



ABEL'S PHOTOGRAPHIC WEEKLY



Vol. XXIX. No. 740

SATURDAY, FEBRUARY 25, 1922

PRICE TEN CENTS
\$2.50 A YEAR

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.

Gross Circulation..... 3,244
Net Sales Through Dealers..... 109
Gross Mail Circulation..... 3,353

GUARANTEED
NET PAID
CIRCULATION

3,232

(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.

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

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

Vol. XXIX. No. 740

SATURDAY, FEBRUARY 25, 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

MORE about the Atlanta Convention. We don't want to let the Atlanta convention pass from our mind till we have said a little more about it than we had opportunity in a recent issue.

This second meeting of the Southeastern Association was fully as interesting and entertaining as the first one. And that, as Mark Twain didn't say, is "saying a mouthful."

Goldensky, the wizard from Philadelphia, the man who "speaks through his mind"—(he said that himself) was the outstanding star of the meeting. He gave three long sessions, interpreting his own ideas about light, about sitter psychology and about photographic art in general.

Thompson of Thompson Bros.—James was slated for this but couldn't appear so his brother did the honors—had industrial photography for his subject. Thurston Hatcher took the subject of Old Master back-grounds (we have Old Master coffee-grounds for breakfast every morning) and J. C. McCullom described his system of keeping his studio accounts, a most valuable lesson but a hard one to follow at a convention. Then some of the manufacturers had short sessions on the platform, and Dishinger, the president, showed how he attracted trade into his Jacksonville studio. Possibly, at least to us, the most interesting feature on the program outside of Dishinger's talk on his advertising methods, was Mrs. Leah Moore's talk on the way she handles high grade custom in the Moore Studio at Memphis, Tenn. We hope to have Mrs. Moore appear at Kansas City and repeat her talk and if she does, you will enjoy it immensely and profit, too. By the way, we hope to see Higgason of Asheville, another southerner, on the national program. They are getting mighty progressive, these southern folks.

The convention banquet was a hummer, a real good time.

The following officers were elected:

President, J. H. Brakebill, Knoxville, Tenn.

Vice President, for Georgia: J. B. McCullom, Columbus.

Vice President, for Florida: H. Lee Bell, Pensacola.

Vice President, for Alabama: Frank Boyle, Mobile.
 Vice President, for Mississippi: John Hammond, Meridian.
 Vice President, Tennessee: Mrs. Leah Moore, Memphis.
 Vice President, for South Carolina, J. W. Mitchell.
 Secretary, Jas. E. Thompson, Knoxville, Tenn.
 Treasurer, W. R. Abbott, Opelika, Ala.

One of the most interested visitors was Louis Oliver of Providence, R. I., president of the New England Association. He seemed to enjoy every minute of his stay, just as the rest of us did. There was some talk of taking the next convention to Knoxville, but the new officers were urged to seriously consider keeping it in Atlanta for at least one more year, till the Association grows stronger.

Abel's Monthly Resume of Business Conditions

(It is our intention to publish a general recapitulation of business conditions each month. The above represents information received in response to our requests mailed early in February. All sections have not been heard from, but we hope to extend this gradually until the entire country is properly covered each month. It is not intended to boom conditions in one section, or treat them bearishly in another. What we desire is to publish a frank statement which may be of value to manufacturers, dealers and others in conducting their operations.—Eds.)

Oklahoma:

Business in this section is extremely quiet, and collections far below the average following a good holiday trade. Credits are being restricted with the hope that we shall get back to a safe and sane business ere long.

Texas and Southwest:

Business conditions have been very unfavorable for the past thirty days, largely on account of bad weather. However, the rains we have been having have been a "life-saver" for future business. Photographers are buying from hand to mouth. Collections are very slow.

Maryland and Southern Atlantic States:

A slight increase in business has made its appearance during the past month. No doubt Spring will bring with it a gradual betterment of business conditions.

Georgia and the Carolinas:

There has been exceedingly bad weather, which has of course materially affected the photographic business. General conditions in Atlanta seem to be holding up very well, showing gradual improvement. However, in some sections things are not so good, especially in middle Georgia, where the cotton crop is practically a complete failure. As business seems to be improving in the east and the effect is working this way gradually, North Carolina is about in the best shape of any of the southern states. Business with the photographer seems to be increasing, but very gradually. With such improvement

throughout the year, however, by next fall conditions should be very fair. As a whole conditions show a slight improvement, but collections are only fair.

Minnesota and the Northwest:

Trade conditions have not changed much from last month and are not likely to do so until the spring weather and holidays approach, when a little more activity can be expected. The situation in this section will not be improved until the 1922 crops show up favorably and promise to be somewhat abundant and marketable. Stagnation is spottedly apparent, and frequent cases where photographers have closed their studios and moved away from town have been reported.

New York City:

Business conditions for January in Greater New York suffered a relapse. The momentum of the Christmas rush kept up until about the middle of the month and then things took an awful slump. It is slowly reviving, and judging from the size and quantity of orders now coming in from local studios, we are inclined to believe "prosperity is just around the corner." Most of the studios are holding their own and are very cheerful about prospects for the future. By next month conditions are expected to be normal.

Washington and the Pacific Northwest:

Business for the past thirty days in this territory has been only fair, and the prospects for the next sixty days are that it will be just about the same.

THIS week we are publishing number 111 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.

Ohio and Surrounding States:

Comparing January and part of February with last year's business, we find that many photographers have reduced their stock and are cleaning up on their mounts and folders, getting ready for new spring business. We have had more inquiries and sold more new outfits than during the same period last year. Collections have not been as prompt as expected. Many photographers who did a fine business during the holiday season found they did not have enough money to settle their accounts in full. We find an earnest desire among many photographers to equip their studios with new apparatus at as early a date as possible. We also find that those who are doing the right kind of advertising seem to have the most successful business. (*Contributed by The Fowler & Slater Co., Cleveland.*)

This Week's Supplement

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

THE oval portrait by L. Jaenel, Chicago, Ill., is supposed to represent sunlight. However, if the background were considerably lighter and the shadows less opaque, it would be more in harmony with the idea. In Sample Studies No. 13, published a month ago, a photograph by the Robitaille Studio has a correct sunlight effect. The

difference can be seen at a glance.

The photograph by the Wallace Studio, Washington, Iowa, shows the figure stooped too far forward, causing the head to appear too large; also the foreshortening of the neck is too pronounced. On the back of this photograph the information is given that the picture was made by electric light exclusively. The elements are very kind and indulgent to mankind when tamed and controlled, but woe! if let loose without restraint. The same is true of artificial light. It is conceded to day by the most skeptical to be the best medium for photographic portraits, and proven such by eminent workers such as Pirie MacDonald, Dudley Hoyt, E. Goldensky, Jack Garo, and others. As an old proverb, has it, though, "A little knowledge is a dangerous thing" as this picture goes to show.

The portrait of a lady by the Roberts Studio, Bigheart, Okla., is another example of faulty composition. A subject of this kind should not be posed in a manner to emphasize the short neck and high shoulder blades, but on the contrary by tilting the head in the opposite direction the neck would appear longer. More space in front of the figure would eliminate a greater part of the shoulder, while a little softer back lighting and a dark screen toning down the extreme edge of the light side of the face, also a suggestion of light in the back-

Father and Son's Week

A portrait on this occasion will be priceless in the years to come. We are making complimentary this week a group photograph of each father and son.

ARTHUR STUDIO

Fisher Arcade
1529 Woodward
Cadillac 2840

10 Warren Ave. W.
Corner of Woodward
Northway 3572

Here's a good pretext to get some new faces into the studio—and not too far-fetched either, because so many clubs and organizations have Father and Son Dinners, and similar events.

—Favor the advertised products—their makers are responsible—

LAST CALL!
THE
Pittsburgh Convention
NEXT WEEK
HOTEL SCHENLEY
February 27th, 28th,
March 1st, 2nd, 1922

Hand Shake Monday
 Evening
 First Meeting Tuesday
 Morning at 9:30

PHOTOGRAPHERS' ASSOCIATION
 MIDDLE ATLANTIC STATES

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

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

ground, would greatly improve it.

The head of a lady by Oswald R. Bach, Milwaukee, Wis., would be a splendid photograph with luminous shadows and delicate highlights (better shown in the original) but for the backlight, which is far too high in key, causing the cheek to look swollen. The bulging drapery should have been partly eliminated and a little touch of light in the background would help a great deal. The figure is placed a little too much in the center. The expression is pleasing.

— — —
**"Blue Printing and Modern
 Plan Copying"**

THE above is the title of a new handbook by B. J. Hall, M. I. Mech. E., issued by Isaac Pitman & Sons, 2 W. 45th St., New York City, as one of the latest in their series of technical handbooks, several of which have already been reviewed in ABEL'S. The book is written in three main sections: the capabilities of contact photography and allied processes for plan copying; various types of apparatus; layout of plants and manner and methods of working. There is a chapter on the use of the Photostat. The book is profusely illustrated and sells at \$2.00 postpaid.

Advertising For Photographers

A Talk by Henry Moore, of Kansas City, Mo., Before The Cameracraftsmen at a Recent Meeting

BUSINESS is like a machine—it will not run of its own accord, but must be driven by some vital force. What steam is to the locomotive, electricity to the motor—Advertising is to business.

The mighty force of Advertising is creating and keeping alive all our business institutions. Every successful business is backed by Advertising. Every business can widen its commercial horizon and swell its profits by Advertising.

Also, business is like a plant, it must be nourished or it will die. What water and care is to the plant, Advertising and attention is to business.

If your business is sick or run down, it needs nourishment—a tonic—give it more Advertising.

All advertising is not good advertising, any more than all eggs are good eggs. I have wasted money on Advertising, because I didn't know the good from the bad. I am going to tell you what experience has taught me about Advertising.

Photography is not only a profession but a business. Every man, woman and child

in your community is a prospective customer. Rich men, poor men, from bank presidents to laborers; society women to waitresses, boys and girls, even babies. Go after this business with Advertising.

I believe that good work is the best Advertising. Every good likeness the Photographer turns out is for him a lasting Advertisement. A satisfied customer will return to your Studio, or send some member of his family, or friend, or speak a good word for you.

I believe a street display is good Advertising. I have three street entrances to my Studio; two on Eleventh street and one on McGee Street. At these entrances I have large brass show cases and I keep them filled with fresh, new pictures. In the lower hallways I have other cases filled with pictures, and at all the entrances, on each step on the stairs, I have the words in large display type "MOORE'S STUDIO." In the upper halls I have other cases filled with pictures, and the rooms of my Studio are filled with specimens of my work.

I have a large electric display sign which

projects far out over the sidewalk of Eleventh street. This sign is so large that it can be read for several blocks in either direction.

Passers-by are continually stopping to look at my display pictures, and it would be hard for anyone passing on either side of the street to miss seeing my signs and pictures.

I believe in newspaper Advertising. The Kansas City "Star" carries my advertisement the year round—at least once a week, often three or four times a week.

In my newspaper advertisements I use pictures of men, women and children—a different picture each time. These pictures are reproduced by an artist at the Star's office—with the wording "Photo by Henry Moore" so that no one can look at the picture without seeing the name of the Photographer. This makes the picture, in itself, an Advertisement. The pictures are two columns wide, and the little write-up I put under the picture is usually two inches long.

Under a child's picture I make a little statement referring to the value of the child's photograph to its parents, and under the picture of a grown person, I write something concerning the appreciation that always follows such a gift to the children, relatives or friends.

Under the picture of an elderly person, I have found it profitable to advertise that I would make one photograph free of charge—of any man or woman who had reached the age of sixty years—offering additional copies at the regular price.

As an excuse for making this offer, I mention the fact that old people seldom realize what their portraits mean to their children, or their friends. The people who accept my offer always get my best work, and they seldom order less than three additional copies and very often half a dozen, or a dozen copies.

A personal letter, well written and signed by the photographer, commands the favorable attention of your prospect. Going out under a two cent stamp—it takes its place with his first class mail. The letter that is friendly, and dignified in appearance, will be read and remembered. Money spent in this kind of advertising is not wasted.

I believe that a circular letter, printed on a Multigraph Machine, with a rubber stamp, and mailed under a one cent, or even a two cent stamp, is a waste of time and money.

I dictate to my stenographer a form

letter that would apply to a certain class of prospects. She writes a separate letter to each prospect, repeating in the body of the letter the name of the prospect. This adds a personal touch to the letter, and is proof that the letter is typewritten—not printed. I sign each letter with pen and ink.

I employ three stenographers and keep them going writing individual letters. I could have these letters printed, and names and addresses filled in—using one stenographer to do the work, but the letters would not show the personal touch—would lack force and real advertising value—and the results would not be satisfactory.

Nowadays most people accept you at your own valuation. It's the same with a piece of mail matter—the value you place on it is shown by the way it is written and addressed. You must make your prospect understand that you want his business and are willing to spend time and money to get it.

Your prospects are apt to figure that if the letter you send them is not worth dictating, and signing, and sending out under a two cent stamp, it is not worth reading.

I have tried both methods and experience has taught me that the more care I take in my advertising the better the results.

I do not believe in long letters. A short letter tempts even the busiest business man to read it. A long letter, unless of vital importance, is often laid aside to be read later, or tossed into the waste basket.

I do not believe in hand-bills, or advertising matter distributed from house to house. This method of advertising places the mark of cheapness and unimportance on it, I don't care how nicely the advertising is prepared. If you distribute your advertising as if it were of little or no importance, it will be accepted at the low valuation you place on it, but if you mail it under a two cent stamp, it ranks in importance with the regular correspondence, and is given the careful attention it deserves.

You can prepare your mailing list from the telephone book, selecting the names and addresses of the people whose patronage you desire. There are other ways of securing suitable names.

It is required under the law that each birth be reported and recorded at the office of the Board of Health. I have an arrangement with a clerk in that office whereby I am furnished with the name and address of the parents in the event of a birth in

their home. I receive only the names of good families, and no colored people. For this service I pay two cents for each name.

I write the parents a personal letter expressing my good wishes for the baby, and hope that I may have the pleasure of making its first picture.

Also, I have an arrangement with a clerk in the office of the Recorder of Marriage Licenses. Very often, within five minutes after the license is issued I have the home address of the bride and groom. Sometimes, if they live out of the city, my letter is

waiting for them when they arrive at their home. The letter conveys my best wishes, and an invitation to come to my studio for a sitting.

I have been fairly successful at my profession and in my business, and there are two reasons for my success.

First, because I have always tried to make good pictures I have never been fully satisfied with a picture, but always tried to improve on my work.

Second, I believe in good advertising, and have patiently and persistently kept at it.

'Tis Here-Maybe



Just before going to press we learn that a mighty good-looking young couple are going to be married on February 22nd. Miss Helen Louise Chilcote, daughter of A. A. Chilcote of the Chilcote Company, Cleveland, is to wed Lorenzo Philip Baker, son of Duane H. Baker of the Baker Art Gallery, Columbus, Ohio. The wedding is to be an afternoon affair at the Chilcote residence. Young Baker is a square, upstanding, handsome chap and Miss Chilcote is as attractive and capable as she is pretty. We think both are to be congratulated.

F. Leigh Wyckoff was elected president of the Commercial Photographers' Association of Detroit for the coming year at a meeting held on February 10th. Other officers are George Adams, first vice-president; George W. Hance, second vice-president; Donald McGregor, secretary; Jeffrey White, treasurer.

T. A. Riggles, of Willoughby, Inc., New York City, sends us a full-page from the rotogravure section of the New York "Herald," used by Edwin E. Mersereau, of Sarony, Inc., 364 Fifth Avenue as an advertisement of his studio. Mr. Mersereau believes in advertising, even when it does cost money. This page cost a thousand dollars, and he has also used full-page space in the New York "Times" at a cost of three thousand dollars per insertion, but he says it pays. He shows in each page eight or ten really handsome portraits—men, women and children—old people, young folks, with carefully written captions written to appeal to different classes of customers. Certain pictures, if clipped and brought to the studio, act as coupons for reductions on certain styles. It is really good advertising and the rotogravure tends to get the very best effect from the illustrations.



Learn Photography

Good-paying positions in the best studios in the country await men and women who prepare themselves now. For 28 years we have successfully taught Photography, Photo-Engraving and Three-Color Work

Our graduates earn \$35 to \$100 a week. We assist them to secure these positions. Now is the time to fit yourself for an advanced position at better pay. Terms easy; living inexpensive. Largest and best school of its kind. Write for catalog today.

ILLINOIS COLLEGE OF PHOTOGRAPHY
Box 729 Wabash Avenue Effingham, Illinois

BEAUTIFUL BRIDAL BOUQUETS

- A—Roses and Lilies of the Valley.....\$15
- B—All Lilies of the Valley.....\$18
- C—Orchids and Lilies of the Valley...\$20

Everything in artificial flowers
shipped to all parts of the
United States and Canada

Also wicker-ware, velours and plushes,
draperies and pillows

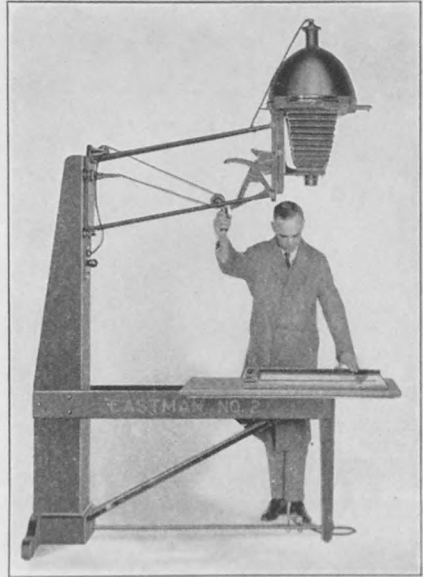
LESLIE & COMPANY

208 No. Wabash Ave.

Chicago, Ill.

*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'



—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



George Wilson O'Henri, professional photographer in Newport, R. I., has become one of the heirs to a twelve million dollar French estate, through the settling of a family feud which finally permits of an agreement among the members. O'Henri could bear the title of Count in France, he says, but he does not care for that sort of glory. Many times in the past O'Henri has been hard put to it financially, and the announcement of the change in his fortunes caused much surprise in Newport. For all of which interesting dope we thank E. N. Bridges, of the Chilcote Company.

R. N. Baltes, who has for eight years been managing director of the big New York City commercial house of Drucker & Company, has now become a member of the firm, which will hereafter be known as the Drucker & Baltes Company.

The Pohle Studios, of Buffalo, N. Y., have incorporated with a capital of \$65,000. E. C. Symonds, Carl E. Petterson, and C. G. Burg are the incorporators. Frederick Pohle, former owner of the Buffalo studio, is at present on the Coast, looking for a new location in the East.



Solves All Exposure-Light Problems

“The Light That's Always Available”

Victor Flash Powder

enables you to photograph anything successfully, as it will supply exactly the amount of light needed in any desired location. All exposures made with it are instantaneous.

It is the perfect illuminant for Home-Portrait, Group, Interior, Banquet and Studio-Portrait Photography.

Your Dealer Sells and Recommends It

J. H. SMITH & SONS CO., 3540 Cottage Grove Ave., CHICAGO, ILL.

—Tell the demonstrator, “I saw it in ABEL'S”—

DEFENDER

PHOTOGRAPHIC PAPER

PRODUCTS

Professional Defender

*for Portraiture
in Black Tones
or Sepia*

Commercial Defender

*for Commercial Photography
Finishing and all work in-
volving negative variation.
Made in 3 grades.*

Velour Black

*A Professional
Enlarging Paper
of Portrait Quality*

Veltex and Enlarging Veltex

*for original effects
in portraiture*

Enlarging Argo - Disco - Craftsman Ollo, Etc.

For full information—

"THE
BOOK of
DEFENDER PAPERS"

Now ready—giving

*Description
Formulae
Price Lists
Cause and Effect
in Print-making*

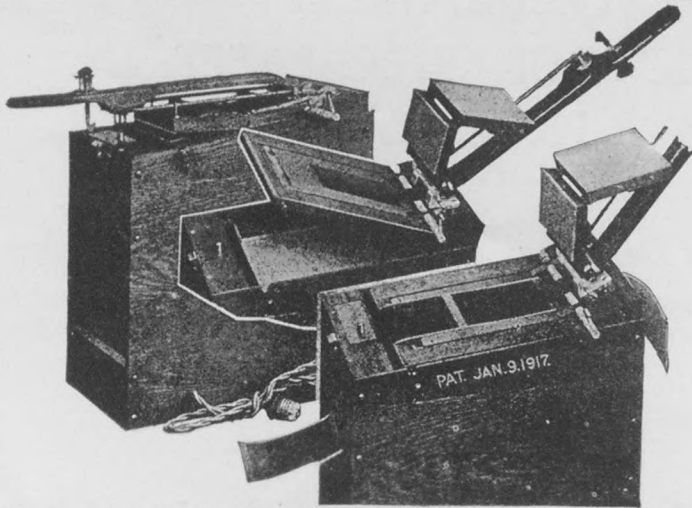
A copy yours for the asking from your dealer or direct

DEFENDER PHOTO SUPPLY CO., INC.

ROCHESTER, N. Y. OR BRANCHES

THE SIMON FILM PRINTER

SAVES MONEY BY INCREASING OUTPUT AND REDUCES COST



—:—
PRINTS
ROLL FILMS
PACKS
CUT FILMS

—:—
A
GOOD STOUT
PRINTER

—:—
OAK BOX
HIGH GRADE
SWITCH

Equipped with patented device to hold mask and film

Manufactured by

General Machine Works York, Pa.

We know of a studio doing a real photographic business—let's call it over \$60,000 a year—where the proprietor thinks it about time that he took a long vacation. In fact he doesn't care if he never goes into harness again. He is not anxious to sell his studio but would consider hooking up with some man or woman who is a bit brighter than the average and who could carry on the business as now firmly established. Not at all necessary to be an operator. Rather a man or woman of initiative, with organizing ability and resourcefulness. The person considered should be ready to take a small interest in the studio but brains rather

er than money is what is wanted here. It is really a cracking good opportunity, for the studio is the best in its city, a big city, has a sterling reputation and the business can be kept up to present notch by applying the principles of business now employed in this particular studio. If you are interested or know of some one who is and who wants to make a good bit more money than the average studio can return, get in touch with the editors of ABEL'S.

Mr. and Mrs. H. B. Bennett, who have been with the Hallberg Studio, Princeton, Ill., have purchased the Woodruff Studio, Sterling, Ill.

A DELIGHTED IRISHMAN

R. CLEMENTS LYTTLE, 12 High Street, Belfast, Ireland, sends us his check and adds, "However, the interesting thing for you to know, is that within 10 minutes after unpacking the Hi-Lite, I connected up the plug and had the lamp burning nicely, and same has given entire satisfaction. I am simply delighted."

The *Arc Hi-Lite* will put more "pep" into you and do more to increase the number and size of orders than anything you could install.

Direct-to-you-, \$78.00.

Beattie's Hollywood Hi-Lite Co.

1645 Hudson Ave.

Hollywood, Calif.



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*



**The
BUTLER
SUPER-POWER
LAMP**

"Write for descriptive circular"

The BUTLER-SANKER Co.

Manufacturers

321 Frankfort Ave.

Cleveland, Ohio

**WHAT EVERY PROFESSIONAL
HAS BEEN WANTING
KIRKLANDS**

K

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.

DEALER OR DIRECT
ORDER FROM YOUR

SITUATION WANTED

Wanted position by first class operator of good education. Fifteen years experience. Good at lighting and posing and very successful with children. Age thirty-one, married. Wife qualified and experienced receptionist. Could manage branch studio. References Lyttle Studio, Belfast, Ireland; and Steele's Studio, Limited, Saskatoon, Canada. Address W. L. Morgan, Canada, care Steele's Studio, Saskatoon, Sask., 2-25-2-C

MISCELLANEOUS

For Sale—One Fowler & Slater enlarging, reducing, and copying camera, with lantern slide attachment, including three holders. List price \$145.00, our price \$50.00. Read Studio, 861 Tonawanda St., Buffalo, N. Y. 2-18-2

One Voigtlander Collinear III 8x10 in Regno shutter, like new, worth \$100.00; first check for \$45.00 takes it. One Darlot Portrait 8x10 F/4 stops and pinion; first check for \$25.00 takes. One Century Vignetter, \$5.00. All in first class condition. Steffens Studio, Norfolk, Nebr. 2-18-2

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

For Sale—5x7 Press Graflex, no lens, four plate-holders, \$65.00; 14" Darlot F/4.5 Portrait lens, rear lens slightly scratched, \$30.00; Late model C Icarrette, 2 1/4 x 3 3/4 roll film, Zeiss F/4.5 Tessar, Compur Shutter, \$70.00; 12" Velostigmat F/4.5 in shutter, new, \$85.00; 5x7 Pony Premo, Bausch & Lomb Zeiss VIIa Protar, 7" Focus, Volute Shutter, \$80.00; 3-A Anseo Camera, F/7.7 lens, \$18.00. Every article in good condition. H. J. Rogner, Rawlins, Wyo. 2-18-2

—Tell the dealer you "saw it in ABEL'S"—

"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 $1\frac{1}{2}$ 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

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"*



MARK **CIBA COMPANY, Inc.**
Cedar and Washington Streets
New York City

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

GRAF SUPER LENSES THE UTMOST IN QUALITY

The Super Anastigmat

f:4.5 -- f:6.3 -- f:7.7

The Variable

f:3.8 -- f:4.5

A Lens Adjustable for Diffusion from
Soft to Sharp

The Graf Bishop Soft Focus

f:4.5

EVERY LENS BACKED BY OUR
REFUND GUARANTEE

The Graf Optical Co. South Bend, Indiana

Eastern Office—John Wallace Gillies
80 W. 40th Street, New York

GRAF SUPER LENSES

For Sale—11x14 Portrait Camera, D. S., telescopic
bed with Benster holder, one No. 6 Sutor Lens.
Also studio outfit. E. G. Fleming, Marietta, Ohio.
2-19-2-C

SITUATIONS WANTED

The insertion of an advertisement under
"Situation Wanted" carries with it the obliga-
tion 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 employes fail to accord
this courtesy to employers.

Commercial photographer, operator for twelve years
for largest concern in America, wants position im-
mediately. New England, New Jersey or New York
preferred. Address M-10, care of this journal. 2-25-1-C

First-class air brush artist, operator and retoucher
wants permanent position. Married man with family.
Twenty-eight years experience. Has been with lead-
ing photographers. New England or New Jersey
preferred. Address M-11, care of this journal. 2-25-1

Position wanted as portrait or commercial photo-
grapher. All-around man. No retouching. Write to
Walter M. Bossler, 727 Thorn St., Reading, Pa.
2-25-7

Position wanted by expert kodak finisher, portrait
and commercial operator and printer. Dark room
work. Also studio and plant management. Will go
anywhere in the United States. Seven years experi-
ence. Age twenty-six. Prompt replies will be ap-
preciated. A. L. Doty, 200 W. Chalmers Ave., Youngs-
town, Ohio. 2-25-1

A first class all-around photographer wants posi-
tion either in studio or out door work. Address A.
Monroe Slusher, 806 Windsor Ave., Roanoke Va.
2-25-1

"WOHLITE" THE PERFECT PORTABLE LAMP —FOR— PHOTOGRAPHERS

To appreciate its wide range of adaptations READ these extracts from the Instruction Sheet.

VOLTAGE

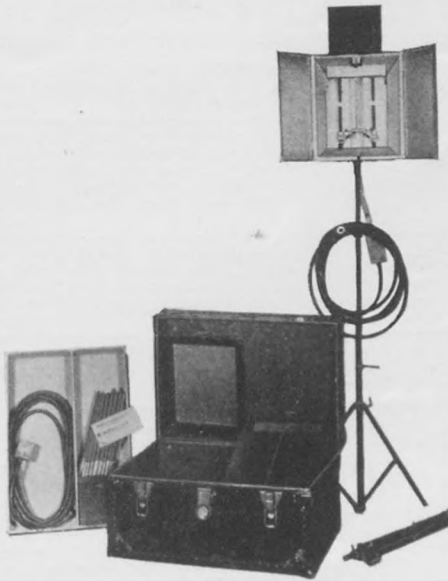
The "WOHLITE" requires no adjustments.

The resistance, which is within the lamp, is so designed in relation to the rest of the mechanism, that the lamp may be connected directly on any line Voltage ranging from 100 to 125 Volts.

Where power lines only are available, two "WOHLITES" may be connected in series on lines of from 200 to 250 Volts.

CONNECTING

In connecting the cable to the "WOHLITE," observe the double current range connector. The lamp end of connector is marked with an arrow on one side. The cable end of connector is marked 12½ Amperes on one side and 25 Amperes on the other side—Connect the two halves so that the arrow points to the current strength at which you want to use the lamp.



TRIMMING

Cut a 12 inch carbon in half, and put a 6 inch piece (not longer) in each of the two lower carbon holders.

The two upper carbon holders are free from the lamp, and attached to each other by a bead covered flexible connecting cable. Attach these two carbon holders to the ends of two 12 inch carbons, and insert the free ends of these carbons into the two holes in the asbestos block at top of lamps; they should drop freely until they rest on the lower carbons—as shown in picture.

The lamp will light up instantly without flicker or chatter, when the current is turned on and will continue to burn steadily for 2 hours until the carbons are consumed. Do NOT allow them to burn too close to the lower holders.

In retrimming, throw away the lower carbon stumps;—remove the upper carbons by just lifting them out of the lamp—cut them to 6 inches, and use them for the lower holders, using two new 12 inch carbons for the top.

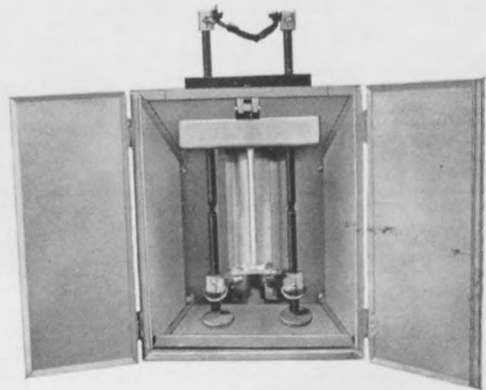
Surely THIS is the Lamp you have been looking for

MANUFACTURED EXCLUSIVELY BY

M. J. WOHL & CO., Inc.

Payntar Avenue and Hancock Street

LONG ISLAND CITY, N. Y.



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.

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

Modern business manager, knows system and efficiency, cost accounting, and am a real photographer, desires to change position. P-4, care of this journal. 2-25-2

RETOUCHING

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

Retouching and etching by an expert. Very low prices and better work. Quick service. James Brunick, 5431 Central Ave., Detroit, Mich. 2-18-3

STUDIOS FOR SALE

Wonderful opportunity. One of the finest studios in Cleveland offered at a bargain. Owner going into contracting business. Must sell. Also handle phonographs and records. Write or call at once. Jos. Linek, 5224 Fleet Ave., Cleveland, Ohio. 2-18-2

Public Sale—Owing to the demise of Mr. Wm. I. Goldman, his business and real estate situated on one of the leading thoroughfares, being 230 No. Sixth Street, Reading, Penna., will be offered at public sale Saturday, March 18th, 1922, at 2 P. M. on the premises. A well equipped and established studio with up-to-date apartments combined. For further particulars, address George F. Eisenbrown, Adm'r., 300 N. Sixth Street, Reading, Penna. 2-18-3

Here's your chance in a newly designed, five-year lease, commodious studio in the beautiful city of Huntington, W. Va. Population over fifty thousand. Planned for portrait, commercial and kodak finishing on a large scale. Ideal headquarters for branches if desired. Write for particulars and a plan to E. Madge, Huntington Studio, Huntington, W. Va. 2-25-3-C

For Sale—Studio in Michigan town of fifty thousand. Good class of trade. Terms. Christmas business will pay for it. M-9, care of this journal. 2-25-1

The Ford Studio for sale, or would consider trade for studio in college town of 40,000 or more. Ford's studio, 123 W. Bay St., Jacksonville, Fla. 2-25-4

The Portable Skylight

used by 2,000 photographers in the U. S. *Exclusive patented adjustments;* Tilting Device, permitting reloading without taking out the pan; Stand without screws to wear out or get lost; case holding entire outfit.

Price delivered \$45.00—Wt. 17 Lbs.

Best spark metals \$1.00 doz. From your dealer or direct. Write for description and how to make money at home portraiture.



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

For Sale—Old established studio, doing fine business. Good reason for selling. Shambau Studio, 520½ Edmund, St. Joseph, Mo. 2-25-1-C

Retiring owner of prosperous studio and supply house, New England town of 10,000, will sacrifice if sold at once. Probably just the very thing you have been looking for. Ideal surroundings. Inventories \$2175.00. Strictly bona-fide. Terms considered. C-8, care of this journal. 2-25-1

First Class Studio—In business in the same room for twenty-five years. Only ground floor studio in city of 40,000. Draw trade from all over the State. Too old to continue in business. Phipps Studio, Danville, Ill. 2-25-1-C

For Sale—The only studio (established twenty-five years) in a good growing town doing a fine business. Youtz Studio, Louisville, O. 2-25-1

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 employes.

Wanted—Good reliable man for home portraiture work and other outside photography. R-1, care of this journal. 2-25-2-C

WANTED—Experienced business manager for Gift Shop and Photographic Studio who has some money to invest in the business. State experience and references to T-3, care of this journal. 2-25-1

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

Permanent position for good all-around man. Must be first class printer and dark room man. State salary in first letter. Reference. H. K. Bussa, 332 DeKalb Street, Norristown, Pa. 2-25-2

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-TF

Wanted—Experienced coupon men and ladies. Good proposition. Baby contest a feature. Stephenson Studio, Lennox Bldg., East 9th and Euclid, Cleveland, Ohio. 2-18-2-C

Two of our Leaders.

Kodak

FINISHERS ENVELOPES

ARE you likely to need a new supply of delivery envelopes for this next Season's 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.



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

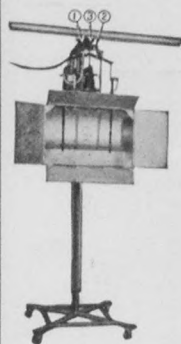
CRAMER

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



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

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.

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.

STRUSS PICTORIAL LENS AND KALOGEN

M'd by Fred'k W. Keasbey, Box 303,
 Morristown, N. J.

Free Trial Offer. Send for Booklet and Price List

New York
 Office
 22 East 30th St.

Great Britain,
 2 Roger Place,
 Skinner Lane
 Leeds

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



Prices Down Again!



Another price reduction—amounting to nearly 20% this time—is announced in the complete line of

Bausch & Lomb Tessars and Protars

The quality of these famous anastigmat lenses is on the same unvaryingly high plane as ever, but the prices are now back, in many numbers, nearly to their pre-war basis. While this reduction is scarcely yet warranted by production costs, we are glad to make it at this time in order to strengthen and stabilize the American market for these highest grade, American-made lenses.

This applies to our well-known Tessar Ic, (F:4.5), matchless speed and ideal portrait lens; Tessar IIb, (F:6.3), all-round anastigmat for hand cameras; Protar VIIa, truly convertible lens for the serious amateur and the commercial photographer; and Protars IV and V, standard wide angle lenses.

Write for our new price list and booklet, "What Lens Shall I Buy?" if you haven't already received a copy.

Bausch & Lomb Optical Co.

631 ST. PAUL STREET, ROCHESTER, N. Y.

NEW YORK

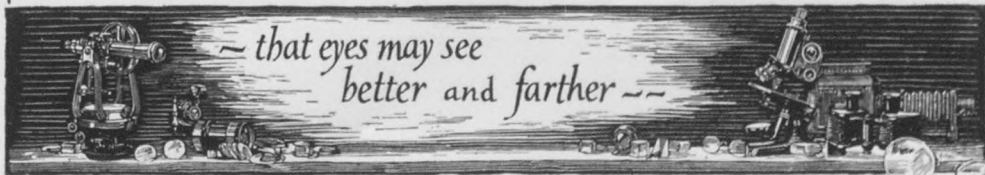
WASHINGTON

CHICAGO

SAN FRANCISCO

LONDON

Leading American Makers of Photographic Lenses, Microscopes, Projection Apparatus (Balopticons), Ophthalmic Lenses and Instruments, Photo-Micrographic Apparatus, Range-Finders and Gun-Sights for Army and Navy, Searchlight Reflectors, Stereo-Prism Binoculars, Magnifiers and Other High-Grade Optical Products.



— Tell the demonstrator, "I saw it in ABEL'S" —

The best possible print
is the print on

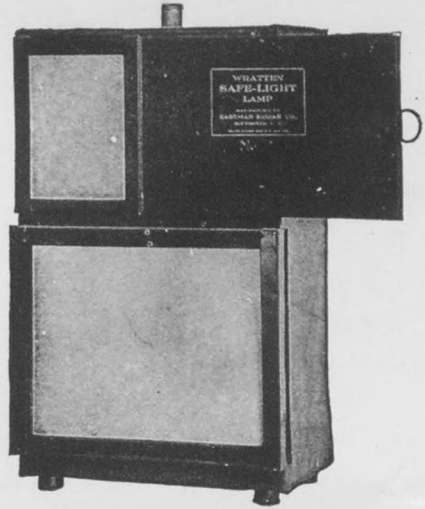
ARTURA

*The paper without a
disappointment*

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All Dealers'

*Clean, fog-free negatives
with ordinary materials,
with orthochromatic
materials or with pan-
chromatic materials
depend upon safe dark-
room illumination.*



WRATTEN SAFELIGHT LAMPS

Fitted with Wratten Safelights solve the problem. They offer ample safety at the same time giving a comfortable, indirect illumination that does not produce eye strain. You won't know the pleasure of good dark-room illumination until you have used a Wratten Safelight Lamp.

Wratten Safeligh Lamp No. 1	\$9.00
Do., No.2 without slide for white light	6.75
Series 1 Safelight for film or plates not color sensitive, 8 x 10	1.25
Series 2 Safelight for orthochromatic film or plates, 8 x 10	1.25
Series 3 Safelight for panchromatic film or plates, 8 x 10	1.25

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All Dealers'

Super-Speed

Work your shutter so fast that the subject can't move—short exposures are no longer underexposures. Super-Speed Film is all that the name implies—has greater speed than any other film or plate you have ever used.

EASTMAN PORTRAIT FILM

Super-Speed

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All Dealers'