

ABEL'S PHOTOGRAPHIC WEEKLY

Vol. XXX. No. 760

SATURDAY, JULY 15, 1922

PRICE TEN CENTS
\$2.50 A YEAR

JULY \$50.00 PRIZE COMPETITION OPEN TO ALL

Picture must be taken
with METEOR Flash
Powder or Cartridges.



Pictures must have been
taken prior to June 15,
1922. Closing date Sept.
1, 1922.

Meteor Flash Powder

JOHN G. MARSHALL

1754 Atlantic Avenue

Brooklyn, N. Y.

Gross Circulation..... 3,309
Net Sales Through Dealers..... 110
Gross Mail Circulation..... 3,419

GUARANTEED
NET PAID
CIRCULATION

3,310

(Professional Circulation Only)

HAMMER PLATES

are dependable under the most trying conditions of heat and humidity.

They develop quickly with firm, tough films and cannot be excelled.

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 Avenue and Miami St. - St. Louis, Mo.

Send for Hammer's little book, "A Short Talk on Negative Making" (10th Edition) just off the press



Loaded—with pure silver, and the bath saved!

**"——IF YOU'RE BUSY,
this form will save you some
time in making that inquiry
about Aukerman Silver Recov-
ery Units——"**

Just sign here.....

with street.....

and town.....

and put it in the next mail.

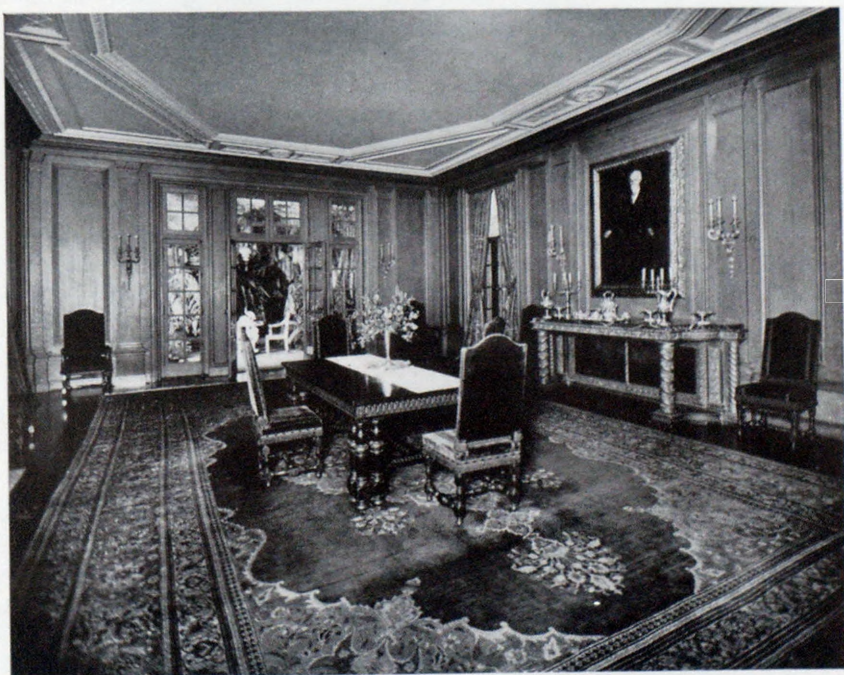
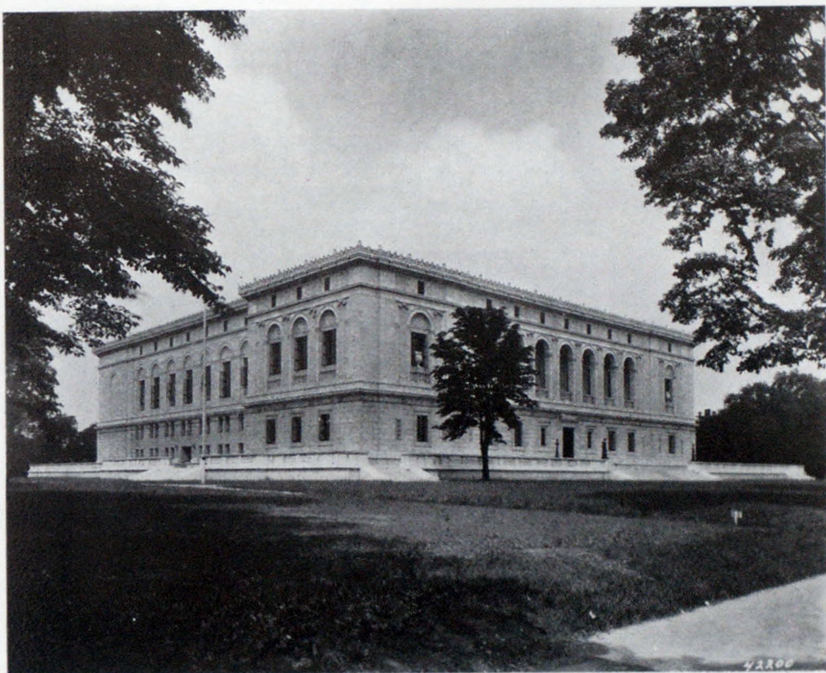
*Descriptive matter showing you how we
"save the bath and the silver too" will be
sent promptly.*

The N. B. Aukerman Company

325-6 Caxton Building

Cleveland, Ohio

Special Supplement to Abel's Photographic Weekly
Vol. XXX, No. 760, July 15, 1922
Series III, Commercial Studies No. 1



Photographs by the Kaufmann & Fabry Company, Chicago, Ill.

ABEL'S PHOTOGRAPHIC WEEKLY

A JOURNAL FOR THE PROFESSIONAL PHOTOGRAPHER

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

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PRICE TEN CENTS
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SUBSCRIPTION RATES: \$2.50 per year in advance, in all parts of the world. Subscriptions taken by photographic supply houses and recognized subscription agencies everywhere.

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

171 DAYS to Christmas. Business seems to be decidedly on the up-trend and traveling men and dealers are almost optimistic. The coming fall should find studios really busy again so once more we make the time-worn suggestion that the summer months be used to putting the studio and apparatus in first class shape, and to making systematic plans for getting a full share of the public's money next winter. The reason so many advertising plans go astray or are unproductive is that they are the result of some quickly taken up notion that a little publicity might help out. Big concerns that advertise nationally prepare their plans months ahead and have every contingency taken care of. They plan to spend just so much money and not another cent, whatever the inducements offered. They plan on known advertising facts and do not guess. Of course, the psychology of the public mind is one contingency that cannot be figured out in advance but that is the only gamble in the whole proposition. A small campaign should be given just as much attention and thought, even if it is only a couple of hundred dollars a month or for the season, or a couple of letters or circulars. Right now is none too early to begin thinking how to induce the public to have their Christmas pictures made in October and November instead of the last moment.

Maybe, too, the National advertising campaign will be under way by the fall. If it is and you fail to connect up locally with the National advertising and let some other photographer reap the benefits, you will have only yourself to blame.

A **AMERICAN Photography Abroad.** The British public and British photographers are having an unusual opportunity this year to see what kind of photography prevails on this side of the herring-pond. First, there was a purely American exhibit at the London Photographic Fair, and the British journals have been full of notices concerning it: Friend Free of Davenport won the valuable cup that was offered for the best exhibit. Now there is a splendid collection of sixty masterpieces by Pirie MacDonald, photographer-of-men-only, at the rooms of the Royal Photo-

graphic Society of Great Britain and at the Fall Congress of the Professional Photographers' Association of Great Britain and Ireland there will be a fine collection of portraiture selected from the pictures shown at the Kansas City Convention. A regular American invasion. We have always maintained that the average American portraiture outranked the average of portraiture abroad, but that the leaders abroad were easily as good as our own leaders and sometimes better. We wonder if foreign critics will sustain us in this opinion after seeing all the pictures that have traveled across this year.

My Photographic Reminiscences

(No. 19) *Special to Abel's Photographic Weekly*

By F. DUNDAS TODD

TO understand James Inglis one would need to be not only a Scotsman but a native of that part of Scotland where he was born and where his ancestors had lived for many generations. Notwithstanding its small size Great Britain has within its bounds many diversified races which by intermarriage are gradually blending with each other, especially in the large cities, but much slower in the rural regions. The earliest races were seemingly driven by the Celtic invaders into remote regions such as South Wales and south western Ireland, these being non-mechanical, non-scientific, but highly emotional, a fact which explains a great deal. In its turn the Celtic stock was pushed into the mountain regions by the Angles and the Saxons. It would seem that the Angles made lodgment chiefly in the south of Scotland and the north of England as least as far south as Derbyshire. The Saxons located themselves more in the south-east of the island.

It is the Anglian stock that controls the great manufacturing industries of the lowlands of Scotland and the north of England, while it also has produced great administrators, poets, novelists and scientists. As a rule it is a liberty loving race and has had many contests with the Celtic stock to the north and west of it whose members are eager to devise new moral standards and thrust them down the throat of all and sundry. Thus does race instinct manifest itself.

His very name suggests the blood in James Inglis, for it is simply a corruption of English, that is Angle-ish. Physically and mentally he was true to the type. In stature he towered fully six feet in height, and was built in magnificent proportion, with a head like a great lion. Mentally he was just as big with remarkable ability for logical reasoning, in fact only once in

my life have I been closely associated with one possessing as fine a reasoning brain, and he was born not over a dozen miles from the birth place of James Inglis. The one man became a famous lawyer, the other was a photographer without financial success, but the names of both will linger for many years in their respective professions.

Ordinary acquaintanceship with James Inglis would tempt one to believe that here also was a man who would thrust his doctrine down the throats of all others, but this was not so, for he was honest as the day not only with his fellow men but, more important, with himself. Not so very long before his death I remarked to him that it must be fine to have such a logical mind, but he said with a sad touch in his voice, "Not so, I often think it is a great affliction. Logic is nothing, the great thing is judgment,—the choosing of sound premises is an act of judgment,—too often you have no proof, cannot have proof, of their validity, hence if you judge wrongly a clear logical mind will hold you to the consequences until you hit a wall that proves your judgment was wrong. Too often it takes years before you get to the wall, and you find you have been wasting your time. An ordinary mind soon tires of its conclusions so switches to something else, probably getting nowhere too, but having lots of variety. Too often have I accepted wrong premises and paid the price. Sometimes I wish I could trade my logical instinct for better judgment, then as I measure up against other men and realize their weaknesses, I am inclined to feel that maybe I am better off as I am."

Another day we were talking about some rather nasty thing that had happened and which had aroused the indignation of the community, and he said, "The old theory

THIS week we are publishing number 131 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.

was right, accept the gospel of Jesus Christ or die; were I king I would order every atheist to be shot." "Would you do the shooting, James?" "He laughed outright." "No I could not kill a mouse, but killing a man and ordering him to be killed are two different things. If men who ordered others to be hung had to do the hanging, very few people would be executed."

Not long after he attained manhood James Inglis exercising his judgment accepted the Bible to be what is claimed for it, a revelation from God to man, and having done so his logical mind accepted all the conclusions and adhered to all the consequences. When God was quoted as saying that the seed of Abraham was to have certain privileges for ever, it meant just that, no more, no less, and you could not wriggle out of the fact that apparently they were not enjoying these privileges by saying that God had changed his mind and had switched the promises to the Gentiles who had accepted the gospel of Jesus Christ, because the descendants of Abraham would not live up to the conditions, and so

had disappointed Him. God is omnipotent, unchangeable, and sees the end from the beginning, and that is all there is to it. There are the premises I accept, here are the consequent conclusions. Other Christians may shilly-shally all they want to, but I will not.

Most naturally he accepted the theory that all the promises made to Israel were being kept today as always, therefore the only problem was to find Israel, better known as the Lost Ten Tribes of Israel, and so he became a firm believer in the theory that the Anglo-Saxon race comprehended the descendants of the lost tribes, and that all the prophecies were being literally fulfilled in them. He got me interested in the subject, and I had a most delightful time for four years in following it up, for I found it fascinating, extremely so. I was always looking for flaws in the argument and whenever I found one I would get right after him. I would state my proposition, then he would walk to his desk, pick up the Bible, find the text that answered my problem, and tell me to read that. One day

Photo Insurance

WHAT DOES IT MEAN?

If you met with an accident TODAY? Have you a good
PHOTO of yourself?

Think it over and be photographed at once by

DARRAGH

Who Makes Particular Photos for Particular People

(Successor to Edy Bros.)

214 DUNDAS STREET, LONDON

Here's an ad with a good idea, but it's put too bluntly. Nobody wants to be reminded that the old man with the scythe may be waiting around the corner. And the mourning border is also too unpleasantly suggestive. Heavy borders are nearly always out of place in a photographer's advertisement.

I went to him with two questions, one was answered as usual, but when I put the second, he took off his glasses, looked me square in the eye, and remarked "I don't know, that is where I believe." James Inglis was never so big to me as he was that day, for I admired the splendid honesty of the man. A smaller man would have indulged in mental juggling, even become abusive, but James Inglis always drew a sharp line between belief and knowledge, which many

people think are the same. To me belief and unbelief are just opposite ends of the same stick, neither is knowledge, both are therefore confessions of ignorance, and neither has any more merit than the other. Belief and unbelief are acts of judgment with necessary logical consequences but these average individuals evade when they interfere with the satisfaction of some immediate desire. But James Inglis would stand pat at such a time.

'Tis Here-Maybe



Pirie MacDonald, a collection of whose pictures are being shown during the month of June in the rooms of the Royal Photographic Society in London, England, has accepted an invitation from that Society to act as a judge in the Pictorial Section of the Society's Annual Exhibition this year. Mr. MacDonald is going to England in the fall as official delegate from the P. A. of A. to the British Congress of the Professional Photographers' Association of Great Britain and Ireland and will present a silk U. S. flag to that Association on that occasion. Mac. will then run over to Paris—wager he flies over—and will present a similar flag to the French Photographic Association, or *Chambre Syndicale Francaise de la Photographie*, as it is officially termed.

A convention novelty was staged at K. C. by the Briggs Photo Supply Co., of Kansas City. They employed a silhouette artist who was kept busy every moment of the five days of the convention, cutting out silhouettes of the members. This little stunt kept the Briggs exhibit full all the time. And the artist was remarkably clever in catching likenesses.

The Norman-Willets Photo Supply Co., of Chicago, have increased their capital stock from \$40,000 to \$65,000.

The White House News Photographers' Association, composed of those newspaper camera men who daily snap the President and whose pictures form a photographic history of events at the nation's capitol, held their annual election of officers on June 5th. Arthur W. Leonard was re-elected president. Other officers are Charles V. Simons, vice-president, Sig G. Boerstein, secretary-treasurer, and Hugh Miller and Harry Van Tine, members of the executive committee.

The Howland & Dewey Company, Los Angeles, Calif., recently opened a branch store in San Francisco at 545 Market St., under the management of Mr. Stanford.

In the hurry and bustle of cleaning up the Kansas City Convention affairs, getting to the New York Convention and then preparing for our trip west, we forgot many little things we intended to mention, concerning the K. C. meeting. Among them was the decidedly unique method used by the Missouri Valley Association to show the extent of its membership and how it was distributed in its territory. They had big outline maps made and the photographs of each of the members were pasted around the city or place of residence. This idea originated with E. V. King, of Topeka, Kans., the wide-awake secretary of the Missouri Valley Association.

The Mahoning Valley Association held their annual picnic on June 15th at the cottage of G. O. McGranahan, the secretary of the society. Seventy-seven people attended and everyone had a mighty good time. "Jack" Porter, the genial president of the Association, saw to it that every member enjoyed every minute of the day.

Mr. and Mrs. Barney Marquard, of Cleveland, celebrated their 25th Wedding Anniversary on June 22nd. On the same day their daughter, Margaret Doloris, was married to Mr. Arthur J. Weisbarth, also a Cleveland. Some occasion for celebrations in future, what?

"Retiring owner of studio and supply house will dispose of same" runs an advertisement in one of the house organs. Maybe if he hadn't been so blamed retiring he wouldn't want to get out of the business!

A lot of our readers will be sorry to hear that Louis Oliver, of Providence, president of the New England Association, was taken very suddenly ill with appendicitis on June 26th, but they will be glad, as we were, to know that he has come successfully through the operation which was immediately performed and is now getting along nicely.

Beattie, of spotlight fame, writes that among the cards handed to him at the Seattle Convention he finds one from H. G. Nelson, Elma, Wash., who has on the back of the card this very apt quotation from Elbert Hubbard.

"Faces fade, and the people we once knew, some of them, are gone forever. Children grow up and go away. The old house is torn down. The pets die or disappear. The time to take the picture is when you see it. The historic value of things, fixed in the form of a photograph, is beyond price."

The Pako Corporation recently concluded a competition in which stock house salesmen all over the country took part. The first prize, a handsome gold watch, was awarded to William Wolff, representing Hirsch & Kaye, of San Francisco, for selling more Pako equipment during the term of the contest than any other salesman.

Our report of the Rochester Convention of the New York State Society will not be complete until we give credit to Mr. Scott Sterling of the Bausch & Lomb Optical Company for his fine talk on lenses. Mr. Sterling is a member of the Scientific Bureau of the B. & L. Co., and while his work is to delve into the deeper mysteries of lens research, his talk was very lucid and interesting to every one. We hope the Bausch & Lomb Co. will loan Mr. Sterling to other conventions.

The MacAvoy Sisters, Buckhannon, W. Va., who have been making their back-ground carrier in Buffalo, N. Y., announce that the factory has been moved to Chicago, Ill.

Considering the terrible hullabaloo that is constantly raised by the French papers concerning the coming back of Germany into the commercial field, it is interesting to note the very large percentage of German photographic goods now being advertised in the French photographic publications.

"But my dear madam, it's beginning to get very dark for taking that child's picture."

"Oh, surely there's enough light to take the picture of such a small baby!"

—LeJournal Amusant.

Fred C. Benton, Oakland City, Ind., announces his marriage to Miss Iva M. Roach of that city, on June 5th. Many of our readers know these two and will join us in extending best wishes.

W. A. Biddle, of Biddle & Redmon, Springfield, Ohio, is looking for a man who worked for him under the name of Harold A. Pitzell, and who worked before that for the Dayton Camera Shop under the name of Stansberry. He makes misstatements about the length of time he has worked for different concerns and having a plausible manner and good appearance manages to get sums of money under different pretexts, after which he disappears. He wears a Marine Corps insignia at times. Mr. Biddle will appreciate any information, and at the same time wishes to warn other photographers against him.

F. E. Abbott, of Little Falls, N. Y., secretary of the New York State Society, draws our attention to the statement we made referring to a change in their society's constitution to the effect that employees could now be members and attend the state conventions. Mr. Abbott says this is entirely wrong as the constitution committee recommended that the president have power to allow employees to enter, if, in his opinion, they were worthy. In other words if their employer was a member of the society.

As we stated in our original note that employees joining must be employed by members of the society, we were not so very far off, after all. But it leaves the power of decision in the matter with the president, which is the main thing in this correction.

Sure business is getting better! If there were any doubt of it the large number of notices we get about the opening of new studios would be sufficient indication. For instance, just this morning we have run across the following: Lawrence Olin, Huron, S. D., has recently moved into a new studio which is one of the most complete in that state; Frank E. Gress, Brookfield, Mo., has leased a ground-floor location and is fixing up a really up-to-date place; J. R. Bartlett, Clarendon, Texas, has just started construction of a new studio building; John Hemmen, Waukegan, Ill., announces that he will start immediate construction of a new bungalow style studio, after the fashion so popular in California; M. H. Mueller, Newark, Ohio, has for the fourth time enlarged his studio, this time adding a special department for children. And so it goes!

—Ask the salesman "Is it advertised in ABEL'S?"—

ASSOCIATION NEWS



Published Weekly under the authority of the Board of the P. A. of A., under arrangement with the publishers of ABEL'S PHOTOGRAPHIC WEEKLY and the BULLETIN of PHOTOGRAPHY

Further notes from the recent Board meeting:-

Having in mind that each annual convention in late years has been given some distinctive name, President Diehl asked for suggestions for the 1923 convention. Some wanted to retain the 1922 slogan—"Knowledge is Power," but eventually, following out the line of thought provided by that slogan, some bright mind at the meeting evolved

PROGRESS MEANS SUCCESS

and that slogan was unanimously adopted. So put that over your desk, and next year when you begin to see it looming large in your mail, remember it refers to the 1923 Convention.

A vote was taken, both by the P. A. of A. Board and by the Manufacturers Bureau as to the choice of location for the 1923 Convention.

Washington, D. C., was first choice and Baltimore second choice, though neither is definite, because it finally depends on whether suitable hall or halls can be obtained. The National Convention has grown to be a big affair and needs lots of room. We have been assured of a plenty-big-enough hall in Washington but it has yet to be built. However, as the Shriners have accepted Washington for next year, and the hall has been promised to them absolutely—they need it in June—it appears likely it will be ready for the P. A. of A. Convention in July or whatever the date may be.

There seems to be quite a trend of opinion toward the directorship plan of government of the P. A. of A., with each director being elected for a term of years. In this way, it is thought that a greater continuity of policies can be maintained. The directors elected would then themselves elect the executive officers from their own number or from outside. President Diehl, who favors this idea, will shortly appoint a committee on legislation whose job it will be to consider revisions of the present Constitution and By-Laws, and present them at the next convention.

Everything is set for the opening of the Winona School. An assistant to Principal Towles has been engaged and he is already

on the job, receiving apparatus, getting things in shape, locating rooms for the students, etc. The school schedule has been prepared, all the various assistant lecturers and demonstrators advised to be on hand at such and such a time and now there is room for only a very few more students.

The school opens Monday morning, July 31st, at 9 a. m. and all students should be on hand one or two days before.

President Diehl is firmly convinced that the greatest individual good can be obtained from what he terms the Unit organization, or the local club of professional photographers, such as have been so successful in Toledo, Pittsburgh, New York City, Chicago and many other centers. Or it may be of the type so well demonstrated by the Ohio Society, the Daguerre Club of Indiana, the Camera Craftsmen of Iowa, etc.

Nothing would please him better than to have this association help in the organizing of clubs or societies like those mentioned, in every state and in every city and town where there are four or five or more photographers in business.

It only needs some live wire to take hold of things and get them under way. The P. A. of A. Secretary's office will gladly send a sample set of rules or bylaws and give any information needed. The main thing is not to have too many hard and fast rules or too many officers. Red tape tangles things up terribly and most members don't care for what is called the official business of the organization. Another thing—don't have too many meetings. Usually at the start, every one is enthusiastic and thinks that meetings should be held every two weeks. Rather every two months than a lot of dull meetings. A little dinner together before the meeting, a little entertainment, an occasional party or a picnic in the summer time, helps things along. It is not so much what can be taught about photography, as the getting of folks together in the same line of business, that such clubs are for. Acquaintance begets friendship, friendship begets respect, respect for the other man begets a willingness to play square with him and to maintain an ethical relationship with him and every one else, including the public.

The secretary will be glad to hear from any one, anywhere anytime, with a view to help organize such Unit clubs. Why Unit? Because, as President Diehl maintains, they should be the basis on which the whole foundation of the state and national organizations should rest.

New trustees or rather a re-adjustment of the term of office of the present trustees of the Winona Building and School were arranged for at the Board meeting. On motion it was decided that there should be one trustee appointed for three years, one for two years and one for one year, one new trustee to be appointed at each future

annual board meeting. These trustees are to take office upon completion of the transfer of the Winona property from the present trustees to the P. A. of A. The property will then be transferred to Felix Schanz as trustee for the Association. Felix Schanz was appointed for the three year term, Geo. Harris for the two year term and Pirie MacDonald for the one year term.

All commercial photographers are requested to send their names at once to John E. Garabrant, Chairman Commercial Section, care of N. Y. Edison Co., 124 West 42d Street, New York, for important information.

Window and Showcase Displays

A Monthly Feature for the Dealer, the Amateur Finisher, and the Professional Who Sells Cameras and Film as a Sideline

What the Other Man Is Doing to Attract the Public

By ERNEST A. DENCH

(Special to Abel's Photographic Weekly)

NOW is the time to push cameras and supplies by trotting forth the old but ever new vacation argument. This can be presented in numerous convincing ways, if full use is made of your window display facilities.

THE WOODLAND APPEAL

The Earl V. Lewis, Co., Los Angeles, Calif., made effective use of their window background facilities in introducing the necessary vacation time atmosphere. This took form in large framed photographs of woodland and mountain scenes, which were hung across the rear. Billows of grey velvet draped the floor, with cameras and albums placed here and there. In the middle was a trough, constructed of small cardboard boxes, over which folds of the grey velvet were draped. Planted in the trough were a row of greyish burr weeds.

SNAPSHOTTING THE FAMILY IN THE GARDEN

The Emporium, San Francisco, Calif., were responsible for a charming garden setting, furnished with a garden bench. A woman wearing a pink afternoon dress reposed on the bench, while standing by the woman was her ten year old daughter in a pink dress. Over to one side Father was posed in the position of photographing Mother and Daughter.

FAVORING HER FRIENDS

Olds, Wortman & Kings, Portland, Ore., employed wax figures to furnish a camera display with human interest. The background was a cluster of pretty pink flowers.

Four figures were used altogether. The first, an attractive sixteen-year old girl, was posed at the left side in the attitude of operating a tripod camera. Her subjects at the opposite side were three much younger girls. Touches of individuality were imparted to the figures by having one of the girls with an open parasol. The second girl with her parasol closed and the third girl with a camera case swung over her shoulder. The space elsewhere on the floor was devoted to neat arrays of cameras, tripods, albums, printing and developing sets, etc.

IN THE WHOLE OUTDOORS

Woodard Clark, Portland, Ore., conceived a window display that was very soothing to the city dweller on a warm summer day. The floor was liberally strewn with branches of trees and woodland plants and flowers over which cameras and supplies were placed. Placed between two growing palms at the rear center was the following card:

"The WHOLE OUTDOORS Waits
for Your Camera."

On the floor in front of the yard were a bunch of snapshots of woodland and beach scenes.

ANGLING FOR ANGLERS

The Denver Photograph Co., Denver, Colo., made an especial appeal to anglers, whose number, of course, is legion. The center attraction revolved around a large angler's basket, which was surrounded by several choice rods and reels. Cameras in all sizes were exhibited on the floor at each far side. On the paneled background was a

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

six-part cartoon on the order of the newspaper comic strips. The subject matter of the cartoon visualized the enormous fish that Jones claimed he had caught. In direct contrast to this, the end picture showed the diminutive goldfish that his friends had photographed and presented to him.

BABY OUT FOR AN AIRING

The Owl Drug Co., Battle Creek, Mich., caught the eye of the passerby with a doll baby carriage, the sole occupant of which was a baby doll. These objects were being "shot" from a distance by a larger doll, with a vest pocket camera in her hands. The background was adorned with summer floral decorations.

A WINDOW TRIP TO THE TROPICS

The Gray Drug Co., New York City, brought the Tropics to Manhattan. The wallboard panels were painted with a white steamer cruising through a tropical inlet, with the palm tree shores of some tropical land in the foreground of the picture. Several cardboard cut-outs of palm trees, covered with cocoanut fibre, with artificial palm leaves attached at the top, were "planted" in several prominent show window positions. The central location was occupied by the stump of a tree trunk, with a colored cut-out of a lady tourist, camera in hand, seated on the trunk. Green tissue paper, shaved into tiny strips, provided the floor covering. A number of cameras were exhibited along the floor over sea blue painted stands.

THE HOMELIKE SETTING

Ludwig Bauman & Co., New York City, have a display manager who believes in providing cameras with homelike surroundings. An excellent display of this order was made by Mr. J. Edward Rogers. The cream paneled background had a window effect in the center, simulated by the hanging of a light colored cretonne curtain. The far left corner was occupied by a small, round wicker table, on the top of which reposed a vase of seasonable flowers, flanked on one side by a small camera, and a small portrait at the other side. Directly in front of the cretonne curtain was a large wicker rocker, with a soft cushion on the seat. A tripod camera was placed at each side. On a two-tier glass stand along the two sides—this was a corner display—were several camera models and films. A grass rug was laid on the floor at the front center in a forty-five degrees angle. Several small cameras and literature found a resting place on the rug.

FOR USE BY THE GOLFER

Bamberger's, Newark, N. J., enveloped

the rear with yellowish-brown draperies, with artificial grass as a floor covering. A rustic garden seat center held a camera, with a bag of golf sticks leaning against the seat. At each rear side near the middle a tripod camera was placed in position. Room was found at the far left side for a rustic pedestal, with a pot of trailing roses on top. This exhibit was balanced at the far right rear by a female wax figure, becomingly clad in sports attire, with a camera strung over her shoulder. Cameras were set out on mahogany pedestals on the floor down in front.

CONSIDERING THOSE BACK HOME

March Brothers, Dexter, Me., took a new angle of the vacation argument. A sign in their window offered the following suggestion:

"Share Your Vacation with Those Who Had to Stay Home."

The center part of the display featured a stereopticon, which was pointed toward a screen at the rear. The screen was one mass of kodak snapshots, while groups of cameras and supplies were scattered over the purple plush covered floor.

(All rights reserved by Ernest A. Dench)

The Pockscope

THE Wollensak people have just placed on the market a new side-line for dealers which should be a ready seller. They have coined the name of "Pockscope" for the little contrivance, which is a pocket telescope which magnifies more than four and a half times, and sells at retail for \$2.00. It is not a toy, but a scientifically constructed optical instrument of real value. The market for the Pockscope is unlimited, and as a side line it is ideal, selling at a low price and requiring but little room for display. Better write the Wollensak Optical Company, Rochester, N. Y., for complete information today.

Advertising Star to Talk at O-M-I

HERE'S a totally unexpected feature popping up at the last moment for those who plan to attend the convention of the O-M-I Association at Cleveland, July 24 to 27, 1922. Chas. W. Mears, of Cleveland, famous throughout the country for his ideas on advertising, will talk on Thursday morning, the 27th, on Advertising. Mr. Mears, who was for some years advertising manager of the Winton Automobile Company, has been Dean of the advertising course at Western Reserve University since its inception. This course is sponsored by the Cleve-

The gradation is never jumpy in a film negative because there is no halation to break down the steps between the highlights and halftones. And all the detail of shimmering highlights is caught and held in the finely graded emulsion of

EASTMAN PORTRAIT FILM

Par Speed—Super Speed

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All Dealers'

land Advertising Club, one of which Mr. Mears is an honored member. A talk by Mears is a real drawing card all by itself, and you photographers who write your own advertisements, as well as those who don't believe much in advertising anyway, should make it a point to hear his message.



Ten Dollar Dues Are O. K.

Osage, Iowa, June 29, 1922

Editor Abel's Weekly,

Dear Sir:-

I HAVE been quite interested in reading the discussion on the subject of dues. Several seem to think ten dollars too much. But for me it is ten dollars invested that brings me a good return on my investment as it would be to every studio owner who takes the advantages that are offered by the P. A. of A.

Though I have never attended a national, the books that are published by the association giving the lectures and discussions at the national meeting have been worth the ten dollars to me.

And then, what can we expect of an organization if it does not have the "where with" to do things.

For me, I would rather be with the bunch that is pulling than the bunch that is riding. For it is a fact that every photographer is bound to be helped by the activities of the National Association.

W. W. Martin



The Photographer and His Client

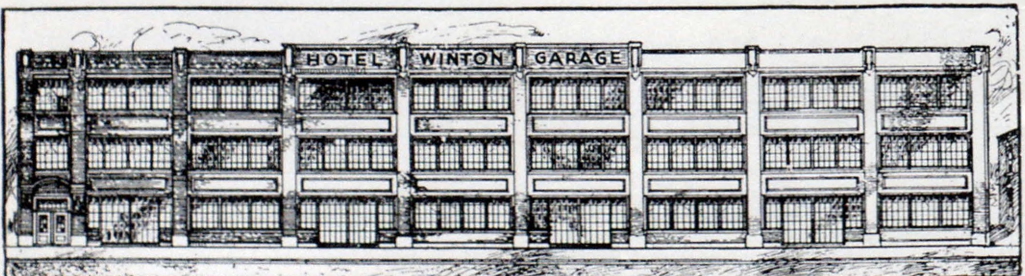
(Continued from Last Week)

The far-seeing photographer, therefore, will fill his show-cases with a series of beauteous damsels—preferably of slightly theatrical appearance—gazing upward (or downward) with an expression of what is presumably fashionable languidness, but

which strongly suggests indigestion. These—the other instructions having been followed—will attract many people to his doorway, and some up to his reception room. Here a further array of similar ladies must be on view, and not inferior in beauty, languidness, etc., to those downstairs. On the fresh wave of admiration which these arouse, the prospective client should be washed into the studio. But here a different attitude must be adopted. We return to grim realities, and likeness is once more the predominant factor. However greatly a client may admire languidness and double-lighting in the portrait of a stranger, she will not allow them to interfere with the rendering of a recognizable likeness of herself. The photographer need have little fear of complaint being made at the omission of such things in the portrait. As soon as the proofs reach the sitter all thought of these things vanish. The beautiful damsels are quite forgotten, and an entirely new interest is aroused.

There are, of course, cases where likeness is not desired, and idealization is frankly demanded. But such portraits are usually for the purpose of publication in the press; and there is no reason why truth should be told in the half-tone reproductions any more than in the text.

Next in importance to an alluring display of specimens comes the name of the photographer or his firm. If his name, as generously given him by his godfathers and godmothers in his baptism, be William Smith or Harry Jones, let him conceal the fact like a murder. More skill and art are expected—and discovered—in the creations of a foreigner than of anyone unfortunate enough to be American. In practice, however, it is not necessary that the aspiring photographer should be of French or Italian birth. All that is required of him is that he should assume a French or Italian name.



O-M-I

Courtesy

Service—Safety

JUST BACK OF THE HEADQUARTERS HOTEL

HOTEL WINTON GARAGE

CLEVELAND

O-M-I

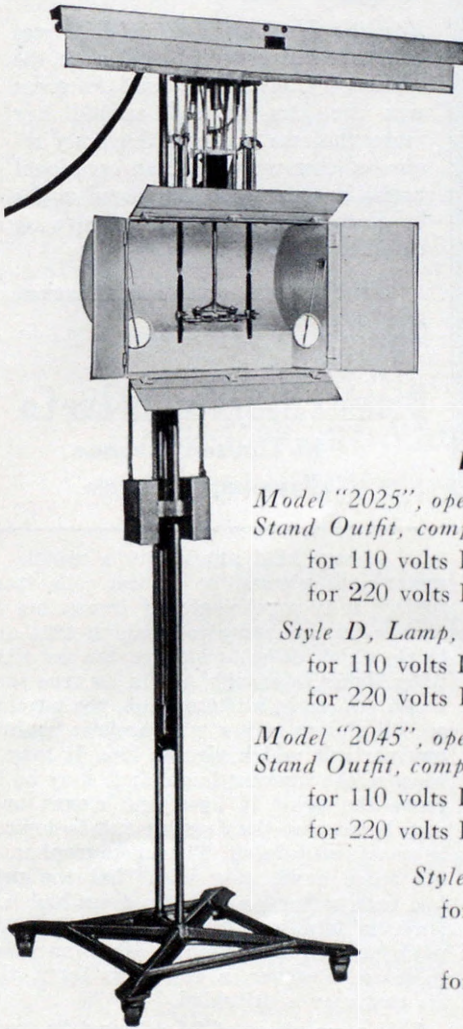
Storage

Washing—Repairing

—Ask the salesman "Is it advertised in ABEL'S?"—

Announcing an important addition to the line of
**Perkins "HI-POWER" Twin Arc
 Photographic Lamps**

NEW MODEL "2025"



We have previously furnished the Perkins "HI-POWER" Twin Arc Lamp in the Model "2045" only, which operated from 20 to 45 amperes. In offering the additional Model "2025" which operates from 20 to 25 amperes, we believe we are meeting the demand of many photographers who do not need the extreme volume of light which can be produced by the Model "2045". The new model is of the same design as its higher powered brother except that it is made to operate at the lower amperage.

Prices are as follows:

*Model "2025", operating 20 to 25 amperes, Style G,
 Stand Outfit, complete as pictured,*

for 110 volts D. C. or 60 cycle A. C. \$135.00

for 220 volts D. C. or 60 cycle A. C. 150.00

Style D, Lamp, Rheostat, Cable and Carbons,

for 110 volts D. C. or 60 cycle A. C. \$ 90.00

for 220 volts D. C. or 60 cycle A. C. 105.00

*Model "2045", operating 20 to 45 amperes, Style A,
 Stand Outfit, complete as pictured,*

for 110 volts D. C. or 60 cycle A. C. \$175.00

for 220 volts D. C. or 60 cycle A. C. 200.00

Style B, Lamp, Rheostat, Cable and Carbons,

for 110 volts D. C. or 60 cycle

A. C. \$135.00

for 220 volts D. C. or 60 cycle

A. C. 160.00

Let us send you descriptive literature on the new Model "2025", also the Model "2045". See the new model on display at the O-M-I Convention, Hotel Winton, Cleveland, Ohio, July 24th to 27th, or at your dealers.

Write for "More Light on the Subject"

THE PHOTOGENIC MACHINE COMPANY

512 Andrews Avenue

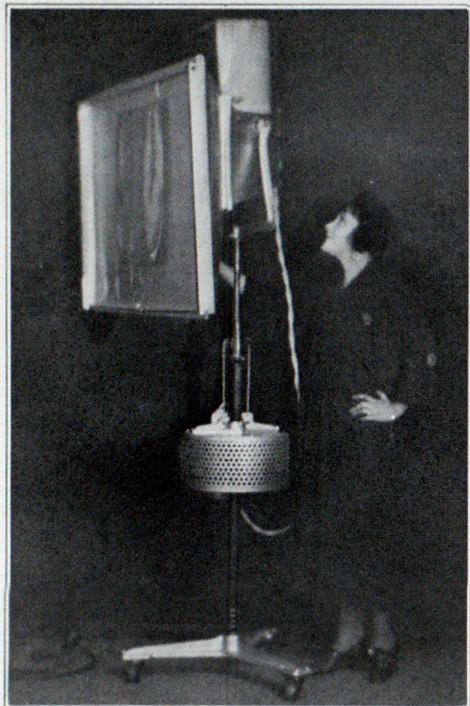
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YOUNGSTOWN, OHIO



The Genuine Beattie Lights are
sold only by Beattie—
DIRECT TO YOU

The Greatest Studio Light in the World

Beattie's Hollywood Flood-Lite was demonstrated every afternoon at the National Convention; and so great was the jam in and around our place, that the National Secretary requested that we declare an occasional recess in order that the crowd might be given an opportunity to move on to other displays.

Write at once for full information, and prices *direct to you*.

Beattie's Hollywood Hi-Lite Co.
1645 Hudson Avenue
Hollywood, California

Many far-sighted photographers in this country have already done this, and, unfortunately, most of the best names have already been used up.

The psychological reason for all this is to create an "atmosphere." It is no more possible to conduct a successful photographic business without an "atmosphere" than to produce a play without scenery or costumes. While the vast majority of the public do not recognize an artistic photograph when they see one, it must not be supposed that they will pay large prices for photographs which they do not believe to be "artistic." It must never be forgotten that when a pic-

ture of any kind appeals to a middle- or upper-class person, he or she calls it artistic." It is psychologically impossible for such a human being to imagine that anything which delights his eye can be otherwise. Hence, although Art in its true sense is not desired in a photograph, the purchaser will always endow with artistic qualities any portrait which pleases him. It may be because the likeness is good; it may be because the print is hard and clean; or it may be because the dress or suit is depicted in unexpected detail. The photographer, on the other hand, may wish that the print had been softer, or that the dress had been lower in tone, and he dispatches the order with feelings of misgiving. He is surprised to learn, however, a few days later, that his customer is delighted.

This atmosphere of "Art" must be maintained in the reception room and in the studio. The customer expects it; and to jar



**Hotel
WINTON
Cleveland**

Headquarters
for
Photographers
attending the

O-M-I CONVENTION

**WE HAVE NOW IN STOCK
EDINOL**

under factory seal from the Bayer Co. at *pre-war* prices. The same old efficiency—*non-poisonous, non-staining.*

SPEIDEN-WHITFIELD CO., INC.
150 Nassau St. New York City

D *Professional* **DEFENDER**

for

PORTRAIT PRINTS IN BLACK TONES OR SEPIA

Interprets the portrait negative with a soft blending of light and shadow, and an exact rendering of each tone in the scale.

In other words, softness and brilliancy combined—true portrait quality.

Ask for

"The Book of Defender Papers"
through 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



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

his susceptibilities by any suggestion of the truth is fatal. To prove that this is no idle cynicism I shall give an actual instance. A young woman entered our reception room and asked to see the different styles.

(To Be Continued)



This Week's Supplement

Criticized by HARRY J. DEVINE, Cleveland, O.

THE two prints by Manning Brothers, of Detroit, are fine examples of high grade commercial work, and show what can be obtained when the right material has been selected.

The interior shows the results of color sensitive material. We have a room with various colored objects, oil paintings, mahogany furniture and vari-colored rug.

The reproduction gives one the impression of all this even in black and white because of the pleasing degrees of contrast obtained with color sensitive material. In many cases the use of a filter will improve the quality, but allowance must be made for the increased exposure filters will necessitate. The general appearance of the interior would have been improved if a longer focal length lens had been used. The dis-

Turn to the Right!



HALOID RITO

a paper that's *right* for the *Amateur finisher*

per 500 sheets

S.W.	Size	D.W.
\$2.15	2½x3½	\$2.65
2.65	2¾x4½	3.25
3.50	3½x4½	4.40
4.00	3½x5¼	4.95
4.75	4 x6	5.60
5.00	4½x5½	6.00
7.25	5 x7	9.00

Because

HALOID RITO prints have *snap* and *crispness*.

HALOID RITO papers, Semi-Matte or Glossy are *Non-Abrasive!*

HALOID RITO stock is pure white, *clean as a hounds tooth*, without stains or blisters.

Use HALOID RITO and finish your finishing troubles.

Place a trial order today.

The HALOID Company, Rochester, N. Y.

NEW YORK OFFICE
225 Fifth Ave.

BOSTON OFFICE
101 Tremont St. at Bromfield

CHICAGO OFFICE
68 W. Washington St.

San Francisco Agent, A. H. MUHL, 220 Post Street

HALOID PAPERS ARE UNIFORMLY GOOD

USE THE PAASCHE AIR BRUSH

SAVE THE MONEY
YOU ARE PAYING
OTHERS TO DO
YOUR

COLORING
TINTING
NEGATIVE FAK-
ING, BROMIDE
ENLARGING

*Best for Highest
Grade Work*

*Tinted Photos
Stimulate Business*



**MODEL A PAASCHE AIR BRUSH IS THE
PHOTOGRAPHER'S IDEAL TOOL**

Write for our circular A-B

Paasche Air Brush Co.

1244 W. Washington Blvd.

CHICAGO

MODEL A AIR BRUSH IN
OPERATION, SHOWING
EASEL TABLE IN EASEL
POSITION



tortion of the rug and unnatural perspective of the foreground would thus have been avoided. It is often better to show less of the surroundings than to give them a distorted appearance.

The exterior photograph has been well handled; the halftone reproduction unfortunately does not reproduce the fine details of the original, which is due to the quality of print furnished for work of this kind. A snappier print and one of an olive color will produce the best results for halftone work. The composition would have been improved, perhaps, had the camera been placed a little farther away so that the branches on either side of picture would have had the support of the tree trunks. The gradation of color has a true rendering, dark sky with light clouds and light foliage.

SITUATION WANTED

Position wanted by an all-around photographer; twelve years experience in first-class studios. Address H-1, care of this journal. 7-15-1

Situation wanted by middle aged man as operator (Home or Studio), retoucher, etcher, with first-class studio. H-8, care of this journal. 7-15-1

Position wanted by a colored man; twelve years experience on four jobs in kodak finishing and commercial; little experience in studio; will work reasonably; must be year-round job. Address B. S. Bracely, 1615 Woodland Ave., Apt. 5, Kansas City, Mo. 7-15-2

HELP WANTED

Wanted—Home portrait photographer. Must be first-class. Please send samples and photograph of self. State age and salary expected and full details in first letter. Bachrach, Inc., 16 W. Lexington St., Baltimore, Md. 7-15-2

FOR RENT

First-class studio in city of 6,000, with or without equipment. Splendid portrait and commercial business. North light. \$65.00 per month. City water; electric lights; steam heat. Studio occupied twenty-five years. I. Glerum, Devils Lake, No. Dak. 7-15-4-C

RETOUCHING

EXPERT RETOUCHING, ETCHING, WORKED IN GROUNDS AND COLORINGS FOR THE TRADE. WORK GUARANTEED. Address Geo. D. Fowler, Palmer & Fowler Studio, Bluefield, W. Va. 7-15-1

KILL THE RETOUCHING in enlargements without killing the picture. Send for free samples. Later send \$10 for the information and necessities. Money back plan if within thirty days you say its not worth it. Southworth, Photographer, Memphis, Tenn. 7-15-1-C

RETOUCHERS FOR THE TRADE. Quick consistent service. Experienced retouchers. Shoot us a "get-acquainted-bunch." YOU'RE NEXT. ANCHURE RETOUCHING SYSTEM, 3945 Drexel Blvd., Chicago, Ill. 4-1-TF

WESTERN MICHIGAN PHOTOGRAPHERS! Send me trial order retouching, coloring; careful, skillful work; reasonable prices; prompt attention given. James Gross, 47 Monroe Ave., Grand Rapids, Mich. 7-8-2-C

Retouching—I can undertake work from one or two discriminating studios; prompt service assured. P. Murray, 234 Plymouth Ave., Buffalo, N. Y. 7-1-8-C

STUDIOS FOR SALE

Old established studio in Western Maryland; population 30,000; best rooms; best location; railroad shops and large manufacturing plants. A chance you will not have again to get a fine studio for \$2500, doing a good business. S-3, care of this journal. 7-15-1

For Sale—Strictly modern studio, with an established business, showing splendid profits. Reason for selling, account of father's death. E. J. Belfi, 240 No. High St., Columbus, Ohio. 7-15-1-C

Ground floor studio on busiest street in the south side of Chicago; doing \$20,000.00 a year business, \$100 a month rent. Write T-1, care of this journal. 7-15-4

For Sale—Photo and Art Shop on account of husband's death. Quick sale. \$9,000, part cash. 102 Clifton Ave., Lakewood, N. J. 7-15-2

HIGH CLASS STUDIO—Low rent, living rooms attached, modern equipment, best location, small competition, fifty thousand population to draw from. Ideal place for man and wife doing portrait and commercial work. Will sacrifice on account of other interests. La France Studio, Petersburg, Va. 7-15-2-C

For Sale—Small Studio, live, growing business in Southern California town of 5,000. Large surrounding territory. Portraits, commercial, framing, finishing. \$1500. Oxnard Studio, Oxnard, Calif. 7-15-1

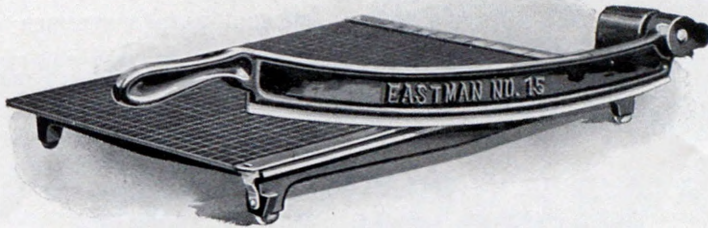
HIGH CLASS STUDIO; low rent; living rooms attached; modern equipment; best location; small competition; 50,000 population to draw from; ideal place for man and wife doing portrait and commercial work. Will sacrifice account other interests. La France Studio, Petersburg, Va. 7-8-2-C

A fully equipped studio rented and a seven room house, brick veneer, in town of 1200 with large district to draw from. No other studio for seventy-five miles. A snap at \$3000 if taken at once. F. J. Shearer, Maple Creek, Sask., Canada. 7-8-2

Leading studio in town of fifty thousand, complete, nearly new equipment; all high grade work. Present owner has other business. Address M-4, care of this journal. 7-8-2-C

—Ask the salesman "Is it advertised in ABEL'S?"—

There's a lifetime of service
in each one of them.



EASTMAN METAL TRIMMERS

Buy an Eastman Metal Trimmer and you buy an instrument of such substantial construction and dependable accuracy that you are assured a lifetime of service.

Furnished in three sizes with metal beds ruled with white lines in one-half inch squares, also accurate brass rules.

The Price

No. 10 - 10 inch blade and rule	\$15.00
No. 15 - 15 inch blade and rule	20.00
No. 20 - 20 inch blade and rule	25.00

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'



JULY

\$50 PRIZE**Competition**

CLOSING DATE SEPTEMBER 1, 1922

Pictures must be colored with our colors, and colored prior to June 15, 1922. Open to all Professionals and Amateurs alike.

Literature direct or from dealer.

PHOTO OIL COLORS

TRANSPARENT PERMANENT

METEOR PHOTO CHEMICALS

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

DOES IT PAY?

To send your Portrait work where it gets individual attention?

ASK:

SCHRIEVER, Scranton, Pa.
BRECKON, Pittsburgh, Pa.
PARKER, Morristown, N. J.
MRS. BENNETT, Baltimore, Md.
TOWLES, of Washington
MRS. OXLEY, New Bern, N. C.
ALBANY ART UNION, Albany, N. Y.
TOWNSEND, of Des Moines, Iowa
TOWNSEND, of Lincoln, Nebr.
GOLLING AND HESSE,
..... Minneapolis, Minn.

And many others we have on our books

7,000 Portraits Made Last Year

Did not average sixty back for repairs
(Many made from difficult material)

Send Us Your Next Commission

Colegrove Bros., Inc.

774-776 Main Street Buffalo, N. Y.

For Sale—The Ford Studio, 123 W. Bay St., Jacksonville, Fla. Most wonderful climate on earth. Good reasons for selling. 7-1-10

MISCELLANEOUS

DO KODAK WORK? If you do, remember that we specialize in practical and artistically printed double and single film pockets for delivering your work. Our copyrighted designs are TRADE PULLERS. Prompt service. Send for samples. THE ART PRESS, ADRIAN, MICH. 5-27-TF

Wanted—Second hand Cooper-Hewitt M Tube, to cover 8x10 and 11x14 plates, for enlarging. J. W. Hughes, 21 Milwaukee Ave. W., Detroit, Mich. 7-15-1

BAUSCH & LOMB Process Anastigmat 25 inch focus, covers 16x20 plate, makes fine long focus view lens, practically new, and in absolutely perfect condition. Regular price \$298.50, for quick sale \$150. Will send C.O.D. subject to examination. J. R. Buhmiller, Glacier Park, Mont. 7-15-1-C

Photographers opportunity in the city of Calgary, Canada. Beautiful studio to rent, occupied by Pollard for twenty years. Apply Binnings Limited. 7-15-2-C

Wanted—Three 48 Gallon Stone Film Developing Tanks. Address Tampa Photo & Art Supply Co., 312½ Twiggs St., Tampa, Fla. 7-15-2

For Sale—One Number Eight Circuit Panoramic Outfit; good as new; list \$275, for quick sale \$150. Tampa Photo & Art Supply Co., 312½ Twiggs St., Tampa, Fla. 7-15-2

Century Grand Camera No. 2, 8x10 and stand, no lens; 8x10 curtain slide and nine 5x7 curtain slide holders; complete outfit slightly used; Price \$75.00. Also four background brackets, \$4.00. H. A. Horner, 1551 E. Blvd., Cleveland, Ohio. 7-15-1-C

AN ALL AROUND PROFESSIONAL PHOTOGRAPHER will relieve you for your vacation. Samples of work on request. Salary \$45.00 per week and transportation to and from the position. Address G. D. Fowler, Palmer & Fowler Studio, Bluefield, W. Va. 7-15-1

—Ask the salesman "Is it advertised in ABEL'S?"—

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

SPECIAL! A totally new Satista paper especially made for high grade portraiture.

Cream stock. Warm black tones. Matt surface.

Sample portrait mailed to Photographers on request.

WILLIS & CLEMENTS, Philadelphia, Pa.

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.

DEALERS!

If your customer wants a tank or a complete outfit "AT ONCE—RUSH", wire us and we'll do the rest.

STERLING MANUFACTURING CO.
Beaver Falls, Pa.

DESENSOL

(METEOR)

FOR

WHITE LIGHT DEVELOPMENT

of plates and films—regular, ortho, panchromatic and autochrome. Develop at six feet from ordinary 16 c. p. electric light.

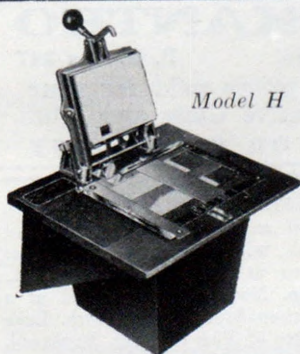
4 oz. bottle

at your dealer \$.50

by parcel post \$.65

JOHN G. MARSHALL

1754 Atlantic Ave. Brooklyn, N. Y.



Model H

Kodak Finishers—Attention!

Speed with Efficiency means
USE THE SPEED PRINTER

Model F now priced at - - \$80.00

Model H, the all automatic - - 85.00

ORDER FROM YOUR DEALER

Circular on request

Specialty Manufacturing Co.

83 Columbia Street

Seattle, Washington

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.

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

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

DUNN "THE LENS MAN"—Bargains. Any lens at the right price. No list. Stock Changing Daily. I can save you money. Tell me your wants. Prompt reply. HATHAWAY-DUNN, INC., Photographic Materials, 22 East 30th St., New York. 7-1-TF

HELP WANTED

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

Wanted—First-class commercial finisher, must have expert knowledge of dark room work, prefer all-around photographic assistant. State salary and qualifications in first letter. Address C. H. Poland, 180 S. Main St., Memphis, Tenn. 6-24-4

Wanted—A good retoucher for a high class busy studio. Reply stating experience and references. Address K-3, care of this journal. 7-8-3-C

Wanted position as operator and dark room man; or would like to manage a studio with object of buying a little later. Prefer East or North. Address Photographer, Box 153, Asheville, No. Car. 7-1-3-C

Wanted position as operator, by experienced portrait man twenty-six years old. State salary in first letter. Raymond Hoble, 6523 Normal Blvd., Chicago, Ill. 7-1-3-C

Position wanted by an experienced portrait operator; have done commercial work and can use cirkut camera; do not retouch; best references and sample of work furnished. R-1, care of this journal. 7-8-2-C

Wanted—An able portrait operator for one of the leading studios in one of the largest cities in the Central West. An opportunity for the right man. In answering, give full particulars, references and expectations. K-1, care of this journal. 7-8-3-C

Young gentleman with photographic and business ability desires position as manager of studio in an eastern city of ten thousand population. New York, Pennsylvania or Massachusetts preferred. Splendid personality. Address S-1, care of this journal. 7-8-2

OPPORTUNITY FOR RIGHT MAN

Wanted—Photographer, 25 to 30 years old, who has the making of a real operator and is already possessed of some experience in portrait-making. Permanent position. Straight salary.

STRAUSS-PEYTON STUDIOS
Kansas City, Mo.

First-class operator, retoucher, etcher, twenty-six years of age, single, effective personality, twelve years experience in high grade portraiture studios will consider position in an up-to-date studio. Employed at present in high-class studio in Chicago, Illinois. Send best offer to photographer, 838 North Rockwell St., Chicago, Ill. 7-8-2-C

Refined young man desires position in studio as general assistant; can furnish best of references. John W. Weber, New Athens, Ill. 7-8-2

A first-class operator, daylight or electric, who is also an expert retoucher, etcher and background worker, desires a position with a really good studio in Middle West or East. Would like to locate in Detroit, but not essential; fourteen years experience; age thirty, married. Reason for making change given in first letter. Would assist printing, etc., if desired. A good, clean, reliable workman and a gentleman. Address Box No. R-2, care of this journal. 7-8-4-C

SITUATION WANTED

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

Position wanted as operator, manager, or all-around man, with years of experience, where position will be permanent. Might consider renting studio with privilege of buying later. J. T. Liddy, 810 S. Main St., Dayton, Ohio. 7-1-3

Position wanted in studio, or to manage place on commission. Address J-2, care of this journal. 7-15-1

Wanted—Position as assistant in commercial studio, good dark room man and printer. Samples and reference on request. Answer C-3, care of this journal. 7-15-3-C

WANTED—At once, by young man with some experience, position as all around man in studio. Prefer first-class studio; or will consider kodak finishing establishment. Will start at once. Basil Jones, Box 155, Effingham, Ill. 7-15-1

P. H. KANTRO

St. Louis, Mo.

P. O. Box 847

Highest prices paid for your
Old Negative Glass and Film
SEND FOR PRICE LIST

On July 29th, 1922, at 2 P. M., the Studio formerly known as the Edwards Studio, of Barberton, Ohio, will be offered for sale as a going concern at 347 North Second St., Barberton, Ohio. Now being operated at a profit of more than \$300.00 per month. Luke A. Floyd, Trustee of Earl J. Leiter, Bankrupt.

The consistently uniform
quality that made the
success of

ARTURA

is found in the work of the
man who uses Artura.

EASTMAN KODAK COMPANY
RŌCHESTER, N. Y.

All Dealers'

VITAVA

The Character Paper

Vitava imparts a distinctive individuality to professional portraiture—because of the unusual character of its surface texture, its richness of tone, its long scale of gradation and reproductive quality.

VITAVA ETCHING BROWN—Double Weight

B White Smooth

D White Rough

K Buff Smooth

H Buff Rough

VITAVA ATHENA—Double Weight

M White—O Buff—Old Master Surface

VITAVA ATHENA—Single Weight

F 2 White—F 3 White—Glossy Surface

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

All Dealers'