

ABEL'S PHOTOGRAPHIC WEEKLY

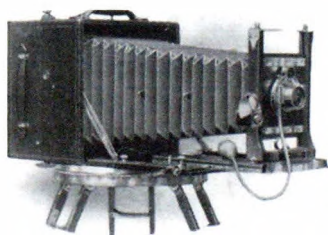
Vol. XXXI. No. 791

SATURDAY, FEBRUARY 17, 1923

PRICE TEN CENTS
\$2.50 A YEAR

Cirkut Outfit No. 8

A dual purpose camera for the photographer who requires an outfit for general commercial and panoramic photography.



Cirkut Outfit No. 8

Cirkut Outfit No. 8 comprises the well known Revolving Back Cycle Graphic for $6\frac{1}{2} \times 8\frac{1}{2}$ films or plates, especially well adapted to ordinary commercial photography. And the outfit becomes a panoramic camera for views $6\frac{1}{2}$ or 8 inches wide, and any length up to twelve feet by merely

substituting the panoramic attachment for the revolving back.

For either purpose the No. 8 Cirkut is a complete and thoroughly reliable camera.

Send for "Profitable Pictures with a Cirkut"

Eastman Kodak Company

Folmer & Schwing Department

Rochester, N. Y.

Gross Mail Circulation..... 3,787
Net Sales Through Dealers..... 103
Gross Circulation..... 3,890

GUARANTEED
NET PAID
CIRCULATION **3,782**

(Professional Circulation Only)

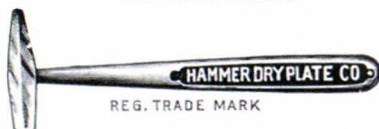
Short days and the low actinic power of winter light, make Hammer Plates a necessity in every photographic studio.

Hammer Plates are Speedy, Uniform and Reliable.

Many a Hammer Plate wins out where others fail.

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.



Send for Hammer's little book, "*A Short Talk on Negative Making*" (10th edition)

Hammer Dry Plate Company
Ohio Avenue and Miami St. St. Louis, Mo.



MARSHALL'S

**PHOTO
OIL COLORS**

Transparent - Permanent

At your dealer.....\$3.75
Direct by post in U. S. A.
or Canada.....\$4.00
Also smaller sets

Tint your photos in all the beautiful colorings of nature by a process so simple that even a novice can obtain good results. Brushes not required—simply use absorbent cotton. Run over outlines and remove extra color. Apply heavy and rub down. Wipe all color off and start again if desired. Greater speed than any other process. For the professional or the amateur.

METEOR PHOTO CHEMICALS

JOHN G. MARSHALL, 1752 Atlantic Ave., Brooklyn, N. Y.

Special Supplement to Abel's Photographic Weekly
Vol. XXXI, No. 791, February 17, 1923
Series II, Sample Studies No. 36



BY JARED GARDNER, PLYMOUTH, MASS.



BY GERHARD SISTERS, ST. LOUIS, MO.



BY M. CHAS. MARSH, ROCKFORD, ILL.
 "Madame Beauclaire," exhibited at 1922 London Salon



Ignaz Friedman
 Copyright by CLARENCE L. MYERS, DENVER, COLO.

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

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Vol. XXXI. No. 791

SATURDAY, FEBRUARY 17, 1923

PRICE TEN CENTS
\$2.50 A YEAR

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.

In Passing By

THE P. A. of A. Constitution. Having discussed very fully now the suggestions offered for such vital changes in the Constitution and By-Laws as seem to be warranted by the progress of time and changing conditions, we feel we have devoted enough space to the subject for the present. We have discussed the membership, the dues, the method of linking up the national organization with state and local bodies and so on. Remains only now the method of selecting the officers, the work of the various officers and such minor details. The officers, of course, to be consistent, with the suggestions already made, should be elected by the board of governors sitting as a whole and they can be elected either from within that body or from outside.

We understand that President Diehl is going to appoint a committee to revise the Constitution. We hope that some of the suggestions made will be helpful or form a basis on which to start a new chain of ideas.

IS the Customer Always Right? We have been much perplexed to whom to award the prize of ten dollars we offered for the best article on this subject. So many excellent letters were received. There seems only one thing to do and that is to add \$10.00 to the original offer and split the prize four ways and so we have decided that the articles by

Mrs. Helen Stage, W. Burden Stage Studio, New York City (Oct. 21st)

H. G. Raveling, Warren, Minn. (Nov. 18th)

N. B. Stall, Ada, Okla. (Dec. 2nd)

Lowrey Studio, Berwick, Pa. (Dec. 23rd)

were the most interesting and informative and to these we have sent our checks for five dollars each, although we must admit that many of the other articles were probably just as good.

We have started new discussions, one on the coupon game, one on the speculation method now so much in vogue in the big cities and another on whether the dozen or the "piece" photograph is the best way to market photographs. We are getting a few responses but we want all our readers

—Don't miss the ads—they're worth reading, too!—

to get interested in these subjects and to write us their ideas or their ways of doing these things. Provided names are attached to the letters or articles, they can be printed without any name, if desired. And remember, it is your ideas we want, not a literary essay. Let the style go hang.

My Photographic Reminiscences

(No. 33) *Special to Abel's Photographic Weekly*

By F. DUNDAS TODD

OFTEN as I sit in front of a log fire at night I live over again many of the events that were intense enough to impress themselves on my memory, and somehow the period when I was an editor seems largely to blanket all that went before and came after. The reason I believe to be this, that in that portion of my life I met so many active minded men and women who could give and take, and smile whichever way the game went. The play was the thing. When a man scored he was lucky, if he lost he had all the pleasure of pursuit, and the winner got little more. In these flame pictures I often see myself wandering over my old stamping ground, sitting with my old friends at the lunch table as of old talking sense and nonsense as the play of the moment determined, all this to happen when my ship comes in. Oh yes, I have a ship at sea, and I am glad to say she is apparently heading for port.

Then with a certain amount of dread I open up ABEL'S as it comes to hand for too frequently in a few brief words it tells of the passing away of another of my old friends. The very latest image to be bleached out is that of Jack Robertson, maybe to be re-developed into a stronger—who knows? Jack and I had the blood strain in common, he having been born in Canada of Scotch parents but we never met without ardently discussing the comparative merits of indigenous upbringing or that in a young country. Needless to say we never came to a decision, though I think I got the bulge on him once, but of that more anon.

Jack was very typical of the race from which he sprung. In the birthplace of his parents, Perthshire, probably Strath Bran, where everybody without exception is surnamed Robertson, some forty years ago the Duke of Atholl raised a regiment of 600 volunteers on his own estate, not one of whom was under six feet in height. Some regiment from so limited an area. Jack Robertson was qualified for membership in such a unit.

But his mental qualities were just as consistently Scotch. He would take lots of time

to make up his mind, viewing a problem from every conceivable angle, but once he made a decision he was steadfast as a rock, and one could rely on him to the limit.

My close intimacy with Jack began in the late nineties when he and a few others organized the Ray Camera Co. To fully advertise the new firm it was decided to offer rather generous prizes for the best photographs made with the firm's instruments. I was invited to be one of the judges, the others, if I remember rightly, being E. B. Core and Alfred Stieglitz. We met at Rochester and spent one long day in making our decisions. I remember each judge made his own awards, then we compared results. Anyone who read in the photographic journals the pithy remarks a lot of us made about each other's point of view would expect us to be miles apart in our choice, but when we handed in our notes we were found to be practically unanimous.

Jack invited the judges to dinner with him but the two eastern men felt they had to take the train for New York at once so I was the only one to be entertained. And here was where a little fun was prepared to be sprung at my expense. To make the dinner worth while two more of the officers of the company came along, and it developed later that they had told Jack a Canadian Scotsman was inferior to one native born when it came to the serious task of imbibing mountain dew and less potent alcoholic beverages. Jack emphatically disagreed with any such theory and undertook to put the editor into such a condition that a cab would be needed to convey him to his hotel which was little more than a block from the restaurant.

Of course I was not informed of the nefarious plot that had been hatched. All those in the know felt sorry for me as they knew how little I was interested in alcoholic beverages, so the betting ran about ten to one in favor of Jack.

Before dinner had progressed very far my suspicions were awakened as to the intent, and after thinking the problem over a minute I decided to play the game to the

THIS week we are publishing number 162 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.

limit. I had gone through a similar experience in 1894 with a pair of well seasoned drinkers and learned then that nature had provided me with the necessary equipment for hard drinking, although it was a wasted gift in practice, for years often passed between drinks, so little did I care for them. But that night I kept even pace with the crowd who wondered why I was never getting any "forrarder," but they did not know that the pores of my skin were excreting the fluid just as fast as it was imbibed. I was able to walk to the hotel as erect as I ever did, while I grinned at the others who occasionally gave a little sideways lurch.

Next morning I was up bright and early to get the 9 A. M. train for Chicago and on my way to the station I called at the office of the camera company to say goodbye. Not one of my dinner companions was at his desk, so I asked to be put in touch with Jack over the phone. He was in bed, but the office said the matter was important so the bed extension was called into use. I proceeded to tell Jack what I thought of the inferior Scotch stock raised in Canada to which he listened for a very little while, then told me to go to—Chicago, and hung up the receiver. And then the boys told me about the plot and the betting. Since I was the first on deck in the morning they considered they were entitled to collect.

My first experience was also with a photographer and a Scotsman. He dropped into the office shortly after became proprietor of *The Photo-Beacon* to pay his subscription, then after a little chat informed me he had to meet a friend from Milwaukee who was in town on business, but the hour was vague. Would I go with him to the try-sting place, which was a saloon, and we could chat there. He had been a photographer from 1841, and I had often heard of him, so I agreed. While waiting we had two drinks of beer, then in came the friend from Milwaukee, a jolly German who had

From the cover of a very attractive four-page photographic folder issued by the Photocraft Company, Cleveland. We are sorry we have not space to reproduce it in its entirety.

Just About Ourselves

WE are proud of the fact that ours is a complete, modern commercial photograph studio. Commercial photography has made wonderful strides in the past few years, the result of the business necessity of better photographs, and when we say that ours is a modern studio we mean that we use the most improved methods and equipment, and are competent to handle any photographic problem of yours which may arise.

We have equipped a department devoted exclusively to illustrative photography, which is at the service of any advertiser seeking something better in photographs.

The character of our customers is evidence of our ability to serve *you*. Prove this for yourself—we invite your inspection.



The **PHOTOCRAFT COMPANY**
COMMERCIAL PHOTOGRAPHERS

118 ST. CLAIR AVENUE

MAIN 6790

—Have you bought your copy of the Ad Book yet?—

just cleaned up ten thousand dollars and was bound to celebrate. Beer, pooh, bring champagne. I was scared and tried to get away, but nothing doing. I shied at the drinks but was overpersuaded. We had lunch with all possible delicacies and great variety of drinkables, then we changed restaurants for dinner and another variety of drinks. The performance lasted from eleven to nine, then I was able to get away simply because the seasoned Scotsman and German were sound asleep, the one with his head on the table, the other with his nose cocked in the air. I walked to the depot in less

time than usual as the streets were clear of people, and when I got home I talked to my wife for quite a while and she never suspected I had been drinking. My two companions were to go to Milwaukee at eleven that night, but I saw them on the street next forenoon. I saw them first and dodged into a store so got no confirmation of my suspicion that they could not make the train.

I guess I had the gift all right but mighty little inclination to use it. I understand it is not possible in the United States these days ever to repeat such experiences.



ASSOCIATION NEWS

By ALBERT J. COOK, Secretary, Sewickley, Pa.

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

The Washington, D. C. Convention

AT last it has been decided, and the great National Convention of the Association will be held this year in Washington, D. C., July 16th to 21st. Photographers of the United States and Canada have generally voiced their approval of the selection made at the Executive Board Meeting in Washington, D. C. on February 5th. The headquarters will be at the Washington Hotel and the old Convention hall will be used if the beautiful new one is not completed by the dates mentioned.

Representatives of the Manufacturers' Bureau, Amalgamated Associations and others attended the meeting and the decision in favor of Washington was felt to be the one that would be satisfactory to the greatest number of photographers.

A tentative program was agreed upon; entertainment features were discussed; and, while details have not yet been worked out, a splendid educational program will be featured, together with sight-seeing tours to the many interesting points in the Capitol City. Representatives from Trade Organizations, the Chamber of Commerce, Kiwanis, Rotarians, Automobile Clubs and civic bodies in general have volunteered their active support with the idea of making this one of the best Conventions that Washington, D. C. has ever welcomed.

The war bags can now be packed and schedules arranged so that vacation periods may be spent at the Convention and other interesting points in the East. Everything points to one of the largest and most successful gatherings ever held.

Air Service Wants Photographers

Of interest to some members may be the following letter from James Flannery, Employment Officer, Chanute Field, Rantoul, Ill., to whom letters may be addressed by those anxious to take up the work he mentions:

"This school is desirous of obtaining the services of two photographic instructors. The available positions require men capable of instructing in photographic subjects who have instructors' personalities and temperaments. The subjects to be taught are Photographic Optics, View Camera Work, Press Work, Photographic Chemistry, Negative Making, Printing, Enlarging, Lantern Slide Making, Copying and the use of Filters. The positions pay \$150.00 per month with promotion to \$170.00 per month after six months satisfactory service."

Want Speech-making Material

Many calls are being made on this office for the printed speeches and data on photography prepared a year or so ago; and those who have received the sheet state that they have no trouble in working up a good snappy detailed talk from it. Sometimes photographers are called upon to talk on the subject and it is well to be fortified.

Secretary's Office Busy

Naturally any office hates like the deuce to talk about itself, but we want to call the attention of the members to the fact that on a sample day just a week ago, there were 78 letters sent from the office on a wide variety of subjects, most of them personal. The inquiries ranged from the request of certain national advertisers for information

as to where they could obtain picture post cards sold in Cairo, Egypt and Jerusalem to a request for full data as to the proper kind of a building to put up so that most efficient work could be done by a photographer. Seventy-eight personal letters a day doesn't seem so many but it's a rather hefty correspondence at that. More than fifty inquiries, not including those who have paid their \$10.00 preliminary fee, have come in with regard to the Winona Lake School to be held the entire month of August—and August still five months away.

The office is still receiving comments and advice with regard to the Convention and in the near future the entire Association page will be given over to them.

Veterans Want Their Pictures

As a result of the offer of assistance made some time ago to the American Legion and the Veterans of Foreign Wars, the Association has on file requests from twenty-two veterans asking information with regard to photographs made of their outfits during the recent unpleasantness. A list of these will be given shortly.

Membership Drive is Great Success

A few days ago work on forwarding material to eighty-three new members of the Association was finished and in the meantime a good start on eighty-three new ones has been made. Some old members are corraling everyone in their vicinity and forwarding their applications and checks. W.

C. Fuller, Salina, Kansas forwarded his own and four more. Ernest Kurth, Belle Plaine, Iowa is another member who is working on all six; and in fact there are so many of the members doing their utmost, not only to increase the Association membership, but to see that the high standard of admission is retained, that there is hardly room to mention them. The drive momentum hasn't been retarded and the peak is yet to be reached. Let's go.

Mahoning Valley Society Elects Officers

AT the annual meeting of the Mahoning Valley Photographic Society, of Youngstown, Ohio, February 1st, Jack Porter was re-elected president, W. Bruce Hart was elected vice president, and G. O. McGranahan and A. Lutz were re-elected secretary and treasurer. Walter A. Bartz was named head of the educational committee, Anthony Straw chairman of the entertainment committee and Hart chairman of the publicity committee. Plans for an extensive educational program for the year were mapped out. A meeting at least once every two months will be held at which some leading photographer of the country will demonstrate. An exhibit will be held in the fall and tentative plans were outlined for a campaign of co-operative advertising for next Christmas.



The Commercial Photographers' Association of Southern California, taken at one of their regular meetings, with Mr. Ralph Young, of Lothers & Young, San Francisco, as the guest of honor. The membership represents over thirty commercial photographic concerns in Los Angeles. Photo shows Eugene Swarzwald, President; M. L. Bailey, Vice President; P. H. Meriman, Secretary; A. Putnam, Treasurer; Dan P. Watts, Second Vice President. The others are: G. A. Fowler, Wm. Graham, W. A. Hughes, E. T. Merchant, J. H. Mott, P. Gillette, N. Moss, M. F. Weaver, A. R. Hromatka, Carl W. Sucaringen, W. L. Cross, B. A. Bone, Stanley M. Langdon, Joseph Shipman, Geo. F. Clifton, T. C. Thompson, Geo. F. Adair, T. J. Galligan, J. C. Mulligan, R. M. Stagg, F. H. Skinner, R. W. Huddleston, T. B. Brown, W. H. White, H. R. Davis, A. L. Decker, C. Watts, B. S. Ansley, Edward S. Curtis.

—When in doubt—consult ABEL'S—

'Tis Here-Maybe



The 18th Annual Convention of the P. P. S. of New York is booked for April 17, 18 and 19 and will be held in the Hotel Utica, Utica, New York. F. E. Abbott of Little Falls, N. Y., is the secretary.

The Russell Bros. Studio of Anniston, Ala., have asked us to get them in touch with a view photographer of the name of Minor, who did panoramic work at Camp McClellan during the war. They wish to employ him if they can get in touch with him. Initials not known.

The Northwest Missouri Photographers' Club held a two day meeting at the studio of A. E. Andersen, Tarkio, on January 25th and 26th. The time was spent in practical demonstrations, comparisons of work and criticisms. Each member submitted a list of questions for discussion. Mr. and Mrs. Andersen entertained the members at dinner on the first evening.

While some Cleveland photographers have been busy moving, or preparing to move, others have been equally busy getting well. Merle Boyer has been suffering from a touch of pneumonia which has kept him in bed since Christmas and Frank Moore is just back at work after a serious operation on his foot which kept him at home for a couple of weeks. Here's wishing them both good luck.

The Eastman Kodak Co. have recently announced the successful development of a new motion picture outfit for amateurs. The taking camera will be known as the Cine Kodak and the accompanying projector as the Kodascope. The camera only weighs 7 pounds and is said to be as simple in operation as the Kodak or nearly so. The film used, a non-inflammable type and coated with a special emulsion, is smaller than the regular film, five pictures on the new film occupying the same length as two pictures on standard film. The film is daylight loading, of course, and after it has been exposed and removed from the camera it is sent to the Eastman Kodak Co. for development. By a new process the negative, after development is reversed to give a direct positive picture.

"Ry" Phillips, of Philadelphia, ex-president of the National, has a profit-sharing system in force at his studio, the annual checks being distributed at a yearly dinner. Phillips says that 1922 was one of the most successful years in the experience of the studio.

W. F. Donnelly, New Haven, Conn., is giving up his studio and will take up home portraiture in the near future. This step was decided upon by Mr. Donnelly on finding that the building which had housed his studio for 40 years has been sold and he would have to vacate. He is advertising to sell at a nominal price to sitters or their relatives the negatives from his large accumulation.

Paul Mohr, The Mader Studio, Chillicothe, Ohio, writes that he recently advertised two burnishers for sale in our classified column. He moved his studio the other day and lost the address of one of our readers who inquired about them. Will the party please write him again?

The Willamette Valley Photographers Association (Oregon) held a meeting January 20th in Albany, Ore., at the Clifford Studio. After a banquet, talks were made by Mr. and Mrs. Ball of Corvallis, C. M. Coffey of McMinnville and others. This association holds monthly meetings.

J. A. Zinn, Jr., of Seattle, Wash., is using all his ingenuity in getting publicity for the August convention of the Pacific North West Association of which he is secretary. The convention will be held in Victoria, B. C., which means a short sea trip for about all but the president, Wilfred Gibson, who lives in Victoria, which by the way, is also the home of our genial contributor, Dundas Todd. There is to be a model dark room, fully equipped, in which the demonstrations will be made. Secretary Zinn has also been promised the full exhibit from the national convention. The Northwestern photographers are a loyal bunch and stick together so a good attendance at this convention is assured.

Under a weak light,
Super Speed dispels the
fear of under-exposure—
makes long exposures
unnecessary

EASTMAN PORTRAIT FILM

Par Speed—Super Speed

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

THE HOUSE THAT SHIPS PROMPTLY

Some photographers lay all the stress on the picture—and neglect the mounting.

The wise photographer pays fully as much attention to the whole appearance of the finished photograph, which means that the mounting must be in keeping with the picture.



Use
GROSS
Mountings



375-327 Superior Street,
TOLEDO, OHIO.

J. L. Lewis, Inc., New York City, supply dealers and wholesale distributors for several imported specialties, have moved to larger and better quarters at 132 W. 32nd Street.

Sitter: "I suppose you want me to look pleasant."

Photographer: "Yes; and to pay in advance."

Sitter: "What's that for?"

Photographer: "Oh, so that I can look pleasant, too."

January "Vanity Fair" devoted a page to the pictures of "ten masters" of artistic portraiture. They are in couples, each member of a couple represented by a photograph made by the other member. Monroe photographs Johnston and Johnston ditto Monroe. Genthe and Muray, Goldberg and Abbe, MacDonald and Bruguiere, Stieglitz and Steichen are the other couples. These are all New York men, of course. The editor is gracious enough to state that it is largely because of the sure taste, artistic vision and untiring effort of these men that "Vanity Fair" has arrived at its present recognized position.



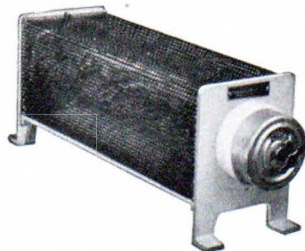
Income Tax Facts

REVENUE officers are visiting every county in the United States to aid taxpayers in the preparation of their income tax returns for the year 1922. Information concerning the date of their arrival and the location of their offices may be obtained by writing the collector of internal revenue for the district in which the taxpayer lives.

Forms for filing returns of individual net income for the year 1922 are being sent to taxpayers who filed returns for the year 1921. Failure to receive a form, however, does not relieve the taxpayer of his obligation to file a return and pay the tax on time, on or before March 15, 1923. The forms, 1040A for filing returns of net income \$5,000 and less and 1040 for filing returns of net income in excess of \$5,000, may be obtained from collectors of internal revenue and deputy collectors.

Returns are required of every single person whose net income for 1922 was \$1,000 or more or whose gross income was \$5,000 or more and of every married person whose net income was \$2,000 or more or whose gross income was \$5,000 or more. Careful study of the instructions on the forms will greatly aid in making a correct return.

THE PERKINS "HI-POWER" TWIN ARC



Model "2025" Style C

Why Not?

Every one knows that there is a certain peace of mind enjoyed by the man who carries adequate insurance of all kinds for the protection of his family and his property.

WHY NOT LIGHT INSURANCE

for the protection of your business?

THE PERKINS "HI-POWER" TWIN ARC

provides the best insurance against light losses that you can buy, guaranteeing an ample quantity of dependable high quality photographic illumination twenty-four hours a day at a cost lower than daylight.

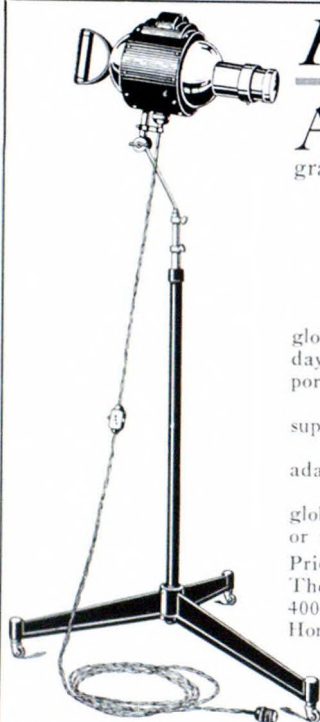
The PERKINS ARC is *THE HEART OF THE STUDIO*. Truly a silent partner, it removes the clouds of uncertainty, simplifies lighting problems and increases your ability to produce better quality work at a substantial reduction in cost.

There is a style for every studio. Let us tell you more about Model "2025" priced at **\$90.00** to **\$150.00** and Model "2045" priced at **\$135.00** to **\$200.00**, both of which have six distinctive features of light control including the new adjustable diffusing discs for low keyed lightings.

See both Models at your dealers or write for "More Light on the Subject"

THE PHOTOGENIC MACHINE CO.

YOUNGSTOWN, OHIO



For Those Special Lightings

A TOUCH of light in just the right place often makes a portrait worth double the money, for in photography, light has the magic power to create life and beauty.

HALLDORSON Concentrating Spotlamp

The lamp uses the famous 400 watt photographic blue Mazda globe and so effectively develops its light that when used with daylight or arc light it registers in the negative the same proportion that the eye sees.

It gives a sharp or diffused spot, and a ground-glass cap is supplied for screening down the light.

The design is attractive and the outfit is so small that it is adapted for either studio or home portraiture.

Specifications: Finished in polished nickel and black enamel; globe, Mazda T-20, C-3, 400 watt. Supplied with either folding or studio stand as shown by cuts.

Price, folding stand, complete (without globe).....\$50.00

The same, but with cast-base, studio stand..... 55.00

400 watt, C-3, T-20, Photo Blue Globe..... 4.75

Home Portrait Case..... 10.00

The Halldorson Company
1770 Wilson Avenue CHICAGO

C. P. Goerz Dies

THROUGH the death, on January 14th, of Carl Paul Goerz, founder of the Optische Anstalt C. P. Goerz A. G. of Berlin, the German optical industry has lost one of its most impressive personalities.

Mr. Goerz started business in 1886 in a single room. From this small beginning the Goerz factories have grown till today they cover several acres of territory in Berlin-Friedenau and Berlin-Zehlendorf with branch factories in Cassel, Leipzig and several other places. Over three thousand employees are engaged in the making of all

kinds of photographic and scientific apparatus.

Mr. C. P. Goerz was 69 years of age at the time of his death and to the last had retained the active control of these big enterprises, highly respected by all who were associated with him or had business dealings with him. He leaves a widow and three children, two sons being actively engaged in the management of the business.

FOR RENT

ONLY studio in Wabasha, Minn., for rent—\$35. 3000 population. Would sell. HURRY. Bell-Larson, 2312 Central Ave., Minneapolis, Minn. 2-17-1

Something To Consider—February, 1923

Your Salesroom is the eyes of your business.

Your Samples should be changed. They grow old and lose their *Selling Punch*.

Go after more business—Send in negatives for some New Snappy Samples.

Colegrove Bros.
Incorporated

774-776 Main Street
BUFFALO, NEW YORK



The New Collins Catalog *of* Photographic Mountings *for 1923*

is being sent to every professional photographer on our mailing list. If you have not received your copy please advise us and receive one by return mail. An illustrated and priced ready reference guide of the approved styles for 1923.

NEW COLLINS OFFERINGS

Ready February First

VISTA SLIP-IN FOLDER
PILOT SLIP-IN EASEL FOLDER
POLARO CUT-CORNER-POCKET EASEL
PASADENA CUT-CORNER-POCKET EASEL
VENTURA SLIP-IN FOLDER

NEW COLLINS OFFERINGS

Ready April First

VERNON SLIP-IN FOLDER
CARDONA CORNER-POCKET FOLDER
BATAVIA CORNER-POCKET FOLDER
BELLAIRE CUT-CORNER-POCKET FOLDER

A. M. Collins Mfg. Company

226-240 Columbia Avenue
Philadelphia, U. S. A.

The New Method—

FOR BACKING COMMERCIAL PHOTOGRAPHS

HOLLISTON PHOTO CLOTH is endorsed and used by a great many photographers of long standing and experience as the most satisfactory of all materials for the backing of commercial prints.

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HELP WANTED

WANTED—A good all-around workman. One who would take interest in business preferred. Location in city of 18,000; one other photographer; fine college; nine hundred enrollment; three railroads. T. A. Wooton, Martin, Tenn. 2-17-1-C

WANTED—Good printer and general assistant. Newman Studio, 1706 Euclid Ave., Cleveland, Ohio. 2-17-1

SITUATION WANTED

PERMANENT position wanted by young married man. American; seven years experience in all branches of the business with the exception of retouching. M-6, care of this journal. 2-17-2-C

MISCELLANEOUS

WANTED TO BUY. 11x14 used dry mounting press. J. L. Musgrave, 315 St. Louis St., Springfield, Missouri. 2-17-4

WANTED to purchase a good studio immediately after Christmas. Ohio preferred. Answer F-1, care of this journal. 12-23-TF

KODAK FINISHERS—You will soon be needing delivery envelopes for the coming season. We can save you oodles of money if you will order your supply now through OUR MILL PRINTED SERVICE. If you are in a rush now for pockets, we have a million all printed up in OUR STOCK SPECIAL SERVICE ready for immediate delivery. Our copyrighted designs are trade pullers. Send for samples and literature. The Art Press, Adrian, Mich. 1-20-TF



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You can't stand still and wait for BUSINESS to come to YOU. New and progressive ideas CREATE BUSINESS. Why not try SOMETHING NEW FOR A CHANGE. Better In Every Way.

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make the dull-off seasons Busy and the Busy Season more profitable.

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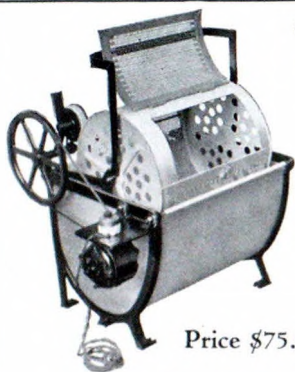
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*Enlargements retain the
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For Studio, Commercial or Kodak, Finisher

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A WASHER of simple design, with no small parts or expensive machined gears. With a positive motor drive through a rubber tired friction wheel riding the drum above the water level. Built to withstand years of service.

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FOR SALE—Photo outfit, \$200; cost \$450. F. H. DeLano, 1338 45th St., Des Moines, Iowa. 2-3-3-C

FOR SALE—Three Stineman Motion Picture Developing Outfits, tanks and reels, 200 ft. capacity, uses two gallons developer. Most compact and efficient system made. Cost \$86 per outfit, but slightly used, \$50 each. Daniel J. Goff, 3159 Indiana Ave., Chicago, Ill. 2-10-3

A NEW DISCOVERY—Beautiful "soft focus" portraits made from any ordinary negatives in your own home—made printing cabinet that you can make yourself for less money than you can buy the cheapest printing machine. Send \$2.00 for drawing and complete directions how to make your own "Soft-focus Printer." You will marvel at the simplicity of the thing and the beautiful results. D. Peterson, Box 302, Princeton, Minn. 2-3-3

STUDIO WANTED—Wanted to buy a studio for cash. Eastern Pennsylvania or New Jersey. Furnished or unfurnished. Studio alone or with building. Quick action. Harry Millham, Box 203, Summit, New Jersey. 2-10-2-C

STUDIOS FOR SALE

STUDIO FOR SALE—204 E. Park Ave., Barberton, Ohio. For information write to Peck's Studio, 86 So. Howard St., Akron, Ohio. 1-27-TF

HIGH-CLASS studio for sale in middle western town of over 20,000 population. Will bear careful investigation. Address J-3, care of this journal. 2-3-4

FOR SALE—The best equipped photographic studio and art store in the city, doing a big business. Ten years of good reputation with thousands of negatives on file, also card system of thousands of names and addresses of customers. Finest locality, near big theatre, boulevard, high school, (best in city) public schools, five churches and big park near by. Exceptionally good proposition for one who also speaks Polish. Price reasonable, consistent with inventory. Owner wishes to retire. J. B. Oglozinski, 3010 W. 22nd St., Chicago, Ill. 2-10-2

FOR SALE—Studio of twenty years' steady growth in Middle West city of three hundred thousand. Best studio in state, doing a forty thousand dollar business annually. Reason for selling, disagreement of partners. Address S-12, care of this journal. 2-3-3

STUDIO for Sale—City of 35,000 with 50,000 to draw from; the best in town; good class of portraits only; also home portraits. Place will pay the right man from \$4000 to \$6000 a year net if you have the ability. The studio pays me \$4000 a year clear; could double it if I didn't have to sell out. Price \$3000 cash, except stock on hand. Address Box 373, Cumberland, Md. 2-10-3

FOR SALE—The Clarke's Studio, Charleston, South Carolina, is now for sale. For over thirty years this studio has been known to do work of the highest grade and receive good prices. Mr. Clarke, who wishes to retire, will dispose of business at a very low price for quick sale. Clark's Studio, Charleston, So. Car. 2-10-2

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**SCIENTIFICALLY CORRECT
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**For Portrait, Commercial and
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Over 1000 Wagenhorst High Power Lamps using
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LAMP

1. Correct Spacing of carbons.
2. Twin Arcs enclosed within portable cabinet.
3. Each carbon replaceable without interfering with any part of lamp.
4. Lamp burns with even intensity continuously.

PORTABLE CABINET

1. Has up and down angular and from 4 to 10 ft. vertical lifting range adjustments.
2. Diffusing screens provided, adjustable for direct or indirect lighting.
3. Adjustable rheostat within easy reach of operator.

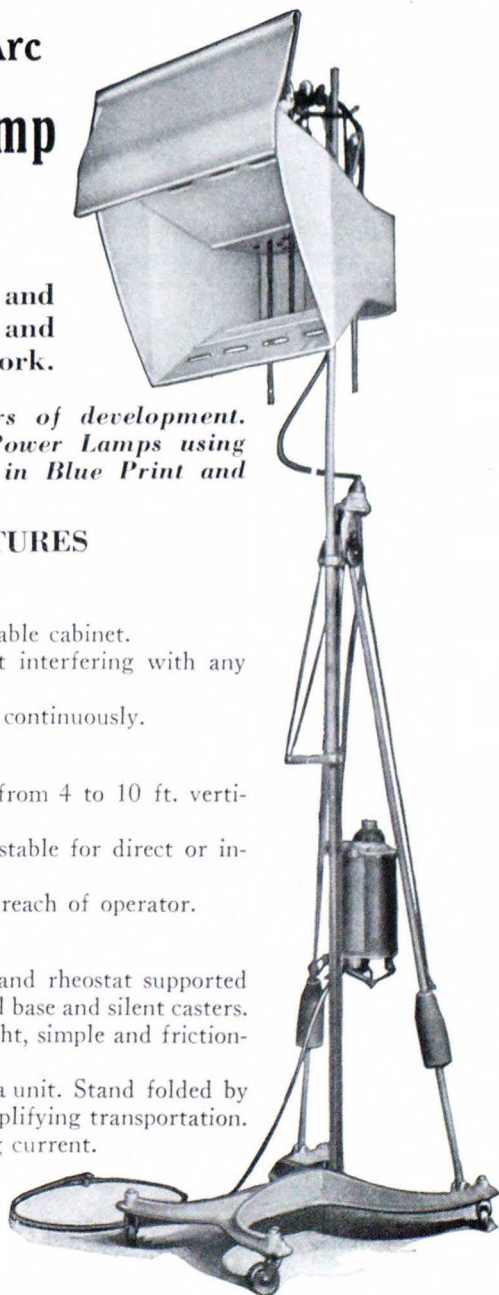
LAMP STAND

1. Lamp cabinet, diffusing screens and rheostat supported on rigid tripod stand with metal base and silent casters.
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Complete with Portrait cabinet
diffusor, stand and light control.

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*the appearance
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denotes that care and skill
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for your showcase. It was given us by one of our customers who is using it with good success. Instead of showing sample enlargements from your best negatives of picked subjects, show a reproduction of an old photograph or tintype, and show the original with the finished portrait. You can go still further and make a small copy in a folder, by way of suggestion. A neat card inviting comparison of the pictures will help to carry out the idea. If desired we will make a 5x7 film copy of the finished portrait and send it with the order. Try it out, and you will find it will bring business.

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*Photographic Enlargements of
all kinds.*

FOR SALE—On account of death, leading studio, population 200,000; long lease; 100,000 negatives pays rent and help. Mrs. Paul Milloy, 1960 Union Ave., Memphis, Tenn. 2-3-3-C

FOR SALE—Commercial studio; best downtown location; skylight, movie cameras and only developing equipment in town. Snap for quick sale. Rent reasonable. Menge, 388 Pearl St., Buffalo, New York. 2-10-2

STUDIO for Sale—Barberton, Ohio; doing good business; reasonable terms. Write to Peck's Studio, 86 So. Howard St., Akron, Ohio. 2-10-3

FOR SALE—Studio and amateur finishing place, Central Kansas town, doing ten thousand annually. Studio equipped with artificial light. Kodak place Pako equipped throughout. Will bear closest investigation. Cash or terms. Lock Box 372, Emporia, Kans. 2-10-2

FIRST-CLASS studio, doing a good business in all branches, also sell supplies. Only studio here; town growing fast; large industries; population eight thousand; good country trade. Part cash, balance monthly. Bachelder's Studio, Kingsport, Tenn. 2-10-3

STUDIO, established for the last twenty-five years, for sale in Mexico City; situated on main street; splendid location; perfect outfit and luxurious furniture; doing good business, but wishing to retire from business will sell out. Splendid opportunity for energetic photographer. Owner willing to stay and help buyer for the first months. References: California Card Mfg. Co., San Francisco; Eastman Kodak Co., Rochester, N. Y. Price \$16,000.00. For further details write owner, Emilio Lange, Ave. Francisco I. Madero No. 1, Mexico City, Mexico. 2-3-3

FOR SALE—Ford's Studio, 123 W. Bay St., Jacksonville, Fla., where it is eternal spring. 2-17-10

FOR SALE—Up-to-date studio, Buffalo, N. Y. Good reason for selling. M. Stangler, 244 E. Genesee St., Buffalo, N. Y. 2-17-1-C

FOR SALE—Studio; well located and equipped, in prosperous West Texas district. Commercial work here averages hundreds every order. Write Palace Studio, Breckenridge, Texas. 2-17-1

WELL equipped studio in Barnesboro, Pa., will be sold for a nominal figure. Owner has other business requiring his attention. A good chance for a live man. Between 30,000 and 40,000 population to draw from. Edward Thomas. 2-17-1

FOR SALE—An honest to goodness portrait studio in Massachusetts city of 70,000; up-to-date equipment; doing \$18,000 per year; no ticket salesman; good prices; regarded as the best studio in the city. Price \$4000 cash. Address R-3, care of this journal. 2-17-2

EXCEPTIONAL opportunity offered to acquire ground floor studio in one of the best towns and climate of the State. Ground Glass, North Light. Place will pay for itself in a year. E. N. Rogers, Canon City, Colo. 2-17-1-C

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The kind you are sure to use
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FOR SALE—Rent or work on commission—Studio in city of 25,000. This is a real opportunity to a photographer of highest merit. Sale price \$1500 cash, or \$2000 part time. Picture framing and commercial business requires my full attention. Address C. D. Mathias, Peterborough, Ont., Canada. 2-17-1-C

FOR SALE—Beautiful ground floor studio or lease for sale; big sacrifice; large prosperous city. Address F-5, care of this journal. 2-17-3

FOR SALE—The best photo studio in New Mexico; ground floor store; best street in city. Address Art Studio, 411 W. Central Ave., Albuquerque, New Mexico. 2-17-1-C

FOR SALE—Studio in Sunny Central California; fast growing city; A-1 opportunity for man and wife. \$1500 cash, balance on time. S-10, care of this journal. 2-17-2-C

RETOUCHING

RETOUCHING—By lady with many years experience. School work a specialty. Prompt and reliable service. Mary S. Brooke, 102 No. Augusta St., Staunton, Va. 1-27-4-C

COLORING, RETOUCHING, AIRBRUSHING of your own prints and enlargements. 24 hour service. J. B. Oglozinski, 3010 W. 22nd St., Chicago, Ill. 10-28-TF

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. 12-30-TF

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EXPERT retouching, etching and background work for the trade. Our work is the finest and our prices right. Special rates for school work. Satisfaction and prompt return guaranteed. Russell & Russell, Box 356, Columbus Grove, Ohio. 1-27-4

RETOUCHING—Can handle work for one or two more medium sized studios. Clean work, priced right. Joseph M. Klum, 210 W. 5th St., Marshfield, Wis. 2-10-4-C

I AM in position to take care of considerable retouching. I do extra work for Allyn Bishop. My price is reasonable. Guy Vinton, c/o A. Allyn Bishop Studio, Newport, Ft. 2-17-1

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A Lighting Unit of Super-Excellence for Every Photographic Need

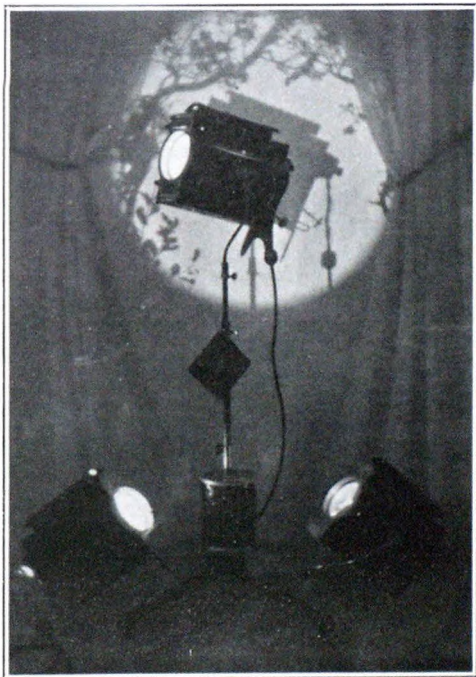
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DIRECT TO YOU.*



SUNSHINE and SHADOWS

A special background to fit every subject is easily composed with a branch or two, and a *beam of sunshine under perfect control*, from Beattie's Hollywood Hi-Lite.

The subject in accompanying portrait is standing against a plain plastered wall in our shop. Beattie's Hollywood Flood-Lite is used for the general lighting. A beam of Hi-Lite simulates the sunshine and projects shadows from a branch of Manzanita onto the wall. Back, line, and foot lightings and other lightings innumerable can be made with the Hi-Lite. Properly made these lightings are beautiful, artistic, highly flattering to the subject and very salable.

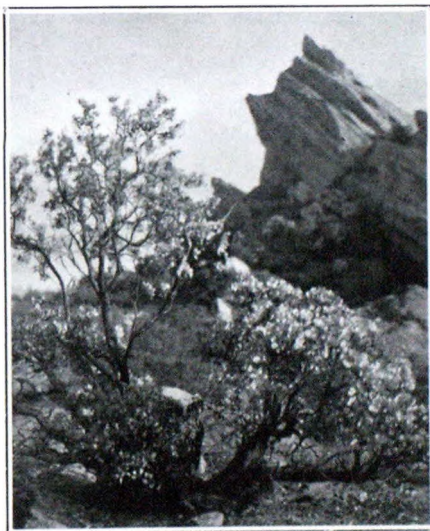
Six 8 by 10 photos showing as many lighting effects, with full instructions for making the lightings in your studio will be included with every order for the new model arc Hi-Lite.

Sold *direct to you*, subject to 30 days trial. If you aren't satisfied in this time, return the Hi-Lite—or Flood-Lite—by freight collect, for credit or refund in full.

P. S. Write now, mentioning ABEL'S, and when you order, we will include, gratis, a specially selected branch of Manzanita from the Mojave Desert.

Beattie's Hollywood Hi-Lite Co.

1645 HUDSON AVENUE
HOLLYWOOD, CALIFORNIA



MANZANITA

No shrub is more attractive than this rare ever-green of the Mojave Desert. Their trunks are curved angled bent twisted gnarled past all description. The stiff, oval leaves are set vertically on the twigs—a moisture conserving feature that stands the shrub in good stead during the long desert drouth. A branch broken off will keep indefinitely—the leaves do not fade, wilt, or shatter. Very decorative. Especially suitable for shadowing with a Hi-Lite.



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: 25c extra for Each Insertion.

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.

KAYLOR'S STUDIO, 112 No. Main St., Mishawaka, Indiana, has a good position for a good all-around man April 1st. Must have good references and deliver the goods. 2-10-3

WANTED—A first-class operator to take charge February first of studio to be opened in our new department store. Salary and percentage. Send samples. M. L. Parker Co., Davenport, Iowa. 1-6-TF-C

WANTED—We have a steady position for a good all-around man, or would sell a half interest in studio or sell entire studio to a competent man. For particulars address W. R. Loar & Son, Grafton, W. Va. 2-3-3

SATISTA—cream stock for Portraits.
SATISTA—white stock for Landscapes
and all color work

PLATINOTYPE and PALLADIOTYPE
in several grades. *Send for Lists*

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Commercial Photographers!

The most satisfactory all around lens you ever used. A guarantee tag protects you and indicates the genuine.

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Descriptive literature upon request.

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

WANTED—First-class retoucher, lady preferred. One who is able to assist finisher. Free's Studio, Davenport, Iowa. 2-10-3

WANTED—A first-class printer; must be artistic and capable of judging depth and quality of print; an ambitious worker required; state salary required. Frank Scott Clark, Cass Ave. at Putnam, Detroit, Mich. 2-17-2

DESIRABLE and permanent position awaits an all-around operator capable of assuming the duties of an exclusive, high-class studio. Volume of business is not so great, but modern ideas must be carried out. A thorough knowledge of lighting is essential. A man capable of carrying his work through, from the operating room to the finishing room, independently. Convince me of your ability! Salary \$60 weekly. Give complete information concerning yourself in first letter—age, experience, health, habits, etc. In answering send your photo and state just when your services would be available. Write in confidence. Address M-4, care of this journal. 2-17-1-C

WANTED at once, young man, experienced kodak finisher and studio assistant; permanent position to right party; state full particulars about yourself including reference and salary, include photo. The Slorby Studio, Devils Lake, No. Dak. 2-17-2

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.

OPERATOR, retoucher, background, fifteen years experience in best eastern studios, wants change February 10th. Best references. H. Brann, 137 E. Grant St., Minneapolis, Minn. 2-17-1

YOUNG man desires position in Indiana or Ohio. Can retouch, print, finish, or assist in operating. Seven years experience. Can furnish good reference. Address Jas. G. Bennett, Rushville, Ind. 2-17-2

COMPETENT retoucher, etcher and all-around man, with long experience in first-class studios, open for engagement. Offer of salary appreciated. H-6, care of this journal. 2-17-1

YOUNG man, well versed in portraiture, commercial work and amateur finishing, desires a position with reliable firm. Have a preference to commercial photography. M-5, care of this journal. 2-17-2-C

WANTED position as retoucher and finisher by lady experienced in all branches of the work. West of Chicago preferred. J-5, care of this journal. 2-10-3-C

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Our popular Monthly Payment Plan enables you to purchase that much needed equipment, lenses, or time-saving apparatus that you have been wanting but which looked too expensive to buy in the regular way.

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*A complete line — a Film for better results
in every branch of photographic work*

Eastman Commercial Panchromatic Film:

Completely sensitive to all colors — the Film that solves your most difficult color-rendering problems.

Eastman Commercial Ortho Film:

Specially sensitive to yellow and green. The Film that is best suited to general commercial work.

Eastman Commercial Film:

A medium slow Film having considerable contrast and, like all Film, practically free from halation.

Eastman Process Film:

A slow Film that will give any degree of contrast. Specially useful in copying line drawings, tracings and similar work. Equally suitable for negatives or positives.

Eastman Portrait Film—

Par Speed and Super Speed

While made specially to meet the requirements of portraiture, Portrait Film has always been used by the commercial photographer for flashlight and many other kinds of commercial work. The *Super Speed* has been found extremely useful because of its exceptional speed and fine quality.

EASTMAN KODAK COMPANY

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The New Paper for
Distinctive Portraiture

The Old Master surface of Vitava Athena puts a distinctive note of character into the portrait, combined with a quality that is equally distinctive. The tone of the print is rich and warm—it sparkles with brilliancy, yet all the gradation of the negative is retained. This quality, combined with the pleasingly rough surface texture, makes Old Master prints decidedly worth featuring.

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M White—O Buff—Old Master Surface

VITAVA ETCHING BROWN—Double Weight
B White Smooth D White Rough
K Buff Smooth H Buff Rough

VITAVA ATHENA—Single Weight
F 2 White—F 3 White—Glossy Surface

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'