



ABEL'S PHOTOGRAPHIC WEEKLY

Vol. XXXI. No. 798

SATURDAY, APRIL 7, 1923

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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.

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ABEL'S PHOTOGRAPHIC WEEKLY

A JOURNAL FOR THE PROFESSIONAL PHOTOGRAPHER

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

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Vol. XXXI. No. 798

SATURDAY, APRIL 7, 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 Convention Problem. There seems to be a rapidly growing sentiment that the time is approaching when there should again be a change in the present method of holding annual conventions in different sections of the country.

Back in 1915 the convention problem had become a very serious one for the manufacturers. Almost every state in the Union had some form of a state organization, arranged annual conventions and expected the manufacturers and dealers to support them liberally, which meant in all cases, paying the entire bill and leaving a little surplus in the treasury. We remember one year when we tried to make the entire round, and attended twenty-four conventions, at all of which—with one exception (New York State)—the manufacturers were present in greater or lesser numbers. This was getting to be an intolerable burden. The leading manufacturers wanted to be agreeable and help along as far as they could but as many of these state meetings were attended by a mere handful of photographers, the expense was out of all proportion.

Then, while Will H. Towles was president of the P. A. of A., an agreement was reached, between the P. A. of A. and the manufacturers, that an effort should be made to combine nearby state associations into amalgamated associations and the manufacturers agreed to attend only such conventions as were granted a charter by the P. A. of A. It was some work to convince the members of the various state associations that they would benefit by the change, that larger conventions would mean more profitable ones all 'round with bigger displays by the manufacturers.

But conditions have changed again. Now there are innumerable clubs and local organizations, with frequent meetings, where the photographers of a district can get together and discuss their own local problems. Also, it has become a rule—though an unwritten one—that that part of the country in which the annual national convention is being held shall be free from all smaller conventions for the year.

Traveling expenses, manufacturing expenses, salary expenses have all risen tremendously since the change to the amalgamated convention

was made, and today it is again a big drain on the manufacturers to have to attend the six or seven conventions annually scheduled. Not only is the expense an item to be considered, but the time lost by the salesmen and demonstrators who are brought in off the road to be present at these meetings.

Put in a nutshell—the smaller local meetings are really doing more good than the state conventions and the attendance at these state conventions is not anywhere near what it should be.

So, gradually the sentiment is growing that there should be two big conventions annually, closely following each other, one in the east and one in the west, both under the management of the P. A. of A., with the same program and the same exhibits—in other words, two national conventions so located that everyone can attend with a reasonable outlay. The presumption is that the P. A. of A. would do more to foster the smaller local meetings and make them instructive and interesting, but they would be held without the attendance of the manufacturers and therefore be under little expense for overhead.

If you will look back to our issue of March 10th, you will find a list of local organizations which practically cover the country. They serve every needed purpose of assemblage and with two really big conventions—national ones—offering the opportunities that only such big conventions can, it does seem that the present smaller conventions could be done away with and not be missed at all, with a real advantage to photographers and a saving to the manufacturers.

Methods I Use To Get Business

By CHAS. F. TOWNSEND, *Des Moines, Iowa.*

AFTER a good many years' experience I have come to the conclusion that there are entirely too many schemes already in use to promote increased business without regard to whether such an increase in business makes an additional profit.

There are certain times of year in our line when people are not in the market for photographs and the sooner the photographer learns this point and gives his attention to cutting overhead, the better off he will be financially. There seems to be a spasmodic effort to fill the establishment with people and the desire to make sittings even though he must make them for nothing.

I should like to mention a few methods that should not be employed for increasing business before undertaking to suggest the affirmative side of this question.

There are a few successful photographers in large cities where conditions are such as will warrant inviting in certain classes of people for pictures on speculation. And because of these examples many photographers are misled by the thought that this

should be universally adopted as a method to increase profits. On the contrary, it is becoming a menace to the progress of the ethical photographer. For most photographers there is but one absolutely sure and profitable speculation proposition, and that is with children. A number of beautiful children poses submitted to parents will invariably bring satisfactory results in any locality, and the method used in doing this must be determined by the individual. I would not presume to enumerate all the unsuccessful processes that have been tried by the profession, or would I suggest any other methods of this sort that will produce results, because it depends so largely upon the locality in which a photographer is to operate in pursuing these methods. It is sufficient to say that this subject should be given a great deal of thought before adopting anything of the kind.

There are a few photographers who have apparently been successful in certain classes of coupon trade, especially in cities where come-backs are not expected (where the same family repeat their business from year to year) but for those who are endeavor-

THIS week we are publishing number 168 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.

ing to establish an honest clientage that can be depended upon, those methods will not lay a foundation on which to build a successful business. The two above mentioned topics will cover almost entirely the field that the photographer has been mis-using as a means to increase business. Analyze your scheme and see if it eventually comes under the head of speculation.

Now the question comes, "What is to be done to take care of the period of the overhead during the dull months of the year?" The school business, high schools and universities, which are found in many towns and cities will produce good profits during certain periods providing the photographer can figure on classes whose members will agree to purchase at least one dozen pictures each, but as most of the universities are now publishing what is known as a Junior Annual we find that this class of business will require but one picture for a cut and the average photographer thinks if he can make this sitting and receive \$1.50 each, and take a chance on orders on individual duplicates, he has produced a revenue which will help during the months that this class of business is in progress. And in most cases he wholly forgets to figure what this business is costing him to produce. Very few consider first that they must receive at least 6% on capital invested and 10% depreciation on same, charging first this amount to the business, before the proprietor's salary can be considered.

Most any photographer who is capable of running his business should figure that he is worth at least \$50.00 per week to that business and when he figures the number of sittings made daily for each working day during the year, he can determine what each sitting has cost to pay him his legitimate salary to say nothing of the rest of the employes and the overhead. For instance, if a man who averages 8 sittings a day for every working day in the year considers his time worth \$50.00 per week he must have at least \$1.00 a sitting to pay for that one item alone and this amount will not cover his depreciation and interest

as above mentioned. In pursuing this study along down the line, taking each of the employes separately, he will determine just what it costs him to make each sitting in his establishment. This will demonstrate that the average sitter must pay from \$3.00 to \$5.00 according to the overhead. The fact of the matter is that there are certain classes of work that are carrying the overhead for the others that are losses. On many of the sittings that are made in the studio, the photographer simply pins a dollar bill to the order when he hands out the package, and he is enabled to do this only because there are a few who are willing to pay him a large amount of profit on his better class of work.

Have You a Photograph of "Your Mother" for the 8th of May

A day widely cherished, Our
National "Mothers' Day."

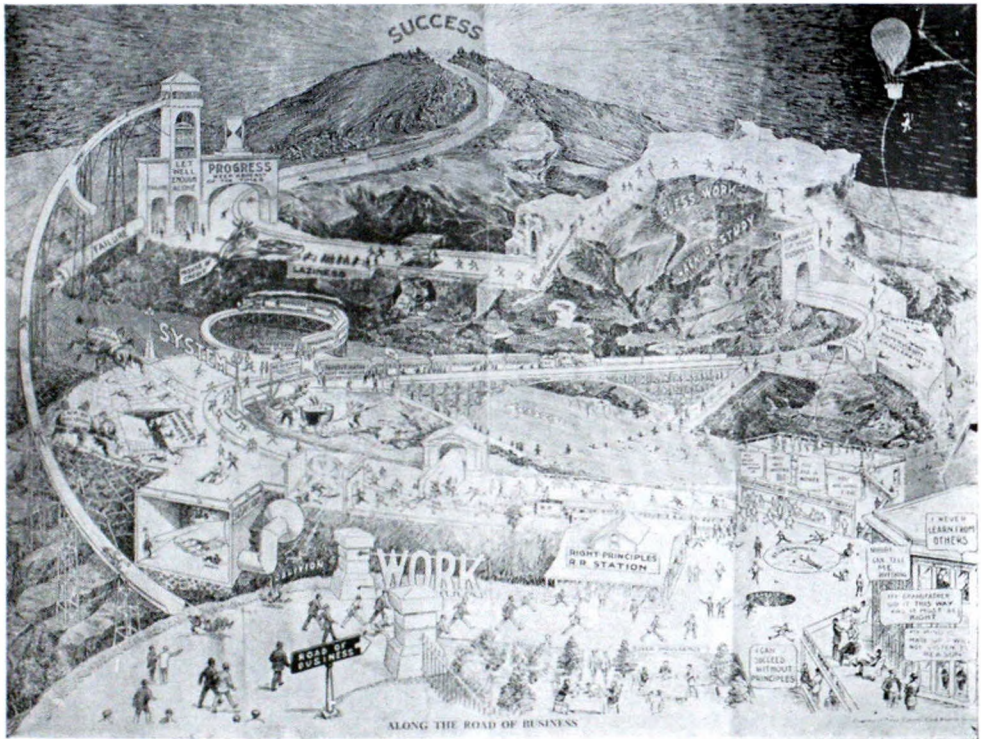
"Home Portraits; our Specialty,
would be treasures rare;

In each cozy home, Mother and
children, alike, would share."

The Engle Studio

202 West Federal St.

Home-made poetry in advertising is out of place. It usually limps. If you must use poetry in your ads, quote some that has merit.



Along the Road of Business, a sketch originally published in the National Cash Register Weekly.

Now the desire to follow this program is prompted usually by the fact that the average photographer does not want to cut down his overhead during the nine months of the year but will keep "excess baggage" during these months in order to have a substantial profit during the three months at Christmas time. The writer has about come to the conclusion that the practice of a photographer who desires to establish a steady paying business will be much better if he will take these things under consideration and cut down the overhead, reducing the number of employes to the maximum amount of work that can be handled during the twelve months of the year, and when the rush period comes if it is not possible to find extra employes, do just the amount of business that his regular force can attend to and no more.

In that case it will be necessary to lose some Christmas business, but the profits attained by that business will not begin to justify the losses which are incurred by carrying extra overhead during the dull months.

In summing up these thoughts the question naturally arises, then, "Are we to infer that you would advocate nothing what-

ever to stimulate business during dull seasons and nothing of the creative nature?" Most emphatically no!

I would like now to make a few constructive suggestions and what I have written heretofore is only a preface to the real subject desired. I am inclosing a copy of a sketch which was published sometime ago by the National Cash Register Weekly, entitled "Along the Road of Business." I do not find that it is copyrighted, so I wish that a reproduction of this could be published in ABEL'S, that every photographer could analyze, and find where he is located on this map. They all start in life entering the great open gate of work. On the right there is the garden of over-indulgence; on the left the Right Principles R. R. Station. There stands the train on which each individual has the privilege of entering, but you will note the masses that pursue the wrong pathway. A few fall into the pit of Conceit and others into the pool of Stubbornness. Quite a number take lodging in the Hotel of Know it All, or I Can Succeed without Principles, I Never Learn From Others, etc. Some lodge in the Mutual Admiration Society and an enormous crowd think they can attain success much faster

than the train of Right Principles can carry them. The big hand of Temptation grasps a lot of them and leads them down into the pool of Losses, and a lot of them take up with foolish speculative propositions, coupons, etc. Some are caught in the cobweb, Lack of Decision, and Do It Tomorrow, and there is the wide open gate to System. Two trains are waiting for the individual, the Right Principles train and the No System. The latter whirls around and around a ring and drops its victims into a pool of destruction. Follow the cartoon all through to the gateway of Progress, Keep Abreast of the Times. See how very few arrive near the summit of the hill of Success.

Undoubtedly this cartoon has been published a good many times and is known to most of the fraternity, but the writer finds so much in it that he keeps it constantly before him, and believes he knows just about where he stands on this road to success.

The best possible way therefore to attain success in business is to get aboard the train of Right Principles and carry those out throughout the entire year.

Link these Right Principles up with the suggestions heretofore made and the following: First, during the dull seasons study your whole establishment as well as yourself, perfect your system and working conditions. Second, ask yourself the question, "What is there about my personality that is not drawing more friends into my place of business?" Third, "Am I producing the best work that can be made anywhere?" Fourth, "Am I following a consistent, sys-

tematic, ethical means of advertising such as continually brings my name before the public in a favorable manner?" Fifth, "Have I reduced my overhead to the minimum?" Sixth, "Is the front and entire portion of my studio attractive to visitors?" Seventh, "Is every employe in my establishment working to the ultimate success of the business, or is there a knocker in the establishment?" Eighth, "Is it necessary for me now, because business is a little quiet to resort to some scheme that will have an unfavorable reaction to it?"

Now to come back to the question of, "How I get business and the methods I use to get people interested in my business and photographs." I am trying to keep aboard of the train of Right Principles, to follow as closely as possible the suggestions as heretofore mentioned, never forgetting that I cannot succeed personally without giving close attention to work, and that I must expect times when business will not be rushing, consequently bearing continually in mind the necessity of saving carefully for these rainy days which are sure to come. Finally, a photographer should ever remember in these days that good workmen in portrait photography are becoming scarce and there is enough business for all. It only requires close study and observation to find what each one's particular locality requires. And it is impossible for one person to tell another what method he should use in interesting people in his business and photographs. He must study this out for himself. I trust that what I have written will be of use to some of my fellow workmen.



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

By S. R. CAMPBELL, JR., General Secretary, Sewickly, Pa.

TO all members of the Photographic Profession—Greetings. It is with pleasure and enthusiasm I am entering upon the duties of the Office of Secretary and already see great possibilities for making this Association as powerful and far-reaching in its scope of usefulness as any other association of National or International character.

Drawing, as it does, a membership from a profession requiring the highest degree of skill and craftsmanship, be they studying "Art for Arts sake" or studying modern

methods of commercial photography, and whose field of work possesses the ever-present opportunity for improvement, we have the nucleus for an organization that can bring credit to itself and benefits to all.

The old saying "A new broom sweeps cleanest" is always applicable but experience also teaches that the smooth road of today may be the mud-hole of tomorrow whereas a good concrete foundation, though requiring longer to build endures indefinitely. We are out for a concrete foundation. Let's go get it.

This is an opportune time for expressing a vote of thanks on behalf of the Board of Directors to the retiring Secretary Mr. Albert Jay Cook, for the satisfactory way in which he assisted in effecting the transfer of office. We all wish him a speedy return to good health and the full measure of success in his future endeavors which is sure to follow.

* * * *

It is pleasing to note the receipt of foreign memberships which are continually dropping in. When studios are remote as Canada, Cuba and South America find membership in the P. A. of A. an asset and worthy of renewing, year by year, what comeback has the fellow within the continental boundaries of our glorious U. S. A. for not getting in line and adding his mite of strength to the formation of a greater Association. Don't be a "cracker-barrel politician" with a host of ideas that never reach headquarters; place yourself in a position where you can send in your criticisms (they will be welcome) and the Secretary will see they are given due cognizance. That is the footing on which our foreign membership stands.

* * * *

Speaking of Headquarters—the office of Secretary is now firmly under cover at No. 722 Bond Building, Washington, D. C. where will be handled all matters pertaining to

Association work.

Equipment consists of swivel-chair and rubber-stamp. Blotters, calendars and letter-openers are in order. Stock Houses please note.

Winona Lake School

From a glance at the present registration for admission to the School of Photography to be held at Winona Lake, Indiana, the month of August, it is safe to predict a capacity attendance. Inquiries are arriving in every mail, many of which will result in registrations, so it behooves the doubtful ones to get in their \$10.00 registration fee to be sure of a seat.

Plans are in progress for doubling the accommodations of last year and by the addition of new features in all branches of the art, the month spent at this popular resort is bound to prove a beneficial way to dispose of a summer vacation. Director Towles is sparing no effort to secure the best talent in the country, each a specialist in his or her own line, to give lectures and demonstrations interspersed with studio and dark room work.

A prospectus will soon be in the hands of the printer and will then be gladly sent in response to all past and future inquiries. Hotel accommodations and rates are being checked up and will soon be ready for distribution.

'Tis Here-Maybe

In our March 17th issue, our contributor Mr. G. Knowling, writing about mercury vapor lights states that for those who work steadily under mercury light it might be well to use glasses of Crookes make, as they are correctly tinted to absorb the ultra violet light rays which are injurious to the eyes. The Cooper Hewitt Company, in commenting on this statement say it is erroneous and misleading because the standard Cooper Hewitt tube, used for all studio, commercial and industrial purposes, is enclosed in a lead glass tube and DOES NOT emit ultra violet rays and so it is not in the least harmful to the eye. Mr. Knowling has evidently confused the quartz tube, used only for scientific purposes, with the standard tube. We hope our readers will get this point straight. We ourselves have never yet heard of any one suffering from eye trouble after working with or under the mercury vapor light.

The outstanding novelty at the Kansas City Convention was the new Portrait film which Ansco company have just put on the market. It had all the appearances of being a fine product.

P. P. S. of N. Y.

"Pack up your Troubles in your
Old Kit Bag"

and bring them to the

State Convention at UTICA, N. Y.

April 17—18—19

Smile! Smile! Smile!

You will smile because your troubles will
be corrected and forgotten?

Make your reservations

at the following hotels:—

Utica—Martin—Baggs—Albert—

Y. M. C. A. for men.

Bring your wife or sweetheart.

ELON

A good developer for good results. Economical, too, because of its purity. Every grain of Elon produces developing energy.

We make it—we know it's right

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All Dealer's

Last week we published a full page ad. of the Gartner & Bender Co., mount manufacturers of Chicago. It was a fine bit of advertising but our printer made an error which needs correcting. Gartner & Bender offer, as an introductory, 25 mountings of a size and color at the one hundred QUANTITY price. The printer had it down as hundred QUALITY price. The quality is there, without saying.

The Southwestern Convention will not be held at Galveston, Texas, after all. After conferences with the leading manufacturers, in which Mr. H. H. Morris of Galveston took part on behalf of the S. W. Association, the feeling seemed to be that it would be difficult to get a good representation of the manufacturers so far south. So Dallas has again been selected by the board and the dates will be Sept. 17th to 20th (four days). This will be the week previous to the North-central at Des Moines, Ia.



British Association Holds Annual Convention

THE Professional Photographers' Association of Great Britain and Ireland, Inc. has just held its annual congress in London, England. The new president is Mr. Thomas Chidley of Chester, with branch studios in Liverpool and Walsall. Mr. Chidley says music is his principal relaxation and in his time he has been an organist, choirmaster, conductor of a glee club, taken part in amateur operatic shows, is secretary to a tennis club and occasionally



THOMAS CHIDLEY, Chester, England

New President of the Professional Photographers' Association of Great Britain and Ireland.

hits a golf ball, but he shuns politics like he would a railway restaurant sandwich. He is also a Rotarian and P. M. of a masonic lodge, and is obsessed with the idea that photographers should "brothers be", also he insists that every photographer needs a business training, which is a point often lost sight of in the effort to attain *high art*. All of which makes him eminently fit to be a leader of a big organization.



Prizes to be Awarded at New York Exposition

AT the International Photographic Arts and Crafts Exposition to be held in Grand Central Palace, New York, from April 21st to 28th, a number of valuable medals will be offered for various picture competitions. The print committee contains such names as Nickolas Muray, Wm. Shewell Ellis, Dudley Hoyt, John H. Garo, Walter Scott Shinn, William Hollinger, Clarence White and other folks well known to the profession.

Class F. is for portraits and classes G. to L. for various commercial photography branches. The first award will be a Gold medal, silver medal for second price and

HOME PORTRAIT EQUIPMENT

ON THE BRIGGS PAYMENT PLAN

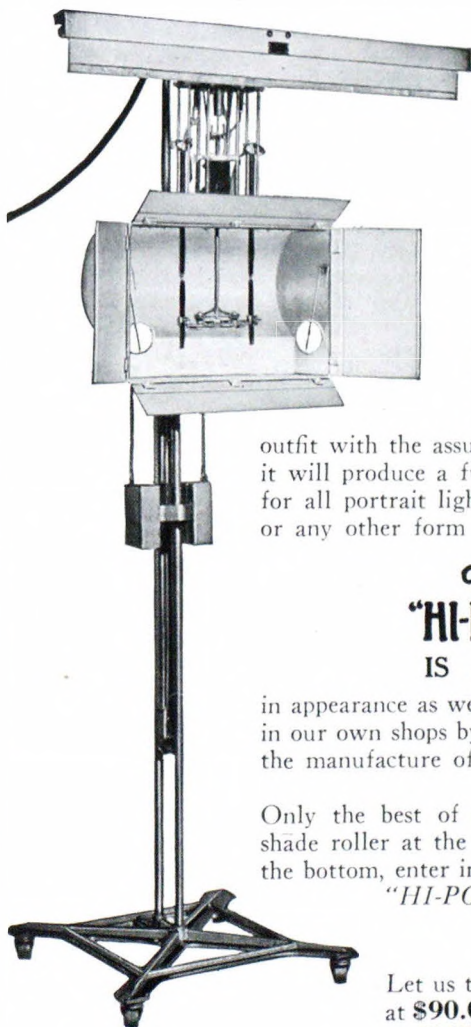
Write for our new Catalog of Home Portrait and Commercial equipment. You can buy it on the popular Briggs Payment Plan. Helps you equip right.

Z. T. Briggs Photo Supply Co.

916 Grand Ave. Kansas City, Mo.

**THE PERKINS
"HI-POWER" TWIN ARC**

**NEW MODEL
"2025"**



A 20 to 25 ampere lamp of the controlling type is now A CONVERTIBLE OUTFIT.

It may be changed at any time into a 20 to 45 ampere outfit by simply changing the rheostat at the original difference in price.

If you feel that you do not need the higher priced outfit or if your wiring is not heavy enough to accommodate it, you can purchase the Model "2025"

outfit with the assurance that it is not a makeshift but that it will produce a full volume of light which will be ample for all portrait lightings without the addition of a skylight or any other form of light.

**THE PERKINS
"HI-POWER" TWIN ARC
IS A THOROUGHbred**

in appearance as well as in performance and is made entirely in our own shops by an organization which has specialized in the manufacture of electrical arc devices since 1904.

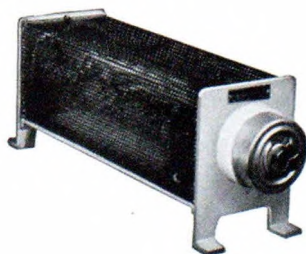
Only the best of materials, from the Stewart Hartshorn shade roller at the top to the Faultless felt tread casters at the bottom, enter into the construction of *THE PERKINS "HI-POWER" LAMP OUTFITS.*

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.

Established 1904 Incorporated 1921
YOUNGSTOWN, OHIO



Model "2025" Style C

bronze medal for third prize in each class. Four prints may be entered by each competitor and a fee of fifty cents for each entry must be paid.

Class C. is for landscapes and class E. for genre and figure studies.

Write to the chairman of the Print Committee, Room 332, Hotel McAlpin, 34th St., New York City and ask for entry blanks. All entries must be in by April 16th.

And if you can get the chance don't fail to go to New York and visit the Exposition as those in charge of it promise it will be mighty interesting and instructive.

Ohio, Michigan and Indiana Photographers: Greetings

Fellow Craftsmen:

AT our recent Executive session, held at West Baden, Indiana, it was the unanimous opinion of the Board that we hold our 1923 Convention at West Baden Springs Hotel, West Baden, Indiana, from June 18th to 21st, inclusive.

This Hotel offers facilities far superior to any heretofore offered this Association.

The surroundings are ideal. The Mineral waters unsurpassed, plenty of outside attractions where you can pursue your pleasures, and regain your energies, if tired out from overwork.

The Hotel stands as the most unique and imposing hotel structure in America, possessing features equal, if not surpassing anything in Europe or on the Continent.

The management of this wonderful hotel is pledged to go the limit to make our 1923 Convention a decided success. "NO PHOTOGRAPHIC ORGANIZATION SHOULD EXIST, THAT DOES NOT PURSUE A CONSTRUCTIVE POLICY, AND SHOW DECIDED ADVANCEMENT EACH YEAR."

"Fully Equipped"

To Repair Shutters and Cameras
Send them to us. All workmanship the best and fully guaranteed.

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SHUTTER REPAIR COMPANY
1234 Clinton Ave., North Rochester, N. Y.

I Buy Film and Glass

Highest prices paid. Write for prices and instructions before shipping.

P. H. KANTRO

PORTAGE, WIS.

The O-M-I has held several successful conventions, each succeeding one, just a little better than its predecessor.

Realizing the responsibility resting upon us, and in order to show advancement, your Board has decided to take a forward step and establish an HONOR LINE—where all pictures that show merit will be hung; the exhibitor to receive an Official ACKNOWLEDGMENT. This will be a photographic reproduction, thus showing another use for photography.

All pictures will be judged by our Vice-Presidents, J. H. Brubaker and J. Anthony Bill, assisted by Past President C. A. Shubart

Your Board prides itself upon being a Democratic one and does not approve of the showering of honors upon a few to the detriment of many, so no favoritism will be shown. If your pictures show merit, on the Line of Honor they will go. We are expecting you.

Geo. G. Holloway, Pres.

Illinois and Kentucky Photographers: Greetings

ON behalf of the Executive Board of the O-M-I Association I want to extend to all Photographers of Illinois and Kentucky a most cordial invitation to meet with us and enjoy the same privileges.

West Baden has always been the Magnet that drew the Kentucky Colonels, their wives and sweethearts to the hills of Indiana for comfort and enjoyment. So good Kentuckians arrange to meet with us, and send in your pictures for the Honor Line.

Illinois Photographers need no prodding to induce them to attend this convention, for it has always been the resort for those from Chicago and surrounding cities. So Illinoisians arrange your dates accordingly, send in your Pictures and GET HUNG on the HONOR LINE.

Write to Merl W. Smith, Sec., Hartford City, Ind., or to the undersigned.


Geo. Graham Holloway, Pres.
Terre Haute, Indiana.

Learn Photography at HOME

Make \$75.00 a Week on the Side

Establish yourself as a Photographic Expert quickly—during your spare time—under a leading photographer. I'll show you how to start your own business—or command a large salary. Send for my unusual offer—it's only temporary. Act at once. A postal will do. H. R. VANT.

International Studios, Inc., Dept. 884,
3601 Michigan Ave., Chicago, U. S. A.



Calcard Folders

*are used by leading photographers
everywhere*

Why?

*Because Designs are Different;
they help create*

Individuality and Exclusiveness.

Quality and Workmanship are superior,

*Prices reasonable. Prompt attention
given to execution of orders.*

*Our salesmen will be pleased to
show our complete sample line.*

California Card Manufacturing Co.

San Francisco, Calif.

EVERYTHING THAT'S NEW *IN* PHOTOGRAPHY

WILL BE SHOWN AT THE

International

*Photographic Arts
and Crafts Exposition,*

*Grand Central Palace,
New York City
April 21st to 28th,
inclusive, 1923*

CONTESTS FOR AMATEUR AND PROFESSIONAL PHOTOGRAPHERS

Four cash prizes will be awarded for each class of work (amateur and professional). Write for entry blanks, etc. This will be the largest exhibition of Photography and Photographic Apparatus ever shown. Some of the most prominent American and European manufacturers have secured space.

*For further particulars regarding contest,
rates for space, etc., apply to the
executive offices of the*

National Exposition Company, Inc.

HOTEL McALPIN, NEW YORK CITY
Telephone, 5700 Pennsylvania
Extensions 334 and 336

*the last word
in projected portraits*

PLEADWELL SUPERFINE ENLARGED PORTRAITS

On Old Master Paper

WRITE FOR TRADE PRICE SHEET

Pleadwell Enlarging Studio Erie, Penna.

H. H. Holmes, formerly of Blanchester, Ohio, has purchased the studio owned by the late Mr. Harbaugh, at Dover, Ohio. O. E. Hawthorne has taken over the studio in Blanchester.

MISCELLANEOUS

FOR SALE—One six inch Cirkut outfit camera, new, \$150; also one eight inch Cirkut outfit, used, \$175. Hard's Studio, Crown Point, Ind. 3-24-3-C

FOR SALE—7x17 Eastman Banquet Camera in carrying case, two extra holders and tripod, \$40. One Pako Dryer, gas heated, \$75. C. O. Boston, El Dorado, Kans. 4-7-1

ROY M. ANDERSON desires to rent a studio with privilege of buying. I am a married man thirty-three years of age, honest, ambitious, with the very best of experience. 103 Goldsborough, Crown Point, Ind. 4-7-1

FOR SALE—Kodak finishing shop, Eastern Oregon. Address W-2, care of this journal. 4-7-1-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

FOR SALE—Ground floor studio; central New York town of four thousand; newly equipped; big drawing territory. Price \$1500. For particulars write W-1, care of this journal. 4-7-2

STUDIO for Sale—In one of the best towns in Central Indiana, population 30,000; well located; beautifully furnished; equipment complete. Will sacrifice to sell soon. Good reason for selling. Address A. W. Schneider, The H. Lieber Company, Indianapolis, Ind. 3-24-3

HAVE YOUR LOCAL VIEWS MADE INTO

POST CARDS

Platino, Brown, Sepia, and Hand Colored

FINEST AMERICAN MADE

THEALBERTYPE CO.

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SATISTA—cream stock for Portraits.

SATISTA—white stock for Landscapes
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PLATINOTYPE and PALLADIOTYPE
in several grades. *Send for Lists*

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Paper for fine portraits

Double *VELTEX* Weight

A distinctly new portrait finish. Heavy white paper with just a suggestion of silk in its *matt* surface. Prints have a sparkling quality that emphasizes the values in the negative.

This surface also furnished in a thin paper stock—the original Veltex.

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Put the Colors of Nature In Your Pictures

It's easy to tint photos or snap shots with the old reliable

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FOR SALE—Studio in hustling town of 9000 population, 30,000 to draw from. Will invoice \$1200. Must sell. To quick buyer \$1075. Write M-11, care of this journal. 4-7-1-C

FOR SALE—Newly furnished in mahogany, a ground-floor studio, best location, rent \$65, city of about 25,000; Beattie Flood-Lite. Other business needs my attention. Will sell to good workman for \$1000 cash, or payments. If you want to walk into a business of your own, in one of the nicest cities in America, write me at once. Box G-3, care of this journal. 4-7-1-C

BARGAIN—Kodak finishing business with drug-store agencies. Will do \$500 monthly. Has portrait facilities. Hurry! Must sell, other business. Geo. O. Fales, 3211 So. 24th St., Omaha, Nebr. 4-7-1-C

STUDIO of long established national reputation, in liveliest western city and fast growing state. A real money-maker, high-class work and prices. Sell quick for less than invoice. Write to Goodner Studio, 217 No. Virginia St., Reno, Nev. 3-31-3-C

STUDIO FOR SALE—In a city of 35,000 in best location, doing good business. Rent \$35. Do not overlook this opportunity. Address Brosky Studio, 960 4th Ave., Kensington, Pa. 3-31-2

FOR SALE—Studio equipped complete, splendid business. Good terms to quick buyer. Address Perkins Studio, Portland, Ind. 4-7-1

FOR SALE—Studio in college town, population 5000; over \$6000 last year; good equipment. Cash \$650, terms \$800. B-1, care of this journal. 4-7-2

GROUND floor studio, with living rooms, doing good business in Western Michigan city of 10,000; only one other studio. Hanselman, 735 Haven Ave., Ann Arbor, Mich. 4-7-2

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

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SAMPLE
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No. 4—\$1.00

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COLLINS EASEL FOLDERS for 1923 include seven distinct styles in fifty-four units ranging in sizes 4 x 6 to 8 x 10. We want every professional studio to sample these popular business-getting styles and have assembled for that purpose two representative sample collections. No. 4 contains 24 numbers 3 x 4, 3 x 5 and 4 x 6 sizes only. No. 5 contains 16 larger sizes 5 x 7, 5 x 8, 6 x 8 and 8 x 10. These sets are right from stock and bear no labels or advertising. Use them freely in display case and in the reception room.

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MAIL THIS COUPON TODAY
Enclosed is \$1.00 for Sample Set No. ____
I will use it to stimulate new business.

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Address _____



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REFERENCE: The leading studio men from coast to coast.

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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 post-card. The editor of ABEL'S will appreciate being advised when employes fail to accord this courtesy to employers.

RETOUCHER of high quality and of general ability desires steady position; able to take a sitting when necessary; twenty years experience. A. C. Setlin, 195 So. 3rd St., Brooklyn, N. Y. 3-31-2

OPERATOR-ARTIST—Personable, energetic, experienced in photographic work, paint portraits from sitter or photo, backgrounds, decorations, air-brush, color work. Moderate salary with opportunity sought. References. S. M. Warner, 2019 Ruby Ave., Kansas City, Kans. 3-31-3-C

RECEPTIONIST, retoucher, baby operator and finisher; manager at present position two years. Wish to make change. High-class studio in Chicago only. Address A-3, care of this journal. 4-7-1-C

RETOUCHER, printer, coloring (in oils only) and operator desires position in Chicago from May 15th to June 15th; six years experience; accurate and fast work; can give references. Zella Merrill, 2426 Gladstone Drive, Dallas, Texas. 4-7-1

WANTED—Position: good all around worker. Address Photographer, 117½ Main St., Oklahoma City, Okla. 4-7-1

EXPERT operator and overseer, must be A-1 studio in the East. Age thirty-five. J. Alan Dunn, 2411 So. 21st St., Philadelphia, Penna. 4-7-2-C

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Easy to handle
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Over 30,000
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easily and dependably obtained.

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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.

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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

FOR SALE—Bausch & Lomb Portrait Lens F/5, Eq. Focus 10 inches, with shutter; practically new; best offer takes it. Pako Dryer, gas heated, 110 alternating current motor; in first class condition; cost \$190, a bargain at \$75. F. H. Frey, Winona, Minn. 4-7-1-C

WANTED to buy, for cash, a studio in town of 10,000 or more. Ohio preferred. Give particulars in first letter. Parker-King, 709 W. 30th St., Indianapolis, Ind. 4-7-2-C

VOIGTLANDER Heliar F/4.5 lenses, new, 12, 14 and 16 inch, \$110, \$140 and \$185. Sent C. O. D. with the privilege of examination. A. Breitling, 2311 E. 14th St., Brooklyn, N. Y. 4-7-1-C

FOR SALE—One set of Photo Miniature from 1 to 165 at regular price. Will sell separately in lots of 20 copies. Send for bargain list of foreign cameras. Montreal Photo Supply, Montreal, Canada. 4-7-1-C

FOR SALE—Movie Camera, universal and tripod, fine condition, \$300. Three 100 ft. Stineman reels, \$20 each. Schneider Step Printer, motor driven, \$200. Otto F. Menge, 93 Sterling Ave., Buffalo, N. Y. 4-7-3

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 post-card, and to return samples of work, etc., promptly. The editor of ABEL'S will appreciate being advised when employers fail to accord this courtesy to employes.

WANTED AT ONCE—First-class kodak finisher and commercial photographer; state full particulars about yourself, including reference and salary and photo of self. Address J. C. Russ, Photographer, Eustis, Fla. 3-24-3-C

FIRST-CLASS kodak finisher who can handle the better grade of finishing kodak department. Gravely & Moore Studio, Charleston, W. Va. 3-24-TF

WANTED—An experienced lady solicitor for high-grade studio, calling on phone the leading society. Must be dignified, not afraid to meet people; for city as well as out of town work. For particulars write to P. O. Box 702, Denver, Colo. 3-31-2

WANTED—Live-wire ticket man who can make for himself \$5000 selling to 150,000 population. S-4, care of this journal. 3-31-2

WANTED—Solicitor, lady or gentleman, to call on homes where there is children. High class proposition. Address C-1, care of this journal. 4-7-1

WANTED—Retoucher-printer, steady position for a good workman. Send full particulars regarding experience, salary and also photo of yourself. Alvin Schneider, Green Bay, Wis. 3-31-2

RETOUCHER—FIRST CLASS—is sought for a permanent position in a leading St. Louis Studio. Excellent working conditions. Send full particulars when writing to Murillo Studios, 1314 Olive St., St. Louis, Mo. 3-31-2

WANTED—Lady retoucher. Must be able to etch and be rapid worker on high-class work. Steady all year employment. State salary, experience and send photo to S-5, care of this journal. 3-31-2

WANTED—A man versed in every phase of photography to take charge of the photographic end of our organization. Must be able to take complete charge of the photographers in all of our studios, watch negative quality and must have ability to handle men. This position will necessitate much time spent in traveling. Please give all of your qualifications and if possible include photograph. Bachrach, Inc., 16 W. Lexington St., Baltimore, Md. 3-31-2

PARTNER wanted, or will sell, little money down. Must get out of doors April. Sure a money maker. Amateuring. Beach's Studio, Canajoharie, N. Y. 4-7-1-C

FIRST-CLASS operator, prefer a man experienced in home portrait operating. Salary \$50 or better. If you are not a top-notch do not apply. The Salyers Studios, Huntington, W. Va. 4-7-2-C

EXPERIENCED retoucher and etcher, one with executive ability to take charge of fifteen retouchers, good position to one who is well qualified. Bachrach, Inc., 906 No. Charles St., Baltimore, Md. 4-7-1

EXPERIENCED proof retouchers and finishers. Bachrach, Inc., 906 No. Charles St., Baltimore, Md. 4-7-1

COMMERCIAL operator. Must be first-class man; none other need apply. The Heiser Co., 113 St. Clair Ave., Cleveland, Ohio. 4-7-1

COMMERCIAL photographic printer; one who has had considerable experience. The Heiser Co., 113 St. Clair Ave., Cleveland, Ohio. 4-7-1

WANTED—Man receptionist. Must be a good retoucher. Steady work for the right party. Salary \$35 weekly. Palmer Studio, East Liverpool, Ohio. 4-7-2

RETOUCHING

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

COLORING, RETOUCHING, AIRBRUSH WORK AND MINIATURES; PROMPT SERVICE. Babette Johannesburg, 2258 Euclid Ave., Cleveland, O. 9-16-TF-EOW-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. 12-30-TF

RETOUCHING, COLORING—capably handled by an expert. Mildred Black, 320 Fine Arts Bldg., 3226 Euclid Ave., Cleveland, Ohio. 1-6-TF

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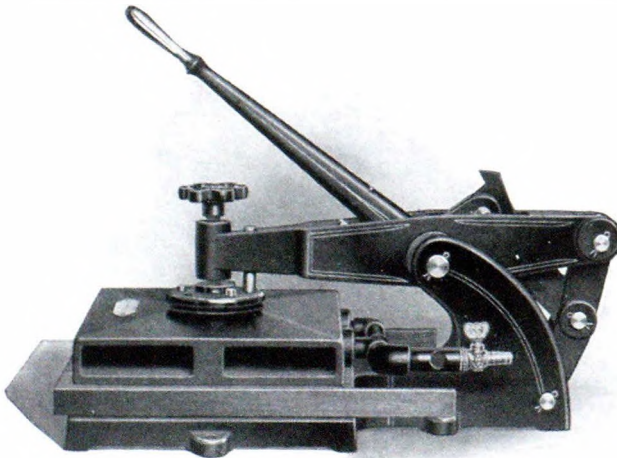
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Dry mounting is worth while because it keeps your prints in condition after they leave your studio. Dry mounting makes the good looks of your prints permanent—pleases your customers—distinguishes you as a careful workman. The Kodak Dry Mounting Press mounts prints on the thinnest folder or mount stock without the slightest cockle or curl—and they stay mounted.



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are film qualities that enable the photographer to secure better results. Use

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Vitava Athena in the distinctive Old Master surface will add a new note of quality to Spring Styles in portraiture. The warm tone of the print sparkles with brilliancy—the unusual texture adds interest and charm without destroying detail.

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