ABEL'S PHOTOGRAPHIC WEEKLY

Vol. XXIX. No. 744 SATURDAY, MARCH 25, 1922 PRICE TEN CENTS $2.50 A YEAR

METEOR
FLASH POWDER

TESTED · METEOR · TESTED
CHEMICALS

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	3,260
Net Sales Through Dealers	117
Gross Mail Circulation	3,377

GUARANTEED NET PAID CIRCULATION **3,254**

(Professional Circulation Only)

WHEN IN DOUBT USE

HAMMER PLATES!

Fineness of silver, purity of chemicals and perfection of emulsion make them speedy, uniform and reliable and give them the lead over all other plates in the market.

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.

GRAF SUPER LENSES
THE UTMOST IN QUALITY

The Graf Variable

f:4.5 *f:3.8*

It eliminates retouching—
The only lens of its kind—
A lens with an adjustment for diffusion—from sharp to soft at full opening, AND NO HALO.

The Graf Optical Co.
South Bend, Indiana

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

Chicago Office, - Eugene Hutchinson
410 Michigan Avenue

GRAF SUPER LENSES

DESENSOL
(METEOR)

FOR

WHITE LIGHT DEVELOPMENT

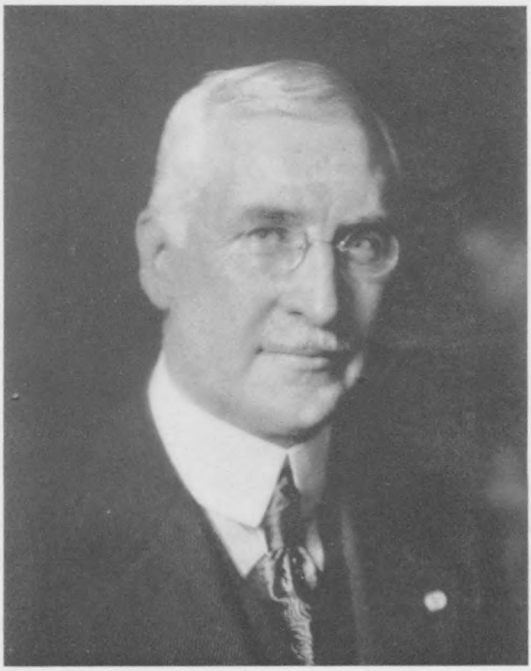
of plates and films—regular, ortho, panchromatic and autochrome. Develop at six feet from ordinary candle.

4 oz. bottle
at your dealer $ .50
by parcel post $ .65

DEPT.
JOHN G. MARSHALL
1754 Atlantic Ave. Brooklyn, N. Y.

———"Seek and ye shall find"—in ABEL'S———

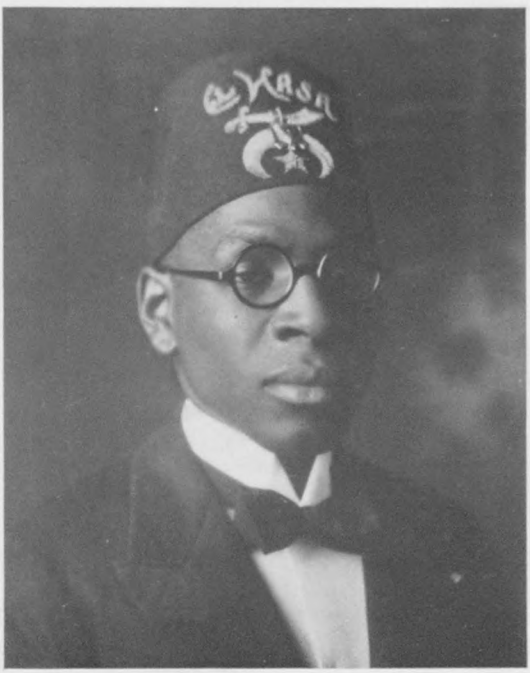
Special Supplement to Abel's Photographic Weekly
Vol. XXIX, No. 744, March 25, 1922
Series II, Sample Studies No. 17



By O. C. Craswell, Charlottetown, P. E. I., Can.



By W. G. Maxwell, Bedford, Iowa



By Allen E. Cole, Cleveland, Ohio



By Andre Coconis, Smyrna, Asia Minor

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. 744 SATURDAY, MARCH 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

PICTURES for the International Convention. We have received several inquiries the last few days as to the requirements for exhibiting pictures at the Kansas City Convention.

Vice-President Diehl, who is in charge of the exhibition department of the convention has asked us to make public the following simple instructions and as there seems to be unusual interest in the K. C. picture exhibit, we are giving this matter all the publicity we can by using it for our "front-page stuff" this week.

The first requirement is that every exhibitor—from this country and Canada—shall be a member of the P. A. of A. Ten dollars for owners and managers of studios and three dollars for employes.

Next, any member—active or associate—can send in as many pictures as he or she sees fit. Of course, there are reasonable limits to this.

Pictures must be mounted but *must not be framed.* Reason for this being that all pictures will be hung on Japanese matting as a background and frames are liable to be too heavy.

Packages containing pictures for exhibit purposes must be well packed, prepaid, have return postage inside (otherwise will be returned express collect) also addressed return label and must reach the Convention Hall at Kansas City, Mo., by April 26th at the latest. Pictures received after that date are liable to be left unexamined and unhung and those getting to K. C. after April 30th will have no chance at all of being exhibited. Better be an "early bird."

Packages should be addressed—V. P. Diehl, P. A. of A., Convention Hall, Kansas City, Mo. If addressed to any one else they are liable to go astray.

There will be no prizes, no blue ribbons and no awards of any kind given other than the Honor of having the picture or pictures hung. And this *will be* an Honor because every picture sent in will be reviewed by a Jury of Selection, consisting of Howard Beach of Buffalo, O. C. Conkling of St. Louis, and Carl Gist of St. Joseph, Mo. The Jury will decide on a certain standard of excellence and those pictures not coming up to that

required standard will be rejected and not shown at all. All the others will be hung. So it will be a very distinct Honor to have passed the Jury.

The Interstate Trophy—the only exception to this no-prize rule—will be awarded to the best collective exhibit of not less than forty pictures submitted by an amalgamated association. The Middle Atlantic States Association hold the Trophy at the present time, but they will have their work cut out to hold it for another year. Exhibits for the Trophy are being sent in by the Ohio-Michigan-Indiana, the Middle Atlantic States, the South-eastern, the South-western, and the Missouri Valley Associations. Possibly others may enter too.

The rules given above apply to portrait and pictorial work.

In the Commercial Section, the rules as to time of delivery, number of entries, etc., also hold good but the packages should be addressed to Howard Webster, P. A. of A., Convention Hall, Kansas City, Mo.

In this Section, not to exceed twenty blue ribbons will be awarded to as many photographs as the judges select as being the best shown. There will be *no classification* of commercial work as in previous years. Also there will be a Trophy Cup, given by ABEL'S PHOTOGRAPHIC WEEKLY, for the best collection of not less than six commercial photographs. Pictures entered for the cup are also eligible for blue ribbon honors.

This is all very simple and clear. V. P. Diehl is hoping for the greatest collection of pictures ever brought together. Let's hope his hopes come true.

My Photographic Reminiscences

(No. 11) ***Special To Abel's Photographic Weekly***

By F. DUNDAS TODD

HAVING got my wife and family settled down there naturally arose the problem of what to do next. The financial panic of May had slowed up all business activity, and things were becoming worse rather than better. I had seen the havoc caused by the financial crash in 1878 in Scotland when the City of Glasgow failed, but being a teacher had really no conception of what it meant to those engaged in industry. My salary then was just what it would have been in times of greater prosperity, consequently a depressed condition of commerce was nothing in my life. I remember standing at the window of Mr. Dow's office in The Tribune Building in the month of May watching the long queue that extended more than a block from a bank opposite, congratulating myself that the conditions were nothing to me, for I had no money excepting what was in my pocket, and had neither business nor job to worry about. The trouble would be all over in a few months everybody said, and that would be soon enough for me, so why should I worry. Years afterwards, I remember, I got out a rather good drawing advertisement which started out with "It's not what we know that bothers us, but what we don't know," but at this late date I am free to confess that the poet's line

"Where ignorance is bliss, 'tis folly to be wise"

is also true, for had I realized what I was to go through the first three years of my editorial career I would never had tackled the job.

So being happily ignorant of what it meant financially to conduct a photographic journal, I decided "The Beacon" was the best thing in sight for me, and made overtures accordingly to Mr. Dow. As I felt I was absolutely unfit to be the editor, my idea was to carry on Dr. Nicol in that capacity, while I would look after the business end. I set forth my ideas to Mr. Dow to which he listened very patiently, then to my very great surprise he was very loath to let me assume the ownership. He was exceedingly non-committal, and it was only after several discussions, and a great deal of hard thinking on my part, that I began to realize how reluctantly he considered selling to a greehorn what was virtually a dead horse on which I wanted to place my small capital, with in his estimation the

THIS week we are publishing number 115 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.

certainty of losing it. This episode pictures Mr. Dow as he was, a man with a noncommittal, slightly gruff manner, but with a kindly heart that strove to be not only absolutely fair to his fellow creature, but inclined to swing the balance a little in the other man's favor.

In the end he consented to let me make the venture, then he quietly proceeded to clear up the record. The original capital of the company had vanished years before, and he had paid all the shortage of publication out of his own pocket, a total of more thousands of dollars than anybody ever knew; notwithstanding this fact he called on the shareholders and bought up all their stock certificates at their face value. He was thus able to hand over to me a clear title to the property.

I did not like the name "Beacon" for it meant nothing in particular, furthermore there were published in Chicago two other journals with the same name, one of which I remember was a religious paper. I wanted the word photography in the title, and ultimately called the journal "The Photo-Beacon," a name I never liked on account of the abbreviated form, Photo, which offended my ears, but we all thought it advisable to hold on to the word Beacon for what little value might be in the name.

The moment the December issue of "The Beacon" was off the press I took hold. My first task was to clean up the subscription list, so I notified everyone of the supposed subscribers that his subscription had expired, and solicited a renewal. This move brought me quite a correspondence but mighty little money, for I quickly learned that quite a large number had not been paying regularly, in fact had got to the stage where they considered themselves privileged characters who are entitled to get the magazine for nothing, just to help it along! I could not see it that way so cleaned up ruthlessly, and by the end of March I discovered I had about fifty bona-fide subscribers, that is readers who paid for the magazine because they wanted to read it. I was rather annoyed to find how many people there are who devote their gray matter and time in striving to get something for nothing, and think themselves smart if only once in a while they get away with it.

On taking stock of the conditions, I found that the income from subscriptions and advertising would pay just about half of the printer's bill, so my immediate task was to expand the subscription list, and if possible increase the advertising, but the harder I strove the worse I made things, for the moment I said the word advertising it semed as if some manufacturers and dealers had been paying out money like automatons, but the moment the subject



The border effect in this advertisement is decidedly attractive. The spacing, too, is very good.

was mentioned they awoke from a trance, realizing that here was a chance to save a few dollars, so instead of increasing space, they cut it out entirely. Very speedily I realized the manufacturers did not consider they were drawing attention to their goods, they were handing out doles of five and ten dollars a month because it was the proper thing to do. Being rather weary of the same old matter in most of the advertisements, one day I wrote to most of my patrons and asked for a change of copy, but the outcome took my breath away, for the only replies I got consisted of requests to stop the ads. That little bit of enterprise cost me twenty-five per cent of my advertising income. I was surely sailing into an unknown sea, but I speedily learned to leave advertisers alone, for a while at least.

But I pushed hard in trying to get new subscribers. I sent out sample copies and circulars but these brought very little results. Very soon I learned the average American of those days was not addicted to reading, but he did love to talk. If he wanted to learn something he never dreamt of going to a book store and buying a book on the subject as a Briton would do, instead he wandered 'round asking questions until he found the answer to the one point that troubled him; then found his education was complete so far as that phase of the matter was concerned. The better I got acquainted with the average American, the more I wondered how men knowing so little could do so much. They were surely marvels of ingenuity in practical things, but desperately ignorant of principles. Bit by bit I began to realize how much the climate affected the mainsprings of the mind, how in the six months of summer, the physical relaxation totally unfits one for continuous mental application in the evening, as one swelters in the heat on the open porch where the hum of the mosquito is heard in the land, and one's only exercise is the vindictive slap that terminates a singer's career.

As the years rolled by I learned there was just one moment to hustle for subscriptions, and that was when the first cool wave swept over the continent in the last week of October, driving the denizens of the porches to the house. The immediate problem naturally was, what to do to kill time and at that critical instant my advertising matter was shot into the mails to thousands of people interested in photography, evoking an immediate and generous response. If the matter had gone out a week sooner or two weeks later the returns would not have paid for the price of the postage stamps. So everything was ready by the end of September, and each morning I scanned the weatherman's forecasts for the first hint of the cool wave which usually arrived in Chicago about the twentieth of October, then the moment it hit out went the matter to the west, then the middle states, then to the east, keeping time with its development.

It is often pretty hard to tell when a man is working and when he is not. My whole policy of advertising for subscriptions was worked out one July on the golf links when to all appearances I was practising special shots all by my lonesome or watching the bob-o-links in the marsh. In my own way I was reviewing all my past efforts, classifying them under various headings, comparing my failures which were many with my successes which were few, until I could put my finger definitely on the reason of every success, then grouped these and went ahead. From that time on I spent every year ten per cent of my gross receipts on advertising, and it paid.

"Twenty Pictures for a Quarter"

Editor ABEL'S WEEKLY:

Dear Sir:—

I NOTICE your Weekly advocates what I have always believed in—that a professional photographer should keep his prices up as well as the quality of his work. But we have a photographer here, who evidently thinks differently. Every time business gets a little dull he cuts prices and his advertising—what little he does—is along the line of how much cheaper he can make photographs than the other fellow. He should know better by this time, as he has been in the photograph business at least thirty years and I doubt if he has any more of the world's goods to his name now than when he started. Here lately, this photographer has gone himself one better. He is now and has been for two weeks or more, making "penny pictures"—five positions or poses. Twenty pictures for twenty-five cents. Can you beat it?

How would you meet such competition? I haven't been paying any attention to him; kept my prices up, and I hardly ever make any photographs less than $5.00 per dozen, but while he is hurting himself far more than me, he is bound to hurt the photograph business in general to a certain extent in town here.

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 March. 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 still appears to be very much depressed. Collections are hard and photographers are not discounting their bills. A change for the better is hardly to be expected for at least sixty days. There has been a rather dry winter down in this section, and that has affected the trade usually to be expected from the farmers.

Maryland and Southern Atlantic States:

Due to climatic conditions in various portions of this territory, business has been somewhat slow. However, the spring season is opening up, and feeling is very optimistic as to the future.

New York City:

Business appears to be fairly good, and taking into consideration the prevailing conditions all over the country together with the gradual decline in prices, the showing here has been very satisfactory. A good year is looked for.

Texas:

Business during February was very dull on account of extremely bad weather, but the rains have benefited the country very much and prospects look somewhat brighter although no big business is expected by the wholesale trade before Fall. Collections are still very poor, with quite a few failures.

Minneapolis and Northwest:

Business conditions in the northwest have not improved greatly, but the better tone which seems to be prevalent generally throughout the United States is also noted in this territory. Because of last year's crop conditions there can be no improvement in a spottedly large territory until the 1922 crop is proven abundant.

Georgia and the Carolinas:

There seems to be a general improvement over the entire territory. It shows that the south is gradually and in a slow and sure way returning to normal. Our conclusion is that the fellow who is going after the business is getting it. As everyone by now seems fully aware of this situation they are all digging for business, which evidently accounts for the gradual improvement.

Missouri and Middle West:

Conditions with the photographers are not at the present time very encouraging. The extended drouth, especially in the west and southwest, has hurt general conditions. The feeling is that this is only temporary and good rains which are sure to come soon will be of great help. Wheat, corn and other farm produce have considerably strengthened in price, and with average moisture conditions for business will be good for the spring and summer.

'Tis Here-Maybe



F. W. Schneider, Green Bay, Wis., veteran professional, died at his home on March first, from a paralytic stroke. He was 68 years old, and well known in the profession. His son, Alvin Schneider, has been operating the Green Bay studio for some years.

E. M. Martin, Logan, Ohio, was nearly burned out the other day, when fire broke out in the store below his studio. Efficient fire fighting from the rear door of his studio down through a skylight saved the day.

C. Essenhigh Corke, well known British professional and long-time writer on photographic topics in the British photographic magazines, died on February 21st, in his seventieth year.

Once again we receive a new edition of "Hammer's Little Book" on negative making and formulae, but this time the little book has grown quite decidedly. Exposure tables, discussions of different plate troubles, and a considerable number of tried and tested formulae, make up the contents, and we rec-



EXPRESSION GETTER PUP

Has every antic of a puppy and to any one a few feet away appears absolutely lifelike.

Instantly draws the attention and smile of the baby and grown-ups.

Made for the exclusive use of the Photographic Trade.

DEALERS ATTENTION!

As an advertising novelty and Big Business Booster, this EXPRESSION GETTER has put all others in the background.

Stamped prominently with your compliments and firm name it will appeal to your customers, the photographers, and open the field for more orders and better business.

Sample $1.00 Post Paid. Gross price on request.



W. D. MILLER

Mfgr. Toys and Novelties

Conroy Building *San Antonio, Texas*

ommend that every reader obtain a copy. Sent gratis by the Hammer Dry Plate Co., St. Louis, Mo., if you mention Abel's.

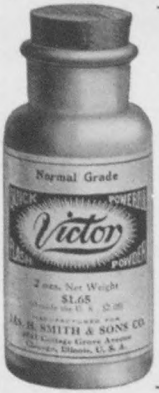
O. N. Pruitt, a student of the I. C. P. in 1915, who has been conducting a studio at Newton, Miss., since that time, recently bought out the Hoffmeister Studio at Columbus, Miss., and is now operating the new place.

The ground-floor store at the southwest corner of Madison Avenue and 45th Street has been leased to the Eastman Kodak Company for twenty-one years at a total rental of $1,250,000—an average of $60,000 a year—for their first retail store in this country.

This Week's Supplement

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

THE portrait of a man by O. C. Craswell, Charlottetown, P. E. I., has too much direct light and is not well balanced. The outline of the head on the light side is too pronounced and the background is without any particular meaning. The figure is placed too much in the center. The expression is pleasing.



INTERIORS INACCESSIBLE TO DAYLIGHT

Hold no photographic drawbacks
when you have a box of

Victor Flash Powder

in your outfit
It supplies, *in any location, instantaneous* exposure light of *any desired volume*

YOUR DEALER SELLS AND RECOMMENDS IT

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

Favor the advertised products—their makers are responsible

Depth is the quality which distinguishes the rich tone of the print on

ARTURA

The paper without a disappointment

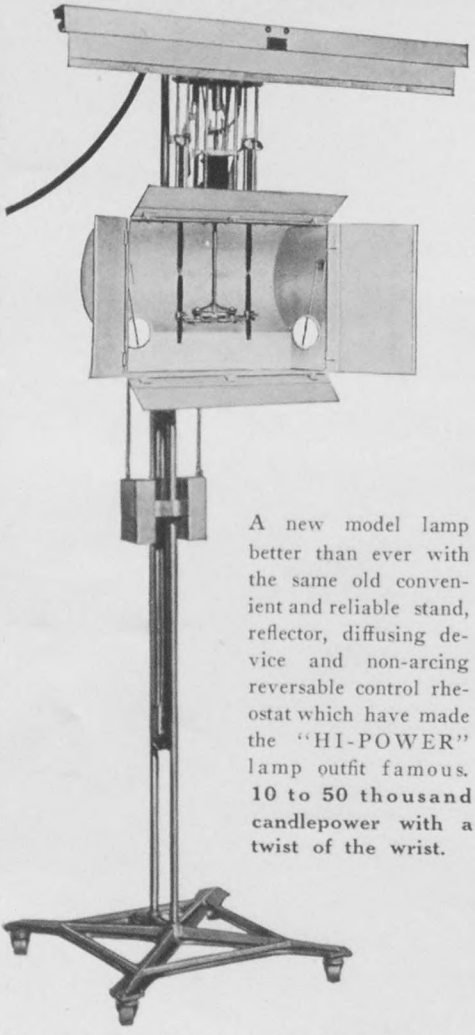
EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All Dealers'

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

The Perkins "Hi-Power" Twin Arc Lamp

"THE LIGHT THAT NEVER FAILS"



A new model lamp better than ever with the same old convenient and reliable stand, reflector, diffusing device and non-arcing reversable control rheostat which have made the "HI-POWER" lamp outfit famous. **10 to 50 thousand candlepower with a twist of the wrist.**

Let us tell you more about this improved model with the five distinctive features of light control including the new adjustable diffusing discs for low-keyed lightings. *See this new model at your dealers.*

Write for "More Light On The Subject"

The Photogenic Machine Co.

512 Andrews Ave. Youngstown, Ohio

The head of a man by Allen E. Cole, Cleveland, Ohio, should have a little more front light and considerably more exposure. The spacing is subject to the same criticism as the portrait by Mr. Craswell. The background would be more effective without the light spots and would lend more dignity to the portrait.

The photograph of a man by W. G. Maxwell, Bedford, Iowa, although too large a head, is well spaced, with excellent flesh values. A little less retouching would greatly improve it. The background should be reversed.

The head by Andre Coconis, Smyrna, Asia Minor, lacks transparency in the shadows, in other words, it is under-exposed The light is too direct, causing halation, with little detail in the whites. Otherwise it is well spaced and the thoughtful expression is exceptionally pleasing.

RETOUCHING

High class retouching. Russell & Russell, now located at 502 So. 2nd St., Evansville, Ind. 3-11-4

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

COLORING. RETOUCHING. AIRBRUSH WORK AND MINIATURES. PROMPT SERVICE. Babette Johannesburg, 2258 Euclid Ave., Cleveland, Ohio. 3-11-TF-E. O. W.-C

Retouching—Expert retouching in large or small quantities. Prices right. Want to purchase an old time portrait lens 8x10; also camera and stand. G. C. Norton, 113 9th Ave., Schenectady, N. Y. 3-25-1-C

STUDIOS FOR SALE

For Sale—Studio in county seat town of southern Minnesota. Branch eleven miles away. Write if you mean business to G-2, care of this journal. 3-18-2

For Sale—Leading studio in British Columbia. The biggest business in the Province. Showing big profits, our books open to your inspection. We are the only "wet" spot on the American continent, business therefore booming. S-4, care of this journal. 3-11-3

For Sale—Leading studio in a progressive city of 25,000 with as many people to draw from. Last year's business over $10,000. Will sell for inventory, as owner has other business to look after. This studio has been established over two years and will stand investigation. Sykes Studio, Appleton, Wis. 3-18-2

For Sale—Live studio in one of the best towns in Wisconsin. Ground floor, reasonable rent, on good street. Did $15,000 last year. With favorable business conditions does twenty thousand and over. High grade commercial and portrait work with kodak finishing. This place is fully equipped and stocked, also newly decorated. No place for an amateur but one where a live photographer can make real money. Price $7,000, which is inventory value only. Terms to man who can furnish references as to capability and honesty. For full particulars write W. D. Sydney, Kenosha, Wis. 3-25-TF

FOR SALE—Modern studio, new equipment, in town of 2,000. No competition. Will sell by invoice. Cash. Write Photo Shop, 609 E. 2nd St., Madrid, Iowa. 3-25-1-C

DEFENDER
PHOTOGRAPHIC PAPER PRODUCTS

Professional Defender

for Portraiture in Black Tones or Sepia

Commercial Defender

for Commercial Photography Finishing and all work involving 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

—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—Small studio in good Indiana town. Good lease, modern building, steam heat. $500.00 for quick sale. R-3, care of this journal. 3-25-1

For Sale—A splendid studio in a fine university city. Good equipment; large skylight; good business. Write or wire for particulars. Eggan Studio, Moscow, Idaho. 3-25-2-C

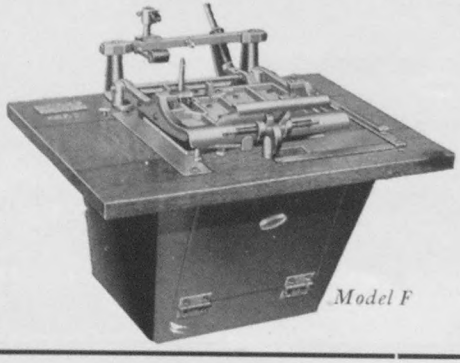
This business has made me rich. Owing to ill-health I can no longer handle it myself. A reliable young man will find a real opportunity here and a chance eventually to own a fine business. R-2, care of this journal. 3-25-1-C

For Sale—Established photo studio in city of 75,000 population in eastern New York State. Well equipped with lenses, cameras, etc. Daylight and electric systems of lighting. Mahogany furniture. Best location in city. $3,000.00 yearly profits above expenses. Price of studio $1,500.00 cash. Address S. C. Austin, Box 32, Canajoharie, N. Y. 3-25-1-C

A LIVE ONE. A studio located in the heart of the business section of the best city in Ohio, doing a business of twenty thousand a year and still growing, in fact could easily be doubled. This studio can be paid for out of the profits of the first years business. The chance of a lifetime for a good live wire photographer. *The business is established,* a process in itself that breaks a great many in building a business for themselves. The studio is also completely equipped with every modern device for doing all classes of work. Opportunity knocks at the door of everyone at least once in a lifetime—this is your opportunity, grab it before *some live wire beats you to it.* Address Box C-1, care of this journal. 3-25-1-C

MISCELLANEOUS

I would buy an 8x10 or 6½x8½ F/4.5 portrait lens. Also an 8x10 view camera and wide angle lens. State lowest figures. Leon, 176 Victoria Ave., Hampton, Va. 3-25-1-C



Model F

Kodak Finishers—Attention!

Speed with Efficiency means
USE THE SPEED PRINTER

MODEL F now priced at
$80.00 f. o. b. Factory

Send for Circular

SPECIALTY MFG. CO.
83 Columbia Street
SEATTLE : : : WASHINGTON



HALOID PORTRAYA

for PORTRAITS *of* DISTINCTION

three grades of unusual merit:

Art Canvas—a rough, buff, of bold and rugged character

Old Ivory—a velvet-smooth stock, of "old ivory" tint.

Texta—a very thin paper, with delicate, velvet-like surface

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 Photographic Profession is fast learning that

METAGOL, "CIBA"

produces richer, warmer tones, has 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 MARK REGISTERED

CIBA COMPANY
INCORPORATED
Cedar and Washington Streets
New York City

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

FOR SALE—Fast growing kodak finishing business with about half the work coming from agencies. Have Eastman agency and fine storeroom for selling. Also handle easel frames, moulding, albums, pictures, stationery, and greeting cards. So much overtime and inside work is affecting my health so I have plans for an outdoor business and will sell this camera shop at invoice, which comes to a little over $3000.00. (Modern equipment.) Am forced to move and have a much better location which I am fixing up to move into the last of March. Receipts for 1920 were $6800.00 and 1921 were $8,950.00 and this year should go much higher as I have several new agencies and more can be had by going after them. The Middleswart Camera Shop, Piqua, Ohio. 3-25-1-C

Am interested in buying medium-size studio catering to fairly good class and doing business up to $10,000.00 a year. Eastern location, preferably Newark, N. J. Business transaction confidential if desired. F-3, care of this journal. 3-25-1-C

For Sale—Ford transient laboratory, living room in connection. Motor and whole outfit in fine condition. A bargain and real money maker. Address Haney Bros., North Vernon, Ind. 3-25-1-C

FOR SALE—For one dollar we will mail you: Complete plans for building our electric studio flash cabinet; operates with camera shutter, guaranteed never to miss a shot. Better than any $150.00 machine on the market. Will also include plans for making the Da-Li-Co-Print Beveler; new film tank formulae; and how to save $500.00 or more per year on your supply bills. Money back if not satisfied. DA-LI-CO- Company, St. Peter, Minn. 3-18-4-C

Publicity and sales promoter for photographers wishes to hear from studios willing to run speculative coupon. Will show you how to "raise 'em." Would manage front end on percentage basis. Best references for ability and reliability. M-12, care of this journal. 3-25-1-C

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

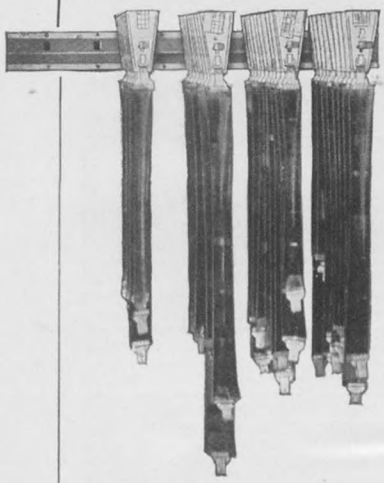
THAYER & CHANDLER 913 West VanBuren Street CHICAGO - - ILLINOIS

Handling the Summer Rush

on the

Winter Pay-Roll

PA-KO
Multiple
Roll Hanger



10 ROLLS handled with the labor of one—you get ten-fold speed with PA-KO *Multiple* Roll Hangers.

No sorting necessary—each order is carried with the corresponding film all through the finishing processes.

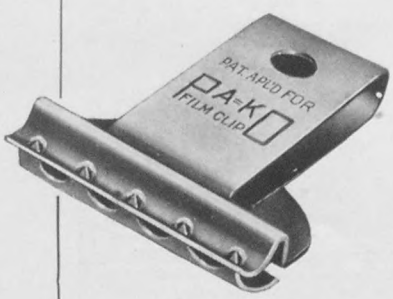
Films are in close formation (1 inch apart) for developing, fixing and washing. One simple movement extends them two inches apart for drying.

PA-KO *Multiple* Roll Hangers are made to fit all sizes and styles of tanks. You use them with your present equipment.

Order a trial set and watch your capacity increase without affecting your payroll. Profits rise accordingly.

No. 10 PA-KO *Multiple* Roll Hanger (10 units, for 12" tank) $4.00. Write to your Supply House for information and prices.

PA-KO
Film Clips



Attach quicker—wide opening jaws.

Do not mutilate film—jaws grip margin only.

Cannot tear out—the 2" jaw grips firmly and evenly.

Put PA-KO Film Clips on your Staff of Producers. They'll help you make money.

Per Gross - - - $12.00

Order through your Supply House.

PA-KO CORPORATION

MINNNEAPOLIS MINNESOTA

CLASSIFIED ADVERTISING

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

SITUATION WANTED: Under 30 words, one insertion free. Additional words, 2c each. Extra insertions, 2c per word. No advertisement less than 50c.
HELP WANTED: 3c per word. No advertisement less than 75c.
MISCELLANEOUS and RETOUCHING: 3c per word. No advertisement less than 75c.
STUDIOS FOR SALE: 5c per word. No advertisement less than $1.00.
ANSWERS IN OUR CARE: 10c extra for Each Insertion.

FOR RENT

For Rent—Studio on Main Street, Fairmont, Minnesota, county seat of 5000. Studio occupied for thirty-five years. Possession immediately. Flo Studio, Fairmont, Minn. 3-4-TF

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 immediately. Solomon Levitan, The Commercial National Bank, Madison, Wisconsin. 1-14-TF

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 employes fail to accord this courtesy to employers.

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

Situation Wanted—Married man with twelve years experience as operator and finisher in professional and amateur work, commercial and viewing. G. H. C., c/o Simpkinson & Miller, 433 Elm St., Cincinnati, Ohio. 3-25-1

Position wanted by a young man, all-around workman, as an operator April 1st. Can also retouch and am proficient in finishing. Have had considerable experience at reception work. Can furnish reference. Prefer New York or States adjoining. Address C. F. S., c/o Swan Studio, 485 Main St., Buffalo, N. Y. 3-25-2-C

P. H. KANTRO
St. Louis, Mo. P. O. Box 847
Highest prices paid for your Old Negative Glass and Film
SEND FOR PRICE LIST

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—The services of general all-around assistant, except operating. Can operate in a pinch. Salary $25.00 per week. References. H. B. Kirkham, Burlington, Kansas. 3-25-2-C

Wanted position as receptionist. Have had several years of experience and can give best of references. Mrs. George Murdock, 1895 E. 101st St., Cleveland, Ohio. 3-25-4-C

Position wanted by first class retoucher and expert etcher. Can operate but do not wish to print. Please state salary in first letter. Address B-2, care of this journal. 3-25-3-C

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—Retoucher, background worker. One able to operate preferred. Frank Moore, Bulkley Bldg., Cleveland, Ohio. 3-18-2

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—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—Amateur finisher and all-around photographer to assist in studio and art shop. State salary and experience in first letter. Nordin's Art Shop, Wellsville, N. Y. 3-25-2-C

Wanted—First class operator and retoucher. One who can etch and use air brush. Splendid opportunity to man of ability. Address S-1, care of this journal. 3-25-2



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

The only thing certain about March weather

is its uncertainty

BEAUTIFUL days, blustery days —days of sunshine and days of lowering skies — summer, winter, spring, fall—all crowded helter-skelter into one month.

But uncertain as the weather may be—changeable as may be the light conditions

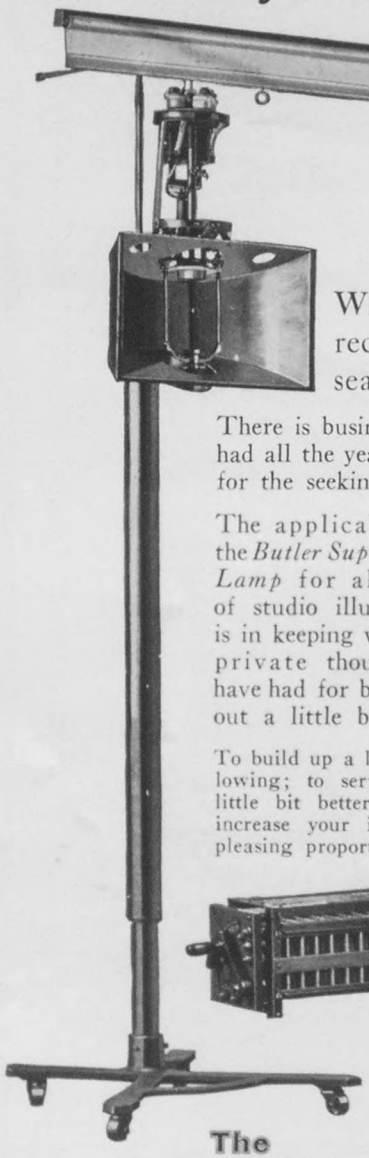
CRAMER
HI-SPEED PLATES

will protect the portrait photographer against uncertain results, remove the risk of under exposures and insure uniform success on bright days and dark days alike.

G. CRAMER
DRY PLATE COMPANY

NEW YORK – ST. LOUIS CHICAGO

Buy The Butler and You Buy The Best



Why recognize seasons?

There is business to be had all the year 'round for the seeking.

The applicability of the *Butler Super-Power Lamp* for all forms of studio illumination is in keeping with that private thought you have had for branching out a little bit more!

To build up a larger following; to serve just a little bit better; and to increase your income in pleasing proportion.

The BUTLER SUPER-POWER LAMP

"Superlative to Daylight"

"Write for descriptive circular"

The BUTLER-SANKER Co.

Manufacturers

321 Frankfort Ave. Cleveland, Ohio

SPL KALOGEN

Put *yourself*, into your pictures—use the STRUSS PICTORIAL LENS as a means of individual expression. To standardize your results send 50c, $1.25 or $2.00 for a 3 oz. 8 oz. or 16 oz. trial bottle of KALOGEN. The amount you remit will be credited on your first order for a gallon carboy at $9.00. Buy it in bulk and figure the economy. Kalogen is a universal liquid developer so highly concentrated that it can be used 1—25 or 50 in tray or open and closed tanks. The SPL and KALOGEN are both produced by

FRED'K W. KEASBEY

Box 303 Morristown, N. J.
New York Office, 22 East 30th St.

ENLARGEMENTS

Send us your old faded pictures, tintypes, or negatives, and let us make you enlargements from them.

LIKENESS GUARANTEED. We make tint borders, sepias, water colors, oil colors, air brush work, imperishable portrait miniatures, prints on canvas, also convex portraits at popular prices.

Separate photos copied and skillfully regrouped into one picture. We also handle frames. *Write for prices.*

Obis & Matusek Art Photo Shop
68 W. Washington St., Chicago, Ill.

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.

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.



New Plastigmat Portrait Lens For Impressionistic Work

THIS new Bausch & Lomb lens will be welcomed by all studio artists, since it eliminates the defects of the so-called "soft focus" lenses previously offered. It is marked by the following distinctive features:

1 Produces chemically soft negatives, eliminating 90% of retouching;

2 Gives desired results at full opening of lens;

3 High lights do not clog;

4 Detail is preserved in deepest shadows with almost total absence of so-called "double lines";

5 You get on the negative exactly what you see on the ground glass.

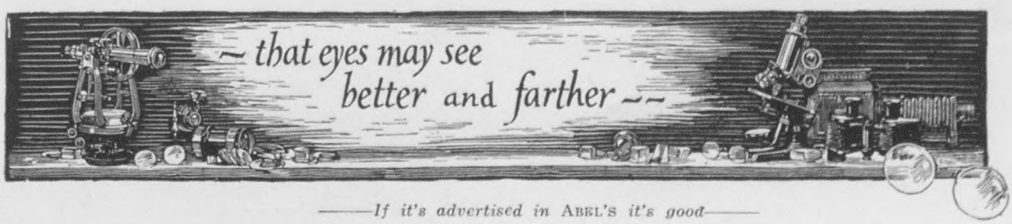
These features are the findings of experienced and unbiased photographers who have given the Plastigmat a thorough trial in their studios.

Bausch & Lomb Optical Company

631 St. Paul Street **Rochester, N. Y.**

New York **Washington** **Chicago** **San Francisco** **London**

Leading American Makers of Microscopes, Projection Lanterns (Balopticons), Photographic and Ophthalmic Lenses, Stereo-Prism Binoculars, Range Finders, Gun-Sights, Searchlight Projectors and other High-Grade Optical Products





for

High Speed Photography

GOERZ-
"DOGMAR"
Anastigmat

F:4.5 *F:5.5*

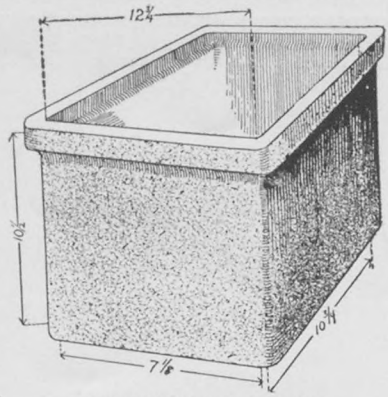
This is the ultimate high speed lens for the commercial photographer, either for outdoor use or for home portraiture. In the larger sizes it is ideal for portraiture.

Its freedom from coma gives its images a sparkle and brilliancy. There is no danger of making flat or fogged negatives when used at full speed.

Ask your dealer to allow you to examine the "Dogmar"

GOERZ

C.P. GOERZ AMERICAN OPTICAL CO.
317L EAST 34TH STREET
NEW YORK CITY



SOMETHING NEW!

Permanent—Noncorroding—Acid Proof

STONEWARE TANKS

5x7 and 8x10

For EASTMAN FILM DEVELOPING HANGERS and CORE RACKS

Size No. 1—Holds 24 5x7 Racks or Hangers..... **$6.30**

Size No. 2—Holds 12 8x10 or 20 5x7 Racks or Hangers..... **$17.20**

Not Mailable : : Send for our Bulletin

WILLOUGHBY

110 West 32nd Street NEW YORK

Aukerman
Silver Recovery Units

—for working fixing baths.

The only device known that can transmute your silver waste into pure metallic bullion 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.

LARES MASTER PROJECTION PRINTER



PATENTED

IMPROVED MODEL

COPIES,
REDUCES and
ENLARGES

PRINTS TINTED BORDERS AT THE SAME OPERATION WHEN THE PRINT IS MADE. FOR MAKING LANTERN SLIDES AND TRANSPARENCIES, IT'S JUST THE THING.

TAKES NEGATIVES FROM THE SMALLEST TO 8x10 SIZE INCLUSIVE.

Should be part of the equipment of every studio finishing 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 $394.50

Atlantic Photo Supply Co.

319 N. Howard St. SOLE DISTRIBUTORS Baltimore, Md.

OR THROUGH YOUR DEALER

The final and perfecting step in the difficult and involved process of refining coal tar developers produces monomethyl paramidophenol sulphate. This chemical in its purest possible form is made in our own laboratories.

We call it

ELON

Order it by this name and be sure of the quality of your results

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All Dealers'

Make the large print on

EASTMAN PORTRAIT BROMIDE

Portrait Bromide is not a commercial Bromide paper such as is suited to general enlarging but a special paper of special quality that will produce the best possible large print from a portrait negative.

The surfaces are pleasing, the tone is rich and the re-developed prints are of a beautiful carbon-brown color.

D White Rough Matte
D White Rough Lustre
E Buff Rough Matte
E Buff Rough Lustre

For better portrait prints

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All Dealers'

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

THE thousands of professional photographers who pin their faith to Portrait Film are not raw beginners who have never used anything else. They are experienced workers who had used glass plates for years before Film came on the market. They had done good work with glass plates—they were thoroughly familiar with plates—and yet they deliberately gave them up in favor of Portrait Film. Why?

Compare the pictures they are making now with those they made in their glass plate days, and you will see that they had sound reason for making the change.

EASTMAN
PORTRAIT FILM

Par Speed Super Speed

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All Dealers'