



ABEL'S PHOTOGRAPHIC WEEKLY



Vol. XXXII No. 824

SATURDAY, OCTOBER 6, 1923

PRICE TEN CENTS
\$2.50 A YEAR



*The difference is
simple*

The difference between a good paper and a paper not so good is really very simple. A good paper makes better prints from more negatives with less annoyance and waste.

In speaking of Professional Cyko, some photographers mention its freedom from mechanical defects, others its freedom from fog, others its quality and scale, still others its uniformity. But the sum and substance is that Cyko is better than we were formerly able to make it, and at present the best the market affords.

Plat and Buff in double weight, Studio and Glossy in both single weight and double.

ANSCO COMPANY
BINGHAMTON, N. Y.

Gross Mail Circulation..... 3,965
Gross Circulation..... 100
Net Sales Through Dealers..... 4,065

GUARANTEED
NET PAID
CIRCULATION

3,930

(Professional Circulation Only)

A perfect emulsion coated on clear, transparent glass affords the ideal base for negative making.

Every ray of printing light finds passage through.



Hammer Dry Plate Company
Ohio Ave. and Miami St., St. Louis, Mo.
N.Y. Depot 159 W. 22nd St., New York City
Hammer's booklet, 10th edition, sent upon request

Twenty-five Years

In October, 1898, A. A. Stone started a small one-man business, doing enlarging for local studios only. He did everything himself and acted as wrapping-clerk and delivery-boy in addition, often walking several miles to save cartage. From that small beginning the business grew until in 1917 he put up his own building in the present location. In 1911 the A. A. Stone Co. was incorporated and continued under the direct management of Mr. Stone himself. October, 1923, marks the 25th Anniversary of the business.

A quarter century of continuous service, under the same management.

☐ Something to be proud of, and something to celebrate—which we will do by giving away several hundred portraits, charging the cost to advertising.

☐ Write for our special offer, good for October only, and at the same time ask for Price List No. 9, which covers our regular line of work.

The A. A. Stone Co.

1492 West 117th Street
Cleveland, Ohio

PHOTOGRAPHIC ENLARGEMENTS OF ALL KINDS



BY YOUNG & COGSWELL, SEATTLE, WASH.



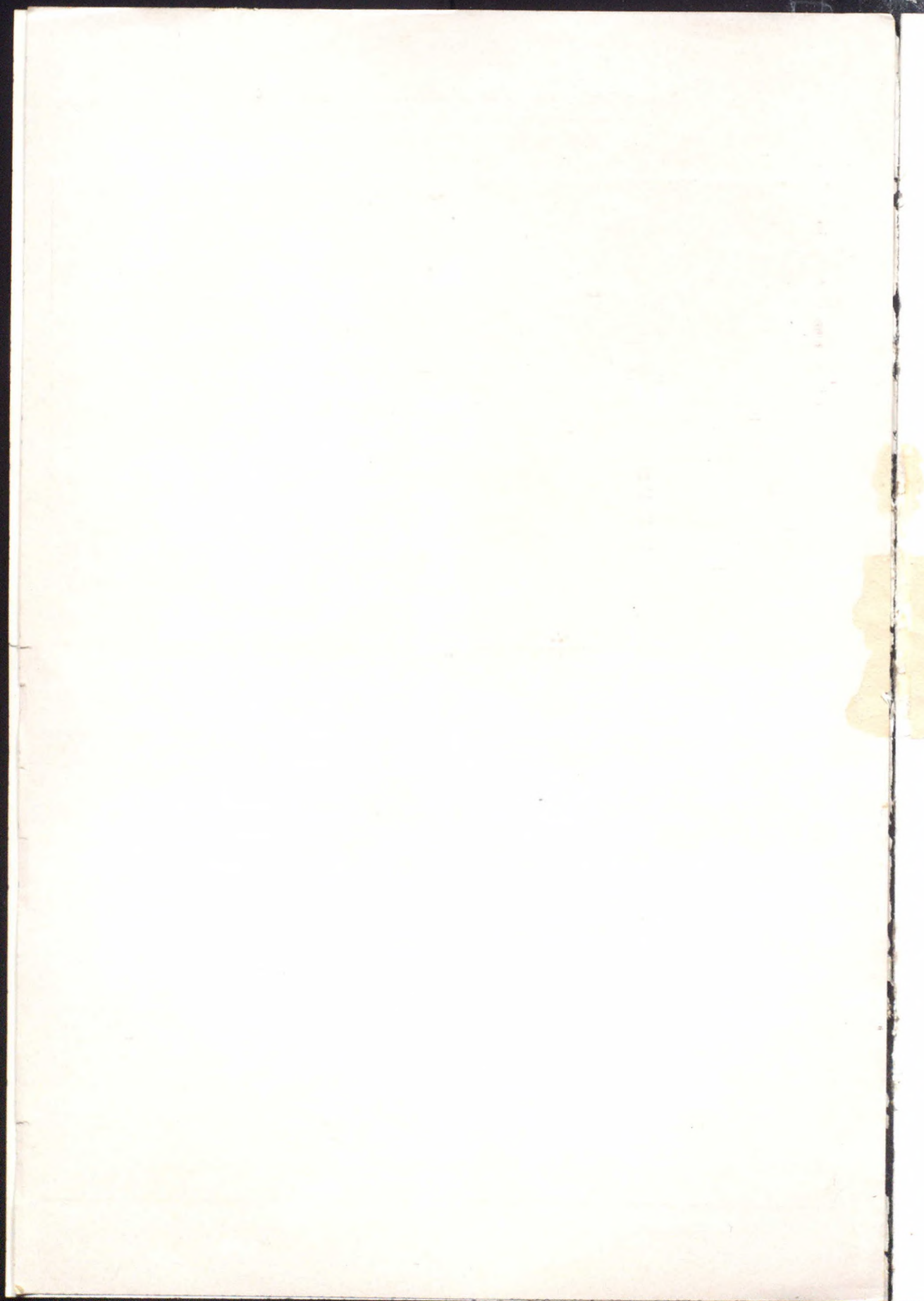
BY EDNAH M. MORRISON, VISALIA, CALIF.



BY WM. L. KOEHNE, CHICAGO, ILL.



BY IRA L. HILL, NEW YORK CITY



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

TO PREVENT loss or delay by mail, all communications and photographs intended for publication should be addressed to Abel's Photographic Weekly, 421 Caxton Building, Cleveland, Ohio.

In Passing By

THE Essential Factors. Second on our list of the necessary qualifications for the ideal photographer we have the matter of a well located studio, with ample display facilities.

Location depends largely on the kind of business the ideal photographer is going after. As we have already said that the necessary capital is one of the qualifications, we can suppose that the matter of actual rent is less to be considered than the environment in which the studio is. If a large and popular business is sought, then it is quite necessary that the location be at or near a spot which is a trade center, where many hundreds or thousands of people pass by daily.

If the patronage wanted is among the social class, what used to be called the carriage trade, a more private locality can be selected and even a residence studio may be just the thing. It is then an advantage to be where there is plenty of parking space and where traffic rules do not limit the time of parking to a mere half hour or so.

A photographer who makes a specialty of the children of the better classes can well afford to be located up toward the residence section of his town, as many people object to taking their children to the down town congested districts.

In a down town district, there is always the wrong side and the right side of every street. Every main street of a small city has a right side and a wrong side and while the rentals on the right side are considerably more, the chances are so much greater that it is worth the difference. This is a matter which many studio owners overlook. They see a lot of people on the street and wonder why their show-cases do not attract more attention, but fail to notice that the bulk of the trade, the bulk of the shops doing business, are on the other side.

It is not always possible to get a ground floor studio and usually the rents are very high. But wherever it is possible, nothing but a ground floor should be considered, and the higher rent, as against the upstairs studio, is easily offset by the greater opportunity to reach the public. People do not like to go up even a step to enter a store or place of business,

if they can avoid it. And the usual climbing of a narrow flight of stairs, untidy and frequently dirty as like as not, is certainly not an inducement in these days when people are almost losing the use of their limbs through elevators, cars and other conveniences.

A ground floor studio gives usually more opportunity for window displays. We discussed the subject of the "stop, look and listen" effect of a good display in a recent issue. It is the best piece of advertising the photographer has and should be used to the limit. But without a window display, the show-case must be set so that it is easily seen and easily got to. We have seen show-cases where you had to wriggle around posts or get into narrow entrances to see them at all and their publicity value is little.

The location is everything, all according to the kind of business the ideal photographer intends to do and the facilities for displaying photographs must be utilized to the utmost. These are matters, then, to which very great thought must be given.



THE Eastman School Returns. The Eastman School of Professional Photography is to be with us again.

That will be welcome news to the entire fraternity, as its absence for the past few years has been a distinct loss to the progress of photography. It is recognized that American photography, taken on the large average, is distinctly superior, and surely it is only fair to lay much of the superiority to the teachings of this school, which for the many years it was traveling around the country had only one standard—the standard of excellence in professional photography.

We have all been waiting for the return of the School and from all we hear, the waiting has been worth while for we are to see professional photography in its most modern aspect and shown in the most modern of all ways—the motion picture.

A full size and complete studio, complete to the last detail and showing how artistic and really beautiful a studio can be made to be, was specially built for the background of the instruction these motion pictures will give. But the instruction is not to be by motion picture only. There will be lectures to accompany each picture and stills will also be used frequently.

It is all so new and so interesting that we can already see the halls crowded and the word passing from one to the other that here is something which must not be missed.

The School opens in Albany, October 2nd, 3rd and 4th, then travels to Buffalo where it will be from October 9th to 11th, and then to Cleveland October 16th, to 18th. At one of these cities we hope to sit in so that we can tell the story of this new school from our own observation.

The complete picture, lasting over the three days, is paid to be the largest industrial picture ever made and it covers professional photography from every angle and from A to Z. Don't miss it, when it comes in your neighborhood, even if you have to close up your studio for the whole three days. And if you do not let all your employes attend, you will be acting unfairly both to them and to yourself.

THIS week we are publishing number 191 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.

My Photographic Reminiscences

(No. 47) *Special to Abel's Photographic Weekly*

By F. DUNDAS TODD

I HAVE told how I always enjoyed a delightful time on the occasion of my annual visit to Philadelphia and have mentioned two of the good folks of that city in whose company I delighted, John Carbutt and Alfred Holden. But there were others, Alfred Clements of Willis & Clements, W. P. Buchanan, photographic dealer and maker of flashlight powder, John Haworth, dealer, Elias Goldensky and W. N. Jennings, photographers. To call on all the people that I considered as good friends of mine, and also on the folks I did business with but did not find interesting in one day meant that I had to jump lively, especially as most of them wanted me to take lunch with them.

As "Buck" was not far from the hotel I would start with him. Business took but a few minutes, then we went for each other on the respective merits of our cities. I do not know what he did, but I know I was always on the outlook for a good tale on Philadelphia, and once at least I smothered him. The last time I saw Buchanan I knew he was struggling in deep water. He confessed to me that if he had ten specialties as profitable as flashlight powder he would let the supply business go hang. I certainly did like him as he was cheerful right up to the end, then he seems to have suddenly collapsed.

As I have already said I dearly love to visit the old timers in photography, so I got into the habit of dropping in to say a few words to John Haworth, first the father then the son of the same name. For many years there hung at the end of the counter a card which said "We sell all papers" and below was a long list of names. Before this century had well opened practically every one of them was off the market, so the placard was nothing more nor less than a tombstone, just as my card system of advertisers was in its way a graveyard. For

over a dozen years I entered the name of every firm that advertised photographic materials on a card, and when it ceased the card went into a drawer. When I cleaned up my desk in 1907 I counted the lot and found to my amazement that the dead firms totalled over two hundred and fifty. When photographers feel inclined to grumble over what they pay for materials let them think of the money, time and brains that were expended on their behalf with-

YOU can not rely on your memory to preserve the impressions of yesterday. Photographs alone endure the ever changing characteristics of today.

Baker Art Gallery

COLUMBUS, OHIO

State and High Sts.

Happening to be in Columbus the other day, we clipped this one from a morning paper. Good copy, but what most studios would term "highbrow."

Other Photographers' Studios.

No. 47

Studio of Clarence Stearns, Rochester, Minn.

It is always good to know the other man's ideas. Nearly every photographer intends to build—or at least equip—a studio which shall contain what is (to him) the last word in arrangement and equipment. This series of pictures will show studio exteriors and interiors in different parts of the country, not necessarily those of famous photographers but all worth careful study. File them away, and make use of the best of their ideas when the time comes for your own dream to come true.



*An interesting corner in the studio of Clarence Stearns, President of the Photographers' Association of America. Note the complete harmony of the furniture and the candlestand with the leaded window and the moulding around the doorway. **

out profit, and then their point of view may change. The real subject for worry is the price paid for the photographs by the customers.

All who were in the know had a tremendous respect and liking for the younger John Haworth for his private life was as beautiful as a romance. What has become of him I do not know but fifteen years ago he had some idea of coming to the Pacific Coast and I had hopes of seeing him in Victoria.

From Buchanan's I usually went to see Alfred Clements as he considered I owed him the lunch hour, and I was only too glad to recognize the debt, for it was to me

a delightful treat. Mr. Clements is an Englishman, typical to the minutest detail in a business transaction for to him it is an exchange of commodities in which both parties must have equity and satisfaction. He would scorn the idea of giving any one the slightest advantage over the general run of customers, he would absolutely despise himself if his product was not worth exactly the money he charged for it. He dearly loved a discussion on social problems and the lunch hour was usually spent thrashing out such subjects. I still look back with delight to these meals. He was one of two men who knew that the only malt liquor I cared to drink was McEwans Sweet Ale so

he always ordered that for me, though he himself in practice was an abstainer from all alcoholic beverages. Speaking of this ale I may remark it is made in Edinburgh, Scotland, so when I went there in 1899 I looked forward to the prospect of getting readily all I wanted of it, but alas it is not popular in the land of its origin, so though I tried my best I could not find it on sale anywhere. It seems it is practically all exported, mainly to India and the Australian colonies where it has a great vogue. Over thirty years ago I used to meet Mr. McEwan in the Turkish Bath, and though he was a multi-millionaire, in pounds not dollars, he was a very quiet, unassuming man. I always remember one of his remarks, "I never once speculated outside of my own line of business. I have bought and sold futures in barley and hops, but these are in my own line."

Mr. Clements detests hackneyed joshing, such as Philadelphia being a slow town,

just as I am weary of the alleged humor that is founded on the theory that we Scots are close fisted. In a lifetime I have heard only one or two tales that are really witty, and I chuckle over them yet. When I hear a supposedly new Scotch story I involuntarily smile over a very neat dishing up Mr. Clements gave to a noisy drummer from New York. We were having a real chat together in the office when the drummer blew in on his first, and I fancy his last, visit. To break the ice he started to peddle his line of stories about the slowness of Philadelphia. After he had got quite a number out of his system, Mr. Clements yawned and turned to me." Do you know I have taken quite a fancy lately to see a horse car again, so I will have to run to New York soon to satisfy the craving." Mr. Drummer was very quiet after that, probably picturing to himself the crosstown horse cars, which by the way went out of existence less than a year ago.

The Maplewood Convention of The New England Photographers' Association

THERE is a sacred obligation on every photographer to do his absolute best for every customer that comes to him for a portrait. It isn't just a matter of giving the patron his money's worth but giving him all you have—and in discussing this and other points Pirie MacDonald spoke as he seldom has spoken before. For over an hour he kept a big crowd of people hanging on his words, glad that they were there to listen to him. Mac. certainly was at his best. We only wish he would put his great talk down on paper so that all could read.

But Mac. was only one of several happenings at the Maplewood convention, albeit an outstanding one. There was also Will Towles who gave three demonstrations, coupled with many little interludes of bright snappy sayings concerning the value of light and shade, the uselessness of unneeded lights, the wisdom of working up to a high standard of excellence rather than of working down to a low standard of price and so on. That they appreciated Towles was evidenced by the three cheers and a tiger they gave him at the close of his last talk.

Ernest Major of Boston, an artist of big repute, kept his small audience in their chairs for close to two hours while he discussed the pictures given him to review. It

was a mistake to have him on the last day of the convention. So many had gone home after the big party of the night before. Why will association officers insist on holding their elections at the very end of a convention and putting some really worth while speaker on at the last moment? Of course, the idea is that folks will stay over to the end if the program is strong enough, but we have never found that succeed, no matter what feature is starred for the close.

Wyckoff, chairman of the Commercial Section of the P. A. of A., opened the convention with a talk given over to the activities of his section and of the Detroit commercial photographers. It was a bit of a disappointment that he did not take up his time telling about some little details of actual practice. It is true there were only two or three actual commercial men present, but almost every portrait photographer today is called on to do some commercial work at times.

We ourselves took up a few minutes discussing the Little Crooks in the Photographic Business. We looked round the corners carefully as we went down the various halls afterwards, expecting trouble, but they were all kind and let our statements pass. Maybe we will get up courage enough to print that little talk sometime.

Noetzel was another of the demonstrators—he's a modest man and always disclaims any ability as a teacher but just the same he always makes good.

Louis Oliver, the president, is such a retiring man, that he always gave the job of introducing the speakers to some one else. But Louis seems to have the knack of making his conventions interesting and he surprised us all by the fine turn out at this Maplewood convention. There were close to 300 people registered and when you consider that nearly all of them came quite a long distance and that most of them drove any where from one to three hundred miles to get there, you realize that there must be something after all in these summer resort conventions.

Louis provided an excellent entertainer who kept every one on toes, whether it was at an evening party or playing games or just merely gossiping on the veranda.

The weather could not have been better, although most of us came prepared for winter up there in the mountains. Several of us played golf at every opportunity and we managed to include a tournament for the golf fans, the winners being a Mr. G.

E. Bates of Albany, a friend of Mr. Obenaus, the photographer, and M. E. Sholl who travels for Taprell Loomis and Co. These split the prize offered for the low net score. The Maplewood Club management also offered a solid gold medal for the best gross score and this was won by our old friend Charlie Hoyle of Boston.

The officers elected were—president, Eugene Gray of Worcester, Mass.; 1st vice-president, Edwin Bird of Malden Mass.; 2nd vice-president, Bert Call of Dexter Maine; secretary, Eric Stahlberg of Northampton, Mass.; treasurer, E. A. Holton of Boston, Mass. State vice-presidents are—for Maine, Fred Chalmers of Bangor; for New Hampshire, A. A. Nelson of Laconia; for Vermont, A. Allyn Bishop of Newport; for Massachusetts, J. Frank Choicener of Taunton; for Rhode Island, John Sabine of Providence; for Connecticut, J. Fred Dunne of Hartford.

There is a decided sentiment for holding the next convention again at Maplewood but this will be settled when the new board

It was a splendid meeting, full of the right social, get-together spirit and leaving a good taste with every one who attended. meets later.

'Tis Here-Maybe



We have received an announcement of the marriage of C. Verne Klintworth, Tampa, Fla., to Miss Sue Jones of that city. Our readers, we know will join us in extending felicitations to Mr. and Mrs. Klintworth.

Mrs. Marie Duffy Harding, well known to western photographers as Miss Marie Duffy of the Duffy Studio, Lawrence, Kans., sends us an announcement of the arrival of little Billie Marie Harding, on August first. Mrs. Harding was in business in Lawrence for six years, but is now located in Ottawa, Kans., where she intends to continue in the photographic game. Her husband, W. C. Harding, is a member of the medical profession.

By the way, a very cordial invitation is extended to all manufacturers and dealers to attend the combined board meeting of the Southeastern and Middle Atlantic States Associations, to be held at Kenilworth Inn., Asheville, N. C., on October 15th.

Had a pleasant visit this week with James H. Brakebill of Knoxville, the new Second Vice-president of the National Association, who dropped in for a call on his way East. He is swinging around a big circle, taking a short rest before the busy season starts. Brakebill says that business is good, and that the Middle Atlantic and Southeastern Associations intend to put over a real convention in Asheville next year.

The next meeting of the Northwest Missouri Club will be held October 4th instead of September 27th, as first stated. Breckenridge, at the Moren Studio, is the place.

R. W. Johnston of Pittsburgh, postcards us from Hamburg, Germany to say that after a month's stay the charm and quaintness have worn off and he can now realize what some of the conditions really are. He says the Germans can't produce because they have no raw materials, and can't buy because their money is no good. "Home soon as I can get a boat," he ends up.

Increase the quality of your work, broaden the scope of your capabilities, enlarge the volume of your business with

EASTMAN PORTRAIT FILM

*Par Speed—Super Speed
Uniform Quality*

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'



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, 722 Bond Bldg., Washington D. C.

WITH the passing of the Des Moines Convention we have seen the end of the Amalgamated Association Conventions for 1923 and everybody should be settling down for their intensive Fall advertising. New ideas have probably been observed or developed during the summer vacation trip and will be put into practice at the opportune time along with the latest styles in photo finishing and frames. Those who are fortunate enough to have remodeled or at least refinished their studios during the summer months are in a good position to hold a Fall Exhibit which may be supplemented by one of the Association's Traveling Exhibits. There will be five of these available to members by the latter part of October and as all photographs in the Exhibits have been hung at the National this year, they should prove a decided attraction to the lovers of good portraiture. Assignments may be made by conferring with the Secretary.

Apropos newspaper advertising, this office will be pleased to furnish copy for a set of weekly suggestions of snappy, timely thoughts leading up to Christmas and New Years as the proper time to make one's Photograph a remembrance gift.

The old saying "Your friends can buy anything you can give them—except your photograph" applies so strongly—so exclusively to photographers, it could well be used as a perpetual ad. for all studios throughout the country. The more this one thought is impressed on the public and the more they ponder over its simple truth, the sooner they will agree to it and act accordingly.

Our good friend Mr. E. M. Hammond of Porterville, California has carried out the above idea by incorporating the quoted expression on a neat advertising blotter. A cut in colors, and a short rhyme invite closer attention to the card and its real message which might otherwise be casually overlooked.

No doubt, many studios have cards or folders as envelope "stuffers" or regular advertising and will also soon have their special Christmas cards ready for distribution. The Secretary would be pleased to

receive samples from all parts of the country with a view to having a good collection to present at the January Board meeting where it may be possible to work out a National card or blotter from the best ideas received. Let's hear from you.

The query reached this office during the past week as to the legality of photostating soldiers' discharge papers, the case arising when a certain ex-soldier had to send his discharge papers away and desired to keep an authentic copy.

The answer is—don't do it. It is illegal to photograph or photostat any Government documents. In the case cited, the proper procedure would be to take the papers to the local County Court House and have them duly registered. Then, if subsequently lost in the mails or elsewhere, a certified copy could be obtained at any time from an authoritative office.

Not that we have forgotten the active appeal made at the Convention by the California Delegation to secure the 1924 National Convention, but as a gentle reminder that they were still after it, this office was visited by Mr. Harry H. Main, Executive Secretary, San Francisco Convention and Tourist League. "Prospects look brighter every day" he says "with the boys back home going after the membership quota in a California, business-like manner."

A Letter From Clarence White

CLARENCE H. WHITE, *School of Photography*
Sept. 20, 1923

ABEL'S PHOTOGRAPHIC WEEKLY:
Gentlemen:

I HAVE been very much interested in learning that there is a school maintained and founded by the Photographers' Association of America, and that it has been established for higher standards in photography, and concerning which I have noticed an editorial in the Sept. 1st edition of your Weekly.

In this editorial, however, in the fourth paragraph, I must take exception to the words: "There are several schools of photography in this country, but naturally

THE ANVIL CHORUS

is abroad. This is to be expected since we sell *the greatest studio light in the world,*

DIRECT TO YOU

If you would know the truth in regard to Beattie Lites write Beattie, or ask the man who uses one.

We not only make the greatest studio light but we *guarantee it*, giving the purchaser every advantage. We prepay to you. If after giving the Lite a thorough trial you think we have over-stated our case, you may return the Lite freight collect. Anything you may have paid will be returned in full without question. There are no "catches" to this offer. It's straight from the shoulder.

J. C. Strauss, St. Louis, the owner of a new Maxima writes "This is the light I expect to use in the future."

Frank Aston, San Luis Obispo, says "The Flood and Hi-Lites are working fine and I am through with daylight for all time."

Nast and Company of Denver have just bought a Maxima. They write, "The way your Flood-Lite is working makes us think you are doing the photographic world a great benefit. We believe every photographer in Denver should have one and they will if we can do anything to help them see the right way."

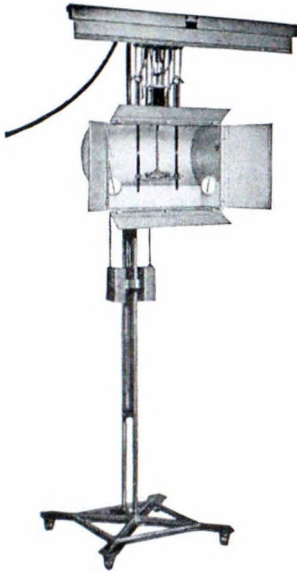
The busy season is upon us. Better write or wire today.

Beattie's Hollywood Hi-Lite Co.

1645 Hudson Avenue

Hollywood, Calif.

WHEN DAYLIGHT FAILS



do you suspend business for the day—disappoint your customers—turn buyers away?

In your own home do you cease all activities and hike off to bed when darkness comes?

You answer, "Certainly not—I have artificial light." Then why not artificial light in your studio to protect your business—that business which makes your home possible.

The answer should impel you to immediately insure your business against further loss by installing

THE PERKINS "HI-POWER" TWIN ARC

THERE IS A STYLE FOR EVERY STUDIO

Ask your dealer or write us for
"More Light on the Subject"

The Photogenic Machine Co., YOUNGSTOWN, OHIO

they are commercial institutions. The interest of the owners of these schools is to get as many pupils as possible and to run them through their paces expeditiously." In view of the fact that I am the director of a School of Photography, we are not a commercial institution, even though I feel that we have the privilege of making a living by it, which we do not.

In the same paragraph you also state: "We don't question that they give a fair return for the tuition fees they charge, but with them it is more a matter of making a good return on their invested capital than of worrying over the matter whether their pupils are drilled with the seed of enthusiasm which latter develops into a keenness to give the world the best there is in photography."

The above I must take exception to also, because it is exactly our standard and has always been to plant the "seed of enthusi-

asm" above any thought of profit in our School. Our record is behind us, and we would be very glad, indeed, to have you investigate it. The circular I am enclosing will also bear witness to this fact.

Very truly yours,

Clarence H. White, Director.

(We gladly endorse what Mr. Clarence White says; about his School and we can only say that we were speaking generally and did not have his School in mind at all. Maybe, even, we wrote a little too abruptly in making such a generalization about the Schools. As always, there are exceptions. Ed.)

Markings on Negatives

WHILE marks and patches on negatives can usually be attributed with fair certainty to faults arising either in the exposure or the development of the plates, it sometimes happens that markings are encountered which tax the experience of the detective in tracing them to their source. We call to mind a case which was submitted to us by an architectural photographer of wide experience. They were 10x12 negatives, and were defaced by several almost circular dark patches, about three-

"Fully Equipped"

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

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

D *Professional* **DEFENDER**

*for fine portraiture
in black or sepia tones*



Professional DEFENDER has precisely those properties which combine with fine craftsmanship to produce superior portrait prints.

Professional DEFENDER quality is constant and uniform, thus adding the final mark of merit—dependability.

Send for list of dealers and "The Book of Defender Papers."
(Description, Formulae, Price Lists, CAUSE AND
EFFECT IN PRINTMAKING.)

DEFENDER PHOTO SUPPLY CO., INC.
ROCHESTER, NEW YORK AND BRANCHES

THE HOUSE THAT SHIPS PROMPTLY

Are You Ready For Fall Business?

Are you stocked up with mountings to take care of the big rush which is just about to commence?

And, what's more, are your mountings the kind which will make patrons order heavily from your pictures?

Are they mountings which will stand up under hard usage and which you won't be ashamed to have sold when you see them in the homes of your friends?

And did you pay a reasonable price for them and get prompt delivery?

If you can't say "Yes" to all these questions, ask to be put on the GROSS calling or mailing list.



PLATINOTYPE, Sepia and Black.
PALLADIOTYPE, Warm Black, Cream
and White Stock.

SATISTA, Black Only. Excellent for Water Colors.

SEND FOR LISTS

WILLIS & CLEMENTS

1814 Chestnut Street

Philadelphia, Pa.

eighths of an inch in diameter, which curiously enough occurred in almost the same places in each of a number of negatives. At a first guess it did not seem likely that the patches were caused in the handling of the plates after exposure, yet no connection could be established between their occurrence and the use of any particular lens or camera. Eventually it was found that the marks were caused by stacking the plates one against the other on the working bench whilst they were awaiting development. They were placed with the emulsion film in contact with the glass of the next plate, and the markings were found to be due to the transference of impressions from the finger tips, made when pushing each plate into place, and then laying the emulsion surface of the next in contact with the glass which had thus come in contact with the moist fingers. The occurrence serves to show the necessity of keeping the emulsion film of a plate free from contact with anything which may render it still more susceptible to the action of the developer.

SITUATION WANTED

WANTED STEADY position by young man with six years of all-around experience. \$30 a week. Best of references. Write K. Sporang, 200 Green St., Cambridge, Mass. 10-6-3-C

EXPERIENCED OPERATOR open for engagement south of the Mason-Dixon Line preferred. Address Lock Box 413, Weston, W. Va. 10-6-1

STUDIOS FOR SALE

STUDIO FOR sale in college town of 11,000. Rent low and living inexpensive. One competitor. Priced to sell in a hurry. G-2, care of this journal. 10-6-1-C

FOR SALE—One of the best studios in a medium sized college town in Missouri; doing a big business. Also one of the best equipped studios. Business running six thousand a year or better. If interested, write for full details. P-2, care of this journal. 10-6-2-C

STUDIO FOR SALE—Inquire Findley Studio, 403 1/2 15th St., Moline, Ill. 9-29-2-C

FOR SALE—The Ford Studio, 123 W. Bay Street, Jacksonville, Fla. 9-1-10

FOR SALE—Studio in Southwest Virginia, county seat, population three thousand six hundred; thirty thousand population to draw from; nearest studio twenty-eight miles. Doing good business. Reason for selling, health. Address D. H. Hilton, Wytheville, Va. 10-6-2-C

FOR SALE—Studio invoice \$1200 for \$700. Christmas trade will pay out. Equipped with daylight, flash and electric light, kodak and framing. Invoice and details upon inquiry. Columbus Studio, Columbus Junction, Iowa. 10-6-1-C



HALOID
PORTRAIT PAPERS

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PORTRAYA
for
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HALOID
SEPIA GRAVURA
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OF QUALITY

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To the Trade:

Enlargements from old pictures, tints, Daguerreotypes. Any number of separate photos copied and regrouped into one picture.

We make sepias, water-color, oil paintings, tint borders, porcelain miniatures and convex portraits.

Let us make up your samples. Samples that bring you in real orders and mean extra business.

WRITE FOR PRICE LIST

STUDIO AND DWELLING—Reception, operating and workrooms and four pleasant living rooms. Studio fully equipped and well established. Conducted 29 years by former owner, now deceased. Beautifully located on river front; building, lease, equipment and garage for sale. Much unfinished work on hand makes quick sale necessary. J. P. Eckert, Guttenberg, Iowa. 10-6-1-C

FOR IMMEDIATE Sale—Portland, Oregon, leading and best paying modern studio. Sold on basis of profits—your own audit. Magnificent location, Christmas trade all yours. S-7, care of this journal. 10-6-1

ONE OF THE BEST studios in town, population 35,000, with as many to draw from. Skylight, also artificial lights; good business average, between seven and eight thousand a year; on second floor; rent \$75 a month with heat. It will pay for itself from now until New Years. Price \$3,000. Must sell on account of sickness. Address Box 373, Cumberland, Md. 10-6-2

FOR SALE—Echo Studio, Bisbee, Ariz. All two can handle. Household and equipment inventory \$1,800; for quick sale and cash, household \$300, studio \$1000, together or separate. Hurry and Christmas will pay half of this. Address above. 10-6-1-C

YOUNG MAN—Here's your chance! Town of 5000, business average over \$300 per month; will guarantee over \$1000 holiday business. Invoice over \$1400; \$900 gets it. Leaving state. Be quick, terms. G-1, care of this journal. 10-6-1

ATTRACTIVE and best located photo studio in Cleveland for \$7,000; \$4,000 cash, balance monthly if sold before November 1st. Reason for selling, dissolution of partnership. Half interest considered. Christmas business will almost buy studio. A. Minch, 13511 Emily Ave., East Cleveland, Ohio. 10-6-1

FOR SALE—Studio in town of ten thousand. One other studio. Business good. Box 244, St. Charles, Mo. 10-6-1

FOR SALE—Studio, best location in Connellsville, Pa. Fully equipped to do studio, commercial and home portrait work. Owner deceased. Mrs. R. C. Ward, Connellsville, Pa. 10-6-2

STUDIO FOR SALE in the center of Findlay, Ohio, above new bank, second floor. Rent reasonable, with five year lease. Address The Lytle Studio, 300 No. Main St., Findlay, Ohio. 10-6-1-C

RETOUCHING

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

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

DEPENDABLE RETOUCHING and etching for the Holiday Season. Write us NOW. Prompt efficient service guaranteed. Russell & Russell, Box 7, Columbus Grove, Ohio. 10-6-4



*The right diffusion for
pleasing and salable soft-
focus prints.*

Eastman Portrait Diffusion Disks

Give you sane diffusion with uniformity. You can please your customers with soft effects without going to extremes and the softness is of fixed degree. You don't experiment—just focus sharp and slip a disk over your lens. The result is always the same, gives novelty to your work and simplifies retouching.

Made in two degrees; A for slight, B for more pronounced diffusion.

Prices of Eastman Portrait Diffusion Disks

No. 0	2½ inches in diameter, A or B	\$5.00
No. 1	3½ inches in diameter, A or B	6.00
No. 2	4½ inches in diameter, A or B	7.50

Prices of adjustable Disk Holders

No. 0	for lens barrels 2 to 3¼ in. in diameter	\$3.00
No. 1	for lens barrels 3 to 4½ in. in diameter	4.00
No. 2	for lens barrels 4½ to 5⅝ in. in diameter	5.00
No. 2	Special for lens barrels 4½ to 6½ in. in diameter	6.00

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ROCHESTER, N. Y.

All Dealers'

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Time is Money—MUSLIN IS THE THIEF OF TIME
Insure against this loss with

TRADE MARK **WARRENTX** REGISTERED

THE PERFECT BACKING CLOTH *NO PASTE OR GLUE REQUIRED*
WARREN PRODUCTS CO. 265 Canal Street - NEW YORK

Photo Statuettes

Our statuettes are being sold in more than 80 studios in Chicago alone. Reason is because we produce an article of quality and beauty, which makes sales easy. After months of experimenting we can truthfully say that we are producing the finest statuette made. Constructed of $\frac{1}{4}$ inch 3 ply gum veneer panel, varnished front and back. Will last a life-time. Cut out is securely held in place by small round head brass screws, fastened in back. Base is stained dark walnut with waxed finish. Dark green best quality felt glued on bottom of base. A real high grade article at a low price.

In order to avoid any unnecessary correspondence we suggest you mail us a double weight matte or semi-matte print subject or figure not over 10 inches in height with money order or check for \$1.50 and we will make and mail sample, postage prepaid. *If our statuette is not all we claim it to be, we'll cheerfully refund your money.*

AD-DISPLAYS SYSTEM

Exclusive Photo Statuettes

6 E. Lake Street Chicago, Ill.

HELP WANTED

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

WANTED—A good all-around man who is a good retoucher. State salary required. Send samples of your work. Steady position for right party. The Modern Photo Studio, 675 Bleecker St., Utica, N. Y. 10-6-1

WANTED at once.—A competent photographer in well equipped, pleasant studio in college town. Steady position for the right man. Wire Graves, Photographer, Pullman, Wash. 10-6-1

WANTED—Man, reasonable salary, to work in modern studio with object of buying after Christmas. Chance to know business before buying. Do not answer unless you mean business. Mrs. J. H. Huntress, Wabash, Ind. 10-6-1-C

WANTED—First-class retoucher and general assistant to help out until Christmas. Lady or gentleman. Address Koch Studio, 809 Indiana Ave., La Porte, Ind. 10-6-1-C

EXPERT STUDIO and home portrait operator. Must be a good retoucher. Steady position. Send samples of work, photo of self. DeLonge Studio, Dubuque, Iowa. 10-6-2-C

WANTED—Manager for kodak plant. Must be A-1, fast and capable of quality glossy work and out on time. Plant runs 800 rolls per week in summer. Write stating salary and reference. U-1, care of this journal. 10-6-2

I HAVE a position open for a lady retoucher. State experience and salary expected. Wm. Shewell Ellis, 1612 Chestnut St., Philadelphia, Pa. 9-22-3

Blum's Photo

1021 N. Wells St.

*Forty Years of Art Service
 in America*



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*to the Profession and Trade
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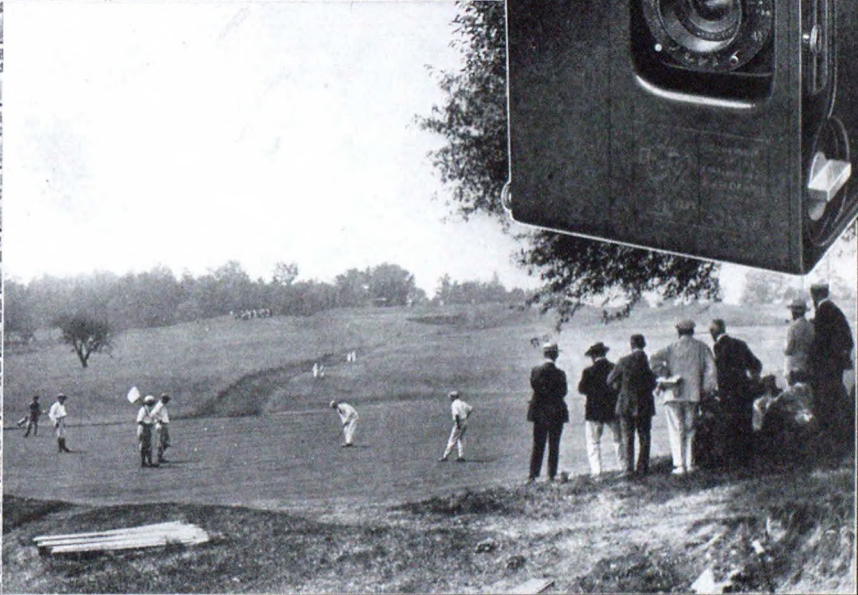
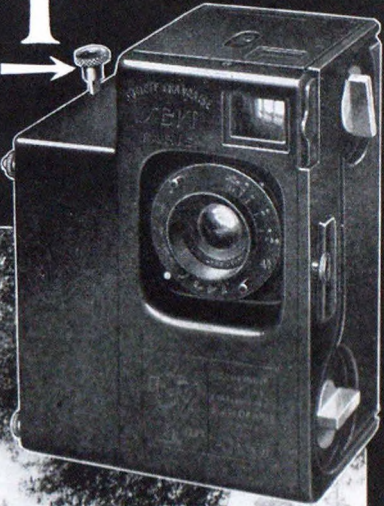
OUR AIM—To give you the latest and best and to assist you in elevating our profession and to promote new business fields.

REFERENCE—The leading studio men from coast to coast.

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**NO CRANK
NO TRIPOD**

JUST PRESS THE BUTTON →
**POCKET MOTION
PICTURE CAMERA**
SO SIMPLE A CHILD CAN OPERATE



**Golfers—Tennis Players—
Sportsmen and Travellers**

are using—SEPT—to make motion pictures. Golfers and Tennis Players improve their form. The Sept Pictures show their defects.

Sportsmen record any event they want to preserve—and Travellers touring can have accurate reproduction of any scene they desire. Just think of it, the Sept a compact little French camera with the following features, automatic, no cranking; light weight, no tripod, small size, takes movies, snapshots or stills, reloads in daylight, uses standard film and costs but \$150.00.

Ask your dealer for information or write to

SEPT CINEMA CAMERA DISTRIBUTORS
Incorporated
1823 Broadway New York, N. Y.



SIDELINES PAY BIG DIVIDENDS

Are you making each sitting bring in the maximum of revenue for your studio? If not, WHY not?

How much more business could you do, how much more income could you bring in, by coloring at least one portrait out of every order? Even on a speculative basis, thousands of studios everywhere have proved that this means additional income at very slight expense and trouble.

Thousands of photographers and others have learned that color is as easily added to a print as tints are to a gray-and-white Greeting card. Peerless—self-blending—Japanese Transparent Water Colors make tinting easy. Anyone can color prints. Ask your dealer for them, or send us \$1.00 for a Complete Set 15 colors, with full instructions.

FREE. With the above offer we will tint one of your own prints, up to 5x7, absolutely free, showing the charm and beauty of a well colored photograph, and to serve as a model. Add stamps for return of your print.

Peerless colors have been the acknowledged standard everywhere for more than two decades.

Address, **JAPANESE WATER COLOR CO., Peerless Bldg., Rochester, N. Y., U. S. A.**
Rochester Bank References

WHY GO ON WORKING THE OLD WAY IN YOUR KODAK FINISHING?

We make it easy for you to own
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PAY AS YOU USE

There are no interest charges as long
as you meet the payments each month

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Photographic Chemicals

PHOTOL, Rapid Developer
(Monomethyl-Paramido-Phenol-Sulphate)

PYROGALLIC ACID

HYDROQUINONE

SODIUM HYPOSULPHITE

SODIUM SULPHITE

SODIUM SULPHIDE

BICHROMATES

SCHLIPPE'S SALT

SILVER SALTS

GOLD SALTS

URANIUM SALTS

POTASSIUM BROMIDE

POTASSIUM FERRICYANIDE

FORMALDEHYDE

IODINE BORAX

ALUMS ACETIC ACID

CITRIC ACID, ETC.

MERCK & CO.

ST. LOUIS NEW YORK MONTREAL

Works at RAHWAY, N. J.

WANTED—Expert portrait man, capable of taking active management and operation of established business at Jacksonville, Fla. Studio centrally located in business section, catering to strictly high-class photography, to operate business on shares with a view to a possible partnership later. Must be capable of handling photography in all of its details. Jay Lafayette, 210 Laura St., Jacksonville, Fla. 9-29-2-C

WANTED AT ONCE a young man for portrait and amateur finishing. Permanent position and good salary for right man. Carter's Studio, Box 777, Logan, W. Va. 9-22-3

A NEW studio, just opened by a photographer with an excellent reputation, has an opening for a high grade coupon proposition. Quick action necessary. Address P-6, care of this journal. 9-22-3

WANTED—A young man who is a fair printer and who can assist generally in a studio. Pleasant surroundings. Give experience and salary expected in first letter. M-4, care of this journal. 9-1-TF

WANTED—First-class retoucher, one that can do dark room work preferred. Salary no object. Must have quality. Shrader Studio, Little Rock, Ark. 9-15-TF

PHOTOGRAPHIC PRINTER-retoucher, A-1, wanted at once. Permanent position. State experience and salary expected. Only first-class man wanted. J. D. Strickler Studio, 6016 Penn Ave., Pittsburgh, Pa. 9-29-2

WANTED TWO or three expert retouchers who can do operating when required; or expert operator who can retouch when required. Good pay to those who can qualify. Address H-3, care this journal. 9-29-2-C

OPPORTUNITY to a good photographer. Will sell half interest in up-to-date studio worth \$7000 for \$2500; \$1000 down, balance out of your share of profits. City of 250,000. Best climate on earth. Big interest in Florida requires my attention. Address A. M., c/o Glenn Photo Stock Co., Atlanta, Ga. 9-29-2

AM SEVENTY-TWO years young; wish to retire, continuously in photography since 1874. Would consider half interest to young man. For further particulars, address Burnitt Studio, Selma, Ala. 9-29-2-C

MISCELLANEOUS

BARGAIN—300 cases imported plates: Cheap, new stock, high quality, Standard German Make. This lot includes Portrait Plates, Fast Plates for out-of-door work and Commercial Plates, also Color Plates and Lantern Slide Plates. Any part of this shipment at less than half list price. W-1, care of this journal. 7-7-TF

FOR SALE—One Verito, 14¼ inch focus, \$65; one Voigtlander, fine for heads, \$40; one Harrison, 16 inch focus, \$25; one Sutor, fine for groups and all-around work, \$40.00. J. H. Moon, 19 No. Village Ave., Rockville Center, L. I. 10-6-2

EQUIPMENT WANTED—Will buy enlarger, portrait lens, kodak printer, light, and other studio equipment if reasonable. Must buy soon. Alfred Brown, Frederic, Wis. 10-6-1



Reproduction of picture made with the Raylo Camera

Color Photography at last simplified

The Raylo Process reduces color photography to an understanding of three factors—proper *selection* of subject, proper *arrangement* of subject, proper *lighting* of subject—all in relation to color.

With these three factors mastered the Raylo Camera will produce an accurate three-color separation on a single plate—automatically and quickly. (Total exposure variable from $\frac{1}{4}$ to 30 seconds.)

Any number of Raylo color prints can then be made from a single Raylo negative. How this is done is told on the following page.



American Raylo
Corporation

245 West 55th Street
New York



What a RAYLO Camera does— and how RAYLO prints are made

The Raylo Camera removes difficult and costly experimentation from color photography. This remarkable instrument produces automatically three negatives on a single plate, in rapid succession, each being filtered through its proper color screen and each given its proper proportion of the total time of exposure needed to produce three negatives of even scale.

The time needed to make the total exposure varies from $\frac{1}{4}$ to 30 seconds.

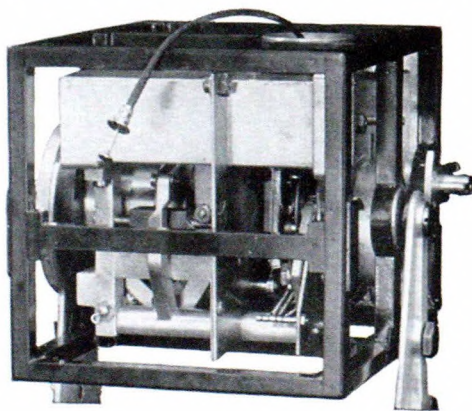
After development the Raylo Plate is placed in an enlarging camera and projected onto a Raylo Color Sheet. This sheet consists of three patches of colored bichromated gelatin. After exposure it is

developed by a warm bath to produce three monochrome positives.

These monochromes are superimposed in register on a white paper base by means of the Raylo Combining Board to produce the finished print. Thus any number of prints may be made from a single Raylo negative.

Because the sensitive color sheets deteriorate in a comparatively short time, it is impractical to distribute them. Therefore, we maintain a complete printing service where any number of prints will be made quickly and economically.

Further details are given in our illustrated booklet. Write for a free copy.



This illustration shows the inside mechanism of the Raylo.

Actual size of the Raylo is 6x6x8 inches.

American Raylo Corporation, 245 W. 55th St., New York

FOR THE
Holiday Trade
 A "PEPPY" NEW COLLINS MOUNTING



The Cortez Pasted Corner Pocket Folder

Burnished Surface, Etruscan Stock in Brown and Gray
 Finishes, for Photographs size 3 x 4 and 3 1/8 x 4 1/2

THE CORTEZ is perhaps the most unusual folder offered this season. It has "newness," with extraordinary character and distinction.

It is made to suggest a miniature leather wallet, edged with a metallic border and will enhance the value of every print you place in it.

The outward appearance at once suggests quality and yet the price is low. \$6.50 per 100 for the 3 x 4 size and \$7.50 for the 3 1/8 x 4 1/2 size.

SPECIAL SAMPLE OFFER

A set of four samples, each size and color, will be sent postpaid to any professional photographer in the U. S. for 20 cents in stamps.

In ordering your selection of Holiday Mountings do not overlook the new Collins "PYRAMID" Easel. Send for a sample set, 3 sizes, 2 colors, for 30 cents in stamps.

A. M. COLLINS MFG. CO.

226-240 COLUMBIA AVENUE

PHILADELPHIA, PA.

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.

TRUTH SEEKING PHOTOGRAPHERS— Learn TRUTHS about your unseen Business Leaks. Sheasgreen's Confidential "Leak Finder," with complete copyrighted "Corrective Formula," \$8.75. Unfailing accuracy. Hundreds used. Thousands saved. "Great Thought Provoker!" "Big Money Maker!" Standard Cost Finding Service, 305 East Hennepin, Minneapolis, Minn. 9-15-4

WANTED—STUDIO, doing high grade work, located in New Jersey. State price and full particulars. G. W. Coates, 56 Sherman Ave., Newark, N. J. 9-29-2-C

PRINTS ARTISTICALLY colored in oil. Enlargements and miniatures a specialty. Special introductory prices before Christmas. Caroline Wilson Hardin, 15315 Clifton Blvd., Cleveland, Ohio. 10-6-2-C

WANTED Copy of Towles' "Balance of Light and Shade." State price, W. C. Staples, 259 Maplewood Ave., Portsmouth, N. H. 10-6-2

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

YOUNG LADY desires position as receptionist or general assistant. Have had five years experience as assistant receptionist and finisher. Would be glad of position in or near New York City. L-1, care of this journal. 9-29-2-C

YOUNG WOMAN, twenty-eight years old, desires position as receptionist in a first-class studio. Can do retouching and am an expert at coloring. Answer Miss F. E. Ryals, 117 Hampton Ave., Greenville, So. Car. 9-15-4-C

GOOD all-around man, many years experience, wishes position. T. 3448 E. 130th St., Cleveland, O. 10-6-1

YOUNG LADY retoucher of ability, able to handle good average amount of work, wants a position. Can also do finishing. Western States preferred. D-4, care of this journal. 9-29-2

Capable Photographer Wanted

Bachrach, Inc., desires the services of two men with the ability to produce the highest type of home portrait and studio photography. We want men who have had training with first class firms, or the necessary training in their own studios, who desire a permanent association with a successful organization where good work and loyalty will be appreciated. Write to Mr. Gittings, Photographic Manager, Bachrach, Inc., 16 W. Lexington St., Baltimore, Md., and send samples of your work, particularly including portraits of children and groups made in the home. The openings are in our middle-western studios. 9-15-TF

POSITION WANTED by a young man; good all-around photographer, including kodak finishing. Prefer Florida, or some Southern State, from November 1st to April 1st. A. E. S., 601 8th St., Ocean City, N. J. 9-29-2

EXPERT LADY operator and colorist, experienced in all branches of the business, a business getter, wants position in modern studio, expert receptionist. Managed own business for years. Extensive art and framing experience in connection. Would operate studio on shares. C-5, care of this journal. 10-6-1-C

WANTED Position by an all-around photographer with several years experience, in a studio as assistant in Iowa or Illinois. Familiar with kodak finishing, different makes of papers, etc. Homer S. Wyatt, c/o Gragg's Studio, Black Mountain, No. Car. 10-6-2-C

POSITION WANTED Retoucher of exceptional ability, with twenty-five years experience, wishes to connect with studio where skill and brains are not classified with pick and shovel brawn. N-4, care of this journal. 10-6-1

WANTED Steady position as all-around man in a small studio in the East. Six years experience; age twenty-six; references. Carl P. Johnson, 200 Green St., c/o L. Sporrang, Cambridge, Mass. 10-6-1

WOMAN DESIRES short apprenticeship in studio in Middle West, giving part time as receptionist. Attended Southern School of Photography five months. M-7, care of this journal. 9-29-2-C

WANTED Position as an A-1 operator, printer and dark-room man. Can accept position at once. Best of references can be furnished from leading Eastern studios. A. E. Kissinger, 201 Washington Street, Monroe, La. 10-6-1

YOUNG MAN SIX YEARS ACTUAL EXPERIENCE IN PHOTO BUSINESS DESIRES RESPONSIBLE POSITION WITH A COMPETITIVE AMATEUR PHOTO FINISHING FIRM. MIDDLE WESTERN STATES PREFERRED. B-2, care of this journal. 10-6-1-C

PHOTOGRAPHER who has operated own studio for a number of years, will be open for position about November 1st. Experienced in all lines of work, both in studio and commercial photography. K-1, care of this journal. 10-6-1

YOUNG LADY wishes position in Vermont or New Hampshire as retoucher and receptionist. Can also do spotting and mounting. Samples given. Open for steady position after November 1st. Ida K. George, 21 Johnson St., Lynn, Mass. 10-6-1-C

POSITION WANTED by a young man eighteen years of age. Will begin on small salary. Some experience, but anxious to learn more. Q. G. Lemmons, Box 234, Pochahontas, Ark. 10-6-1



KODAK Finishers

Our immense stocks of DELIVERY POCKETS (all printed up ready to ship) are at your service at all times.

Our Window Display Signs GRATIS. Send for Samples and Literature.

Copyrighted designs are trade pullers. The Art Press, Adrian, Mich

Old Master portraits
in large size make
large sales.

EASTMAN PORTRAIT BROMIDE

Old Master Surface, makes it possible to duplicate the quality of Old Master contact prints, and every large print sale increases your profits. Feature them for the Fall and Holiday trade.

Also Rough Matte and Rough Lustre all in white and buff stocks.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All Dealers'

The logo for Vitava, featuring the word "VITAVA" in a stylized, outlined, serif font. The letters are bold and have a double-line outline. The logo is centered at the top of the advertisement.

The New Paper for
Distinctive Portraiture

A paper that is distinctive both in photographic quality and attractiveness of texture—a paper that reproduces tone values with wonderful fidelity and pleasing brilliance on a paper surface that, of itself, adds character and style to the portrait. The Old Master and Linen Finish surfaces of Vitava Athena offer special opportunities for newness in Fall Styles. Both surfaces in white or buff stocks, at your dealer's.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.