipulation, unusual portability, absence of noise and odor, coupled with a beautiful piece of apparatus that will receive the admiration of every visitor who enters your studio.

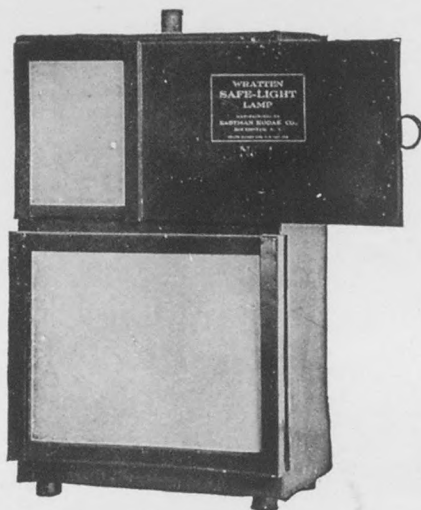
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