

ABEL'S PHOTOGRAPHIC WEEKLY

Vol. XXXVII No. 951

SATURDAY, MARCH 13, 1926

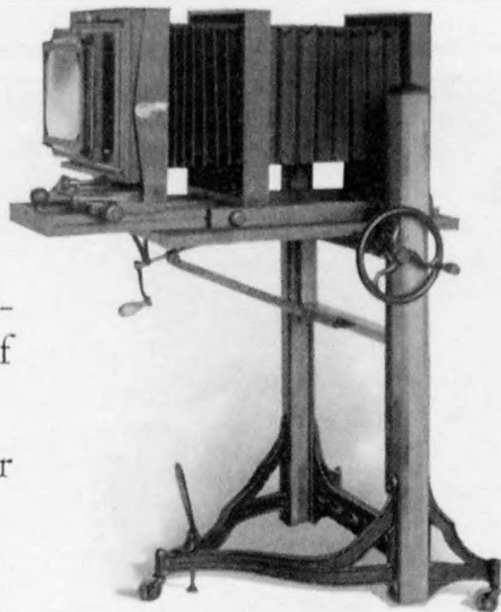
PRICE TEN CENTS
\$2.50 A YEAR

A Compact Studio Outfit

Compact yet able, describes the 9A Century Studio Outfit. An 8 x 10 camera with a 9 x 9 lens board makes possible the use of the most suitable lens for the work at hand. The bellows draw is 36 inches.

Easy, accurate-working horizontal and vertical swings are, of course, provided.

The 9A is a real outfit for serious work in any studio.



Price complete \$180

EASTMAN KODAK COMPANY

Folmer & Schwing Department

Rochester, N. Y.

The Largest Professional Circulation in America

The **BEST** should be good enough
for all.
Users of **HAMMER PLATES** know
this and so continue to use the
BEST.
Coated on Clear, transparent glass.



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



SO versatile is the Convertible Pro-
tar VIIA, that for distant land-
scapes its single combination may be
used as telephoto lenses with strik-
ingly good results.

Write for new reduced price list
BAUSCH & LOMB OPTICAL CO.
642 St. Paul St., Rochester, N. Y

Taken by A. W. Smith

ABEL'S PHOTOGRAPHIC WEEKLY

A JOURNAL FOR THE
PROFESSIONAL PHOTOGRAPHER

Founded by Juan C. Abel
CHARLES ABEL, Editor

Published Weekly at 552 Fifth Street, Lorain, Ohio, by The Abel Publishing Company
Editorial Offices, 515 Caxton Building, Cleveland, Ohio

Entered as second-class matter February 28, 1921 at the Post Office at Lorain, Ohio, under the Act of March 3, 1879

Vol. XXXVII No. 951

SATURDAY, MARCH 13, 1926

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, 515 Caxton Building, Cleveland, Ohio.

In Passing By

"STRAFING" the Coupon. An interesting attempt was recently made by the St. Louis photographers to control or at least curb some of the worst features of the Coupon game.

In some forty six of the larger cities of the country, there is an organization known as The Better Business Bureau, affiliated with the Advertising Clubs. The purpose of this organization is to promote fair dealing and integrity in the written and SPOKEN word and one of the ways this is accomplished is by the publication of a series of newspaper advertisements in which certain unethical and in many cases illegal transactions are aired and in this way the public is given a fair warning.

The St. Louis Better Business Bureau, being advised of the peculiar methods employed by some studios that practice the worst features of the coupon game, did a little investigation and then published the large quarter page—newspaper—advertisement which we reproduce on the next page.

This is the first attempt we have ever seen, by a recognized official organization, to put a stop to the unethical and very damaging abuses which have crept into the photographic business by way of the coupon. Unfortunately, the statements in this advertisement are rather broad and would seem to condemn all coupon sales for it is not shown that there are coupons and coupons, that some studios do sell coupons and do give honest value and live up to their agreements and satisfy the coupon holders. In fact, we are inclined to believe that the majority of studios selling coupons or "reservations for pictures" as the latest term is, do so with perfectly honest intent and, provided the coupon calls for a picture or pictures for which sufficient money must be paid to allow of the regular studio work being delivered and yet cover all studio production expenses, there is no harm in the coupon method of getting in business during slack seasons. Practically they are no worse than the "special bargains" offered by the department stores to attract trade.

It is only when the abuses mentioned in this advertisement are practised that the coupon game becomes a serious evil, one that well mer-

its the publicity and condemnation that the Better Business Bureau of St. Louis is giving it.

We are glad to see this expose and suggest that other cities where there is a Better Business Bureau or a similar organization, and where there are studios that work along these lines, take up this matter in a similar way. It will decidedly help to clear the atmosphere and force the offending studios to mend their ways.

A Beautiful (?) Photograph

. . . for a Dollar Coupon

The appearance of this advertisement in these columns is evidence that this newspaper subscribes wholeheartedly to the principles of The Better Business Bureau, and cooperates with The Bureau in protecting you...even to the extent in refusing to accept the copy of firms whose advertising and sales policies are proved by the Bureau to be contrary to the public interest.

Have you ever had an agent come to your door, display samples of beautiful large photographs, and finally induce you to purchase a coupon entitling you to receive one of the same style for \$1.00?

Perhaps your experience has been like that of certain others. You called at the studio and listened to a sales talk in which they tried to interest you in more expensive photographs. If you were able to say "no" they placed you before the camera and took three or four poses.

When you called to look at the proofs you found that one of them was a poorly posed, blurred, three-quarter length view with small head and the rest were good full head and shoulder views. You were politely informed that the poor pose was the one that would be given for your coupon. And then if their high-pressure methods failed to induce you to spend more money, you were subjected to sarcastic and abusive remarks and told that you would have to wait from thirty to sixty days to get your picture.

Repeated efforts to get delivery brought only the response that the work was not ready. If you had courage enough to stick to it, perhaps you finally received a picture that you would be ashamed to show to your best friend. Without doubt, you had more than a suspicion that the photograph you received was not of the same quality, by a wide margin, as the sample shown you.

Moral: If you want photographs, go to a reliable photographer, look at his samples and select whatever may please your fancy and purse. Don't try to get "something for nothing," or almost nothing.

The BETTER BUSINESS BUREAU of SAINT LOUIS, Inc.

CITY CLUB
BUILDING

CENTRAL 2835
CENTRAL 2836

Affiliated with the Advertising Club of St. Louis

This organization is supported by reputable business institutions, including this newspaper, and operates, without profit, to promote fair dealing and integrity in the written and spoken word. On request, we will furnish reliable information regarding investment offerings. Our service is offered without charge—we have nothing to sell.

Time Extension On The \$500 Prize

AS many photographers seem to think that pictures may be entered in the Gold Competition any time up to within a day or so of the convention, I feel called on to make the following statement:

The published date for closing entries is March tenth. However, we have decided to extend the time until the day of the judging, which will be Saturday, March 20th. Any entry or picture for the Gold Competition which reaches us after noon of that day (March 20) will be returned to the owner without opening the shipment.

In this connection you will be interested to know that the entries are far in excess of our anticipations. We have many pic-

tures from abroad; England, Scotland and France are leading, but other countries are sending entries also, one of which came all the way from Beyrouth, Syria. Canada is well represented, and our own United States are showing up fine. We believe that this will be the **FINEST EXHIBIT OF PORTRAIT PHOTOGRAPHS EVER SHOWN IN AMERICA.** It will be worth coming half across the United States to see.

The Washington Hotel (Headquarters) advises us that reservations are pouring in, and it would be well for all to write or wire at once if they have not already done so.

Yours, until we meet here on March 29,

David B. Edmonston.

Special Supplement to Abel's Photographic Weekly
Vol. XXXVII, No. 951, March 13, 1926
Series II, Sample Studies No. 109



BY THE HEYN STUDIO, OMAHA, NEBR.



BY THE HEYN STUDIO, OMAHA, NEBR.



BY THE METCALF STUDIO, HARRISBURG, ILL.



BY THE HEYN STUDIO, OMAHA, NEBR.

CRITICISMS

March 13th, 1926

By J. ANTHONY BILL, *Cincinnati, Ohio*

PORTRAIT of a lady by the Heyn Studio, Omaha, Nebr. A very beautiful portrait, has fine tone quality, well spaced and lighted, full of atmosphere, delightful expression. I like it very much.

Portrait of a man by the Heyn Studio, Omaha, Nebr. I do not care for the cigar in this picture, unless intended for a cigar ad, which would be very good. It is well spaced, light very concentrated, casting strong shadows from glasses and cigar. I think the light spot in the lower left hand corner should have been darkened. A good portrait just the same.

Baby study by the Metcalf Studio, Harrisburg, Ill. Just a real good baby picture, has very nice quality. The background is a little white in reproduction, but original has more atmosphere. The arm in the reproduction has the effect of being cut out from background, but not so in original.

Portrait in profile by the Heyn Studio, Omaha, Nebr. I think this a little over-retouched. Head not quite profile shows part of the right eyebrow and glass and the left eye is cut in two by the rim of the glass. It is always better to show just one half of the face in profile study. I think if in spacing it had more room on the right side and probably less on the left side, and if the lower left corner had been toned down into the coat it would have improved the composition.

'Tis Here-Maybe



The Eastman Kodak Company, Boston, Mass., (formerly the Robey-French Company) are sending out announcements of a two-day lighting demonstration to be held in Lorimer Hall, Boston, on March 17th and 18th. Some of the foremost manufacturers of lighting equipment will be on hand, with all classes of outfits, and the show should be well worth attending. All are cordially invited.

It may interest our readers to know that the time for filing complete tax returns on form 1040—incomes in excess of \$5000—has been extended to May 15th. To take advantage of this a tentative return must be filed on March 15th, which must include the name and address of the taxpayer and the estimated amount of tax. This must be accompanied by a check for 25% of the estimated tax.

The Professional Photographers' Association of Cincinnati was organized on March first with a charter membership of seven-

teen. Active members will be portrait and commercial photographers and photo finishers, with manufacturers and dealers as associates. It will affiliate with the National. Meetings will be held the second Monday of each month, when demonstrations and business talks will be featured. Officers are: Chas. H. Groene, president; Louis Steman, vice-president; Joseph Huber, secretary-treasurer; directors H. J. Becker, J. H. Hoffman, William Schuster and J. A. Smith.

—o—

Cleveland Society March Meeting

MEMBERS of the Professional Photographers of Cleveland met at the Photocraft Studio on the evening of March third, with the president, Mrs. Standiford-Mehling, presiding. There was an excellent attendance of about forty. The meeting was addressed by Fred C. Butler, now executive secretary of the Cleveland Garment Manufacturers' Association and formerly

—If you need information—write ABEL'S

secretary for various Chambers of Commerce and active in Americanization work for the Federal Government. Mr. Butler made a fine talk on business and advertising ideas, and advanced some new thoughts, particularly along the line of advertising. He was followed by Will Hatch of the Chilcote Company, and Charles Abel, both of whom discussed further advertising plans. Report was made of the plans for the cooperative exhibit at the coming Women's Exposition, at which 21 members of the Association will exhibit jointly in a booth and distribute handsome folders giving general arguments to the public as to why photographs are a necessity and not a luxury. After some discussion it was decided to change the meeting date to the first Friday each month.

—o—

Pacific International Board Meets

THE Executive Board of the P. I. P. A. met at Seattle January 25th and 26th. The following were present: President V. C. Vinson, of King's Studio, Vancouver, B. C.; Past President D. Perry Evans of the Rose Studio, Ora L. Markham of Markham's Studio, and G. H. Gensler, all of Portland, Ore.; Past President J. A. Zinn, Jr., M. P. Kirkpatrick, A. Anderson, of the Anderson Supply Co., M. Todd of the Morgan Depew Company, and M. Nordlund of the Nordlund Studio of Seattle; Secretary Ida M. Reed of *Camera Craft*, and Ralph Young of Lothers & Young Studios, San Francisco.

President Vinson assured the committee that his experience in the east at the National Committee meeting convinced him the National was back of the western organization in every way. Both the profession and the trade endorsed its activities and its coming convention.

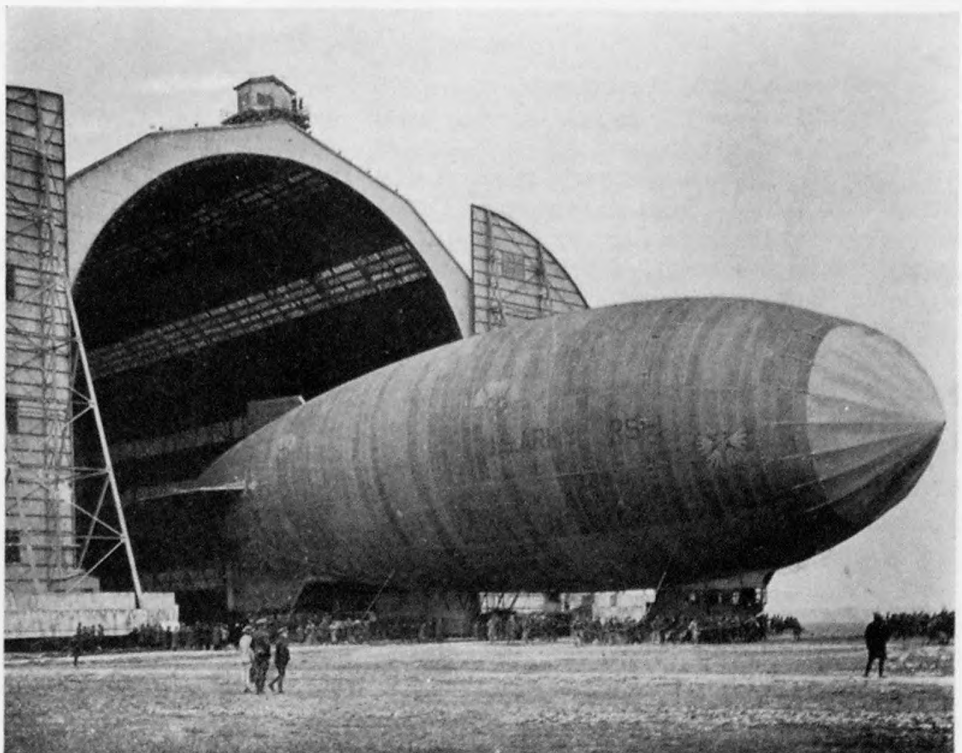
The manufacturing element are going to send by carload their eastern exhibit to the Seattle convention. Mr. Vinson did splendid work while east. J. A. Zinn, Jr. was appointed Convention Manager. (Here you may refer to his record while President. Instrumental in consummation of the present affiliation of all western locals.) Mr. Gensler, chairman of the Membership Committee bids fair to bring in 500 new members before the Convention date.

Mr. Vinson has undertaken to handle the program and results are showing already. It is going to be unusual and outstanding. The west has a way of putting things over in a somewhat different way and hitherto has won the approval of its eastern brothers. The hall is to be the new Eagles Convention Hall, a rarely beautiful hall with every modern improvement. Stage for demonstration has every known lighting facility and connections.

The Portrait Photographers' Association of Seattle were called into session by their President, Mr. Nordlund, who turned the gavel over to President Vinson and enhanced the graceful courtesy by a most kindly introduction. Mr. Vinson introduced his committee.

Ida M. Reed, Secretary.

R. E. Foroelich of St. Louis Globe Democrat was at Scott Field with Hammer Press Plates, January 8th, 1926. It was very dark at 5 P. M. when R S-1 started on its maiden flight, but this interesting photo was made under seemingly impossible conditions.



—Get your competitor to read ABEL'S—

John S. Schneider

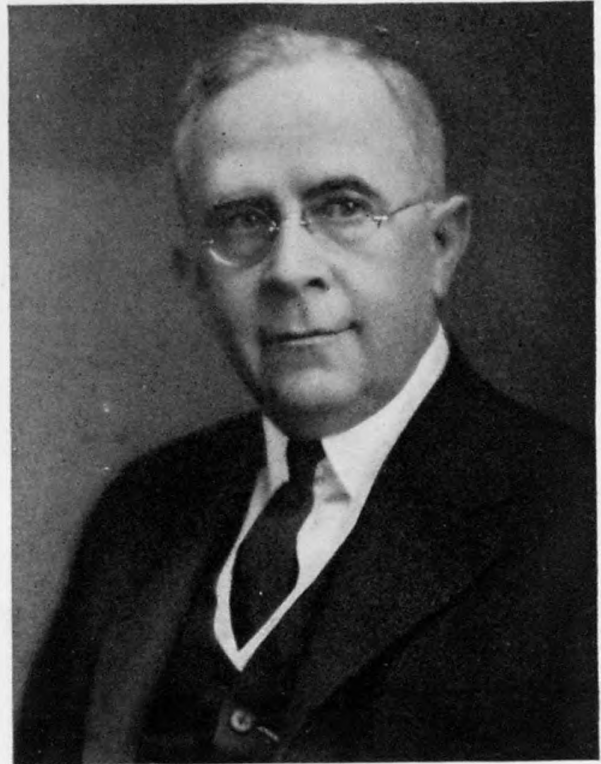
DIED FEB. 29TH

John S. Schneider, at the time of his death, which occurred Sunday, Feb. 29th and which we regretfully recorded in our issue of last week, was 66 years old. He had been in ill-health for almost two years.

Mr. Schneider was born in Galion, Ohio, and went to Columbus in 1879 to work for the late L. M. Baker, proprietor of the Baker Art Gallery. On retirement of Mr. Baker, John Schneider became a partner in the business with D. H. Baker who is now the president of the concern.

John Schneider was a member of various amsonic orders and also a member of the Columbus Rotary Club.

Surviving him are his widow, Mrs. Ameria Schneider, three daughters, seven grandchildren, two brothers and one sister.



Importance of a Budget System in Conducting a Business—Especially a Photo Pinishing Business

A Talk by WM. J. MEUER, Madison, Wis. before the 1924 M. P. F. of A. Convention in Chicago

(Concluded from last issue)

Now to get back to the budget again: Up to here we have worked out the income budget and the expense budget which I divided into fixed expenses, semi-fixed expenses and direct expenses. There is one more item which, from a financing or ready cash standpoint is important. I refer to the purchase of new equipment. From a bookkeeper's or tax collector's standpoint, money so spent is carried as an asset but from a cash or financing standpoint, it must be considered as an outlay and should be handled like any other item of expense. Knowing, by means of your budget, just what month your balance of cash will allow you to buy a given piece of equipment, you can place the purchase accordingly and thus be confident that you will have the money on hand when you have to pay for it.

And now I want to digress again from actual budget making, this time to a matter of personal finance. From a standpoint of

solid, good bookkeeping and virile, healthy business, be sure to predetermine a salary for yourself and live on that salary. Do not go to the cash register and help yourself to a dollar or ten dollar bill any time you see fit. That is loose business method to say the least. Pay yourself a definitely weekly or monthly wage and actually *pay* it to yourself. If the business can't spare it at certain times, have it owe the amount to you and take it when you can, but *take* it. Do the same for the work of your wife and children if they help out. You can keep the money yourself but take it out of the business just as though the plant were hiring outsiders. Working under any other method will merely deceive you, causing you to think that you are making a bigger profit than you really are. Profit in your business is not what you are taking out of your business, it is what you make on your operations after you have taken a fair salary for yourself.

The so-called "pick-up" of highlights, peculiar to the film negative, is nothing more than the sparkle and brilliance due to the absence of halation. Do full justice to your skill in lighting—use

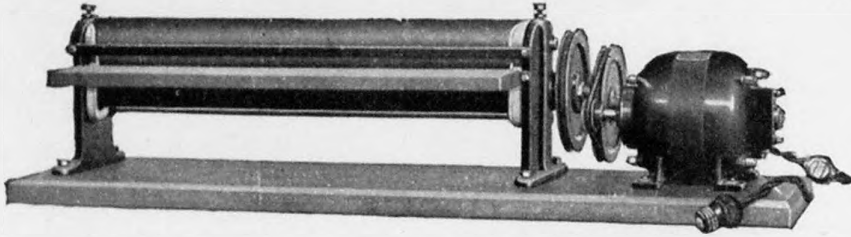
EASTMAN PORTRAIT FILM

*Par Speed - Super Speed
Uniform Quality*

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

Halldorson Squeegee Wringer



A MOTOR driven wringer made large enough to take all standard size ferrotype tins, and which is adapted for either the amateur finishing plant or commercial studio.

SPECIFICATIONS: Solidly mounted on hardwood base; finger guard and feeding platform; rollers, size 20x2 inches, of soft, squeegee rubber and unaffected by chemicals; screws for adjusting pressure; tray for drippings; constant speed 110 volt A. C. motor geared to about 50 R. P. M.; complete with switch, cord, and plug.

Price.....\$95.00

With D. C. Motor add \$10.00 to above price.

At your dealer's

THE HALLDORSON COMPANY

4745 N. Western Ave.

Chicago

Speed

Holliston Photo Cloth produces cloth-backed photographs with only one extra operation. Simply place a wet sheet of Photo-Cloth upon the print while it is still on the ferrotype plate, then squeegee and dry in the usual way. That's all!

Holliston Photo-Cloth is self-adhesive and it comes to you in standard sheet sizes ready for use, packed in handy cartons. No tiresome and wasteful cutting of cloth—no slow, mussy pasting.

Holliston Photo-Cloth produces clean, perfectly backed prints free of paste-marks, lumps or blisters. They are flexible, yet firm and they will not curl or fray.

Samples on request

THE HOLLISTON MILLS, Inc.

Norwood, Mass.

Boston New York Chicago St. Louis

I strongly recommend that a separate bank account be maintained for one's personal funds and preferably that that account be kept in a separate bank from the business account, just for clearness' sake. Then I might add the business can at times borrow from this personal account just like it would from a bank. The chief point of all of this is that the business is hiring you just as it is hiring any other employee and it is absolutely essential that the two funds be kept separate from one another if you want to run your business on a business basis.

SEASONAL FLUCTUATIONS IN THE PHOTO FINISHING BUSINESS

Now back to the budget proper again. You know that in the photo finishing business there is a great seasonal fluctuation in sales. In my business I find that in the six months' period starting with May and ending with October we do almost exactly twice as much business in our finishing department as we do during the six months starting with November and ending with April. In most plants the difference will probably be greater as we have a large university of 8,000 students at Madison to help us out in the winter. In that the dull period runs roughly for the two last months of the year and on into the first four months of the next

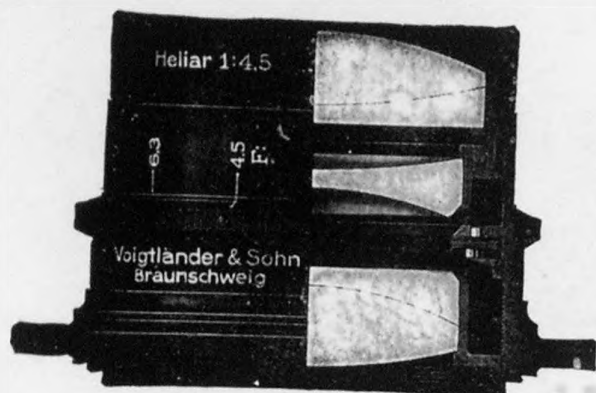
Professional Cyko

Good Paper for Good Portraits

IT is not only the rich depth of a Cyko print that wins so much approval, but the ease with which this paper may be worked with different negatives for just the tone and quality desired.

Anso Photoproducts, Inc.
Binghamton, N. Y.

FOR THE COMPLETE STUDIO

HELIAR
LENSES

THE perfect results given by HELIAR lenses in all branches of photography, make them an indispensable part of the equipment of any studio which boasts completeness.—and equally indispensable for the hand-camera user who prides himself upon his skill in this type of photography.

Your dealer will gladly send you a HELIAR for ten-days' trial.

110 West 32nd
Street

CHARLES G.
WILLOUGHBY INC
CAMERA HEADQUARTERS

New York
N. Y.

Booklet on request

Sole U. S. Agents



In the Service
of the
Profession

In the past forty years that we have been serving the photographic profession, it has been our constant aim to maintain the highest standards of quality and craftsmanship. Promptitude in service has ever been our watchword.

Our Specialties:

ENLARGING IN ALL ITS BRANCHES
DISTINCTIVE PORTRAITURE WORK
WATER COLORS
OIL PAINTINGS
OIL EFFECTS
ART PRINTS
ASTRO TONES
GUM PRINTS
PORCELAIN MINIATURES
IVORIES

Write for price list No. 8
Consult Blue List No. 2 on Specialty Work for
your Amateur Trade

BLUM'S PHOTO ART SHOP
1021 North Wells Street CHICAGO

year, it is necessary to keep in mind that you must budget on into the next year to make that budget a complete success.

And let me add another little preachment here—don't commit the suicidal fallacy of thinking what you lose in February you'll make up in August. Don't kid yourself! For every dollar that you run behind in February you have to clear two dollars in August to make an actual profit of one dollar for February. And then you haven't heard the half, for even if you clear two dollars in August you haven't any more than cut even for February, and the good Lord knows we aren't in business to come out even. I am, moreover, firmly of the belief that no loss can ever be made up at any time. Each month, each week, each day must stand on its own feet. If one day shows a loss that day is lost and can't ever be retrieved; if one day shows a gain, that is your profit and you are entitled to it.

(To be concluded)

STUDIOS FOR SALE

FOR SALE—Ground floor studio, artificial and skylight. Write Eastman Studio for full particulars, 315 S. Main St., Akron, Ohio. 3-6-2

FOR SALE—Studio well equipped for portrait and kodak finishing. No competition. Other towns to draw from and surrounded by inland lake resorts. Price \$2000 cash. Inventories more. B-1, care of this journal. 3-6-3

—Our Motto is "Service." Can we help you?—

Your Studio Needs

Ceiling lights for general illumination



Ceiling Ventlites are now available at our regular photographic apparatus dealers. They are rapidly replacing all manner of home made ceiling lights.

Because

They are entirely self contained and do not depend on ceiling conditions for efficiency.

Because

They have three times as much light output as is available without the Ventlite Parabolic Reflector.

Because

They direct the light where you want it and not into your lens.

Because

They come completely assembled and can be installed in a few minutes.

Because

They are scientifically worked out for efficiency, durability and appearance.

The Ceiling Ventlite consists of a specially treated silk fabric which is carefully stretched over a suitable frame; inside this frame a Ventlite Aluminum parabolic reflector is made to revolve around the light centre, by the mere pulling of a suspended cord, thereby directing all the light downward on the subject at an angle of 45°.

It is a practical quality Ventlite Product, superior in efficiency, material, endurance and appearance.

Ask for Ceiling Ventlite circulars at your dealer. If he does not carry Ventlite Products, write us.

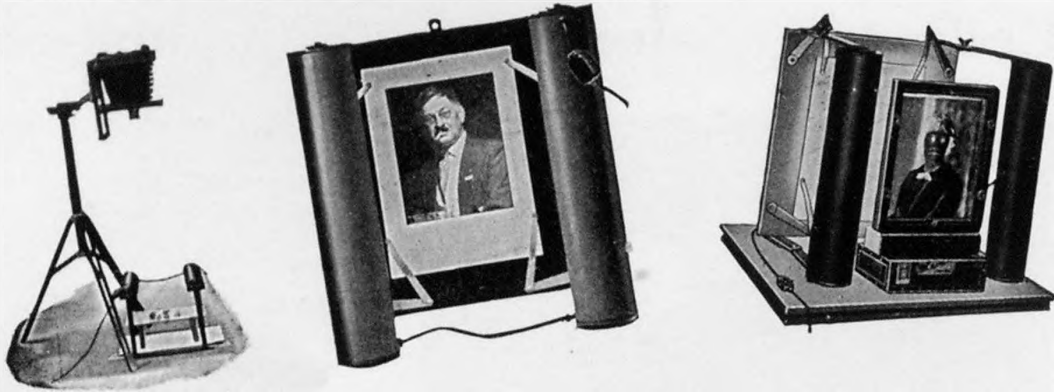
Johnson Ventlite Company

732 Federal Street

Chicago, Ill.

THE PEERLESS COPYLITE

An Hourly Need in Any Busy Commercial Plant



For direct copies of prints or negatives, small objects, jewelry, tools, etc.

No. 1—18 inch Copy Board No. 2—30 inch Copy Board
 Send for circulars describing Copylites, Power Squeegees, etc.

SIMPLEX PHOTO SPECIALTY CO.
 204-6 E. 33rd Street New York City

CASSAR f:3.5-f:5

SERIES 0
Triplet-Anastigmat
Brand New

The distinguishing feature of this lens is its speed. At full opening it will work at $f:3.5$ but in actual comparison with most other lenses similarly listed its speed is considerably greater, because it is an uncemented anastigmat and therefore there is no loss or absorption of light due to the presence of cement. Sharp, crisp and free from flare or coma. It yields negatives of remarkable brilliancy depth and definition.

Mounted in Barrel with Iris Diaphragm

No.	Focal Length, Inches	Aperture, Inches	Speed	Size of Plate Covered Inches	Each
8	8 1/4	2 3/8	F:3.5	5 x 7	67.50
9	10	2 3/8	F:3.5	6 x 8	87.00
10	11 1/8	3 3/8	F:3.5	6 1/2 x 8 1/2	122.55
11	14 1/4	3 1/2	F:4	7 x 9 1/2	154.00
12	16 1/2	3 1/2	F:4.8	8 x 10	209.00
13	20	4 1/8	F:4.8	10 x 12	277.00
14	23 3/4	4 3/4	F:5	11 x 14	366.00
15	27 3/4	5	F:5	12 x 15	520.00

Money back if found unsatisfactory after 10 days trial.

Central Camera Co.

112 S. Wabash Av., Dept. AB-4
 CHICAGO, ILLINOIS

LEADING STUDIO in one of Ohio's best towns of 30,000 population priced to sell immediately. Ground floor, low overhead, good business, portrait, commercial and framing. Completely equipped. Other interests will demand owner's entire time. B-2, care of this journal. 3-6-3

FOR SALE—Well established, modern equipped studio, greeting card and gift departments. Price \$3,500. Ground floor location. Art Studio, Hamburg, N. Y. 3-13-1

STUDIO FOR SALE—Old established studio in manufacturing town of 10,000. Reason for selling, ill health of owner who wants to go to Arizona to live for his health. C. H. Williams, Wolff Block, Waynesboro, Pa. 3-13-1

A NICE cozy studio doing good business at all times; well established; \$600.00 will handle it, balance on good terms. Lock Box 242, Lincoln, Nebr. 3-13-1-C

FOR SALE—Chance of a life time. Biggest bargain and money maker ever offered. Studio in middle West. If interested write E. A. Quandt, 521 Union Davenport Bank Bldg., Davenport, Iowa. 3-13-2-C

TWO CENTS brings you particulars of studio to be sold immediately for \$3,000. A real business at a wonderful price. 669 West 23rd St., Los Angeles, Calif. 3-13-2-C

FOR SALE—Ground floor studio located on one of the leading thoroughfares of Los Angeles, centered in 20,000 population; equipped to 11x14; fine front; low rent; open two years; bears best of reputation. Kodak work and framing can be added with good profit. Selling to dissolve partnership. Address Mr. H. Curtis, 437 W. 56th St., Los Angeles, Calif. 3-13-1-C

LEADING STUDIO in Ohio, city of 10,000; best location; fully equipped; portrait, commercial, kodak finishing and framing; artificial and skylight; good business; rent reasonable; two living rooms; invoice \$2,500; large territory to draw from; one other studio. Poor health, first reasonable offer accepted. H-3, care of this journal. 3-13-2

GROUND FLOOR Studio, Minnesota college town; business last year over \$7,000. A wonderful opportunity; invoice \$3,800; for \$2,500 cash. If you have \$2,500 write W-1, care of this journal. 3-13-2

—He'll thank you for the suggestion—

ELON

Combined with Hydrochinon
produces every desirable
quality in the print.

We make it—we know it's right

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealer's

Clean:

Most people think "World" is made on Saturday night, and some folks have asked us if we washed the rags with Lux.

Such cleanliness means safety when drying prints.

Write us for a few clean samples now.

Photo Finish
WORLD BLOTTING

Mfg. by
The Albemarle Paper Manufacturing Co.
RICHMOND, VIRGINIA

FOR SALE—Modern studio in Ohio city of 50,000. Ideal location; low rent; \$4,000, terms. C-5, care of this journal. 3-13-1-C

FOR SALE—Studio, established ten years; modern equipment; population 6,000. To your advantage to inquire. Hall Studio, Boonville, Mo. 3-13-4-C

FOR QUICK SALE—\$950 cash will buy \$2,000 studio. Good business; city of 7,000; northern Ohio. J-4, care of this journal. 3-13-1

FOR SALE—Studio and living rooms partly furnished in a high class Maine summer resort; established over twenty-five years; no competition; ground floor; good portrait and kodak business; real opportunity. H. Lamberg, 860 Nostrand Ave., Brooklyn, N. Y. 3-13-3-C

HELP WANTED

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

WANTED—Commercial photographer capable of doing all classes of first grade commercial work. Send photograph and experience. If you are not a good man don't answer. Linn Photo Company, Lansing, Mich. 1-23-TF

WANTED—Home portrait solicitor and coupon saleslady for high class studio. Also A-1 printer and all-around workman who can operate. F-1, care of this journal. 3-13-3

WANTED—To a man that is a high-class operator and retoucher I can offer a permanent position. Do not take up my time unless you are a tip-top man. Parker Studio, Canton, Ohio. 3-13-2

The Standard of Comparison

PLATINOTYPE (platinum)
PALLADIOTYPE (palladium)
SATISTA (platinum and silver)

By description or use of the whole or part of the word "platinum" many papers claim an approach to the beauty and quality of the Platinotype papers.

**USE THE REAL—AND BE SURE
OF PERMANENCE and QUALITY**

If you prefer, our Service Department will do your printing on any of these papers.

Sold direct to Photographers by

WILLIS & CLEMENTS, Inc.
604 Arch Street Philadelphia, Pa.

I Buy Film and Glass

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

P. H. KANTRO
PORTAGE, WIS.



GEVAERT

**GEVAERT
PORTRAIT FILM**

A superior product made especially to
fit the requirements of workers in Portaiture,

ULTRA SPEED

Unusual Latitude & Gradation

RICH IN SILVER

Extra heavy non-curling base

ETCHES PERFECTLY

*Ask us or your photo supply dealer about this
"distinctively different" film.*

—[NOW READY]—

**GEVAERT CUT FILM
COMMERCIAL
COMMERCIAL ORTHO**

The Gevaert Company of America, Inc.

423-439 West 55th Street

NEW YORK CITY

CHICAGO OFFICE: 180 N. Wabash Ave., CHICAGO, ILL.





SELL SWING FRAMES When You Sell Portraits

Both go together to make most satisfied customers. When your customer selects portraits, put one in a

ROCHESTER SWING FRAME

they will sell easily. Wide variety of patterns. Write for samples and prices

ROCHESTER MOULDING WORKS, Inc.

266 Lyell Ave.

Rochester, N. Y.

New York Representative: F. A. Petranick, 3 East 17th St.

The Art of PORTRAITURE

IN the March issue of THE CAMERA (2 Crow Street, Dublin, Ireland) will begin a series, to extend over a year, entitled The Art of Portraiture by Herbert Lambert, F.R.P.S., one of the most eminent camera portraitists in the world.

Nothing like this series has been hitherto attempted in photographic periodic literature, and any treatises that are extant dealing with artistic portraiture are old fashioned and out of keeping with modern methods and equipment. The progressive portraitist simply cannot afford to ignore these articles which will be richly illustrated.

Apart from photography, Mr. Lambert is an artist, and he will discuss portraiture by the great masters of the past whose works adorn the world's galleries, and demonstrate how the camera portraitist may link up their art with his own.

For seven shillings and sixpence (\$2.00) THE CAMERA will be mailed post free for twelve months to any part of the world.

ORDER AT ONCE.

Otherwise THE CAMERA will be out of print as is the case with almost all its past issues. Orders must be accompanied by remittance.

WANTED—A good all-around man, capable of taking charge of kodak finishing plant. Must be extra good on enlarging. A permanent place and good salary to the right man. Amateur need not apply. Jacksonville Photo Supply Co., P. O. Box 557, Jacksonville, Fla. 3-6-2-C

WANTED—Saleslady, experienced in dealing with public. Must be experienced in photographic work. Good opportunity. Send photo when writing us. Knaffl & Bro., 403 W. Vine Ave., Knoxville, Tenn. 2-27-4

WANTED—Thoroughly trained operator to make good straight portraits of women and children. Part time on the road. Prefer young man seeking permanent position. Send samples of work at once. Morrall Studio, Seneca Arcade, Rochester, N. Y. 3-13-1

WANTED—Assistant, all-around workman. Would consider one wishing to improve in retouching and operating. Splendid opportunity for beginner willing to work and wanting to learn. Everton Studio, Columbus, Ohio. 3-13-1-C

WANTED—Home portrait and studio operator. Will pay a good salary and commission to a man of reputation who has managing ability; must have originality and be fond of children. Leo F. Redman Studio, 5533 Woodward Ave., Detroit, Mich. 3-13-2

AN OPPORTUNITY for a young man that has some capital and a knowledge of photographic goods, that would like to connect himself with an established business. This proposition will bear close inspection. L-2, care of this journal. 3-13-1

WANTED—Bright lady of pleasing personality as promotion manager and solicitor; one who had experience in dealing with high class clientele and is capable of selling home portraits, studio work and Ivory Miniatures, for an old established studio with a National reputation. A short distance out of Chicago. References; remuneration as to ability. H-2, care of this journal. 3-13-2

WANTED—All-around man; must be good operator and retoucher; prefer one who understands foreign languages. State salary and experience. If you are not a good man don't answer. Palace Studio, Brownsville, Pa. 3-13-3

RIVERSIDE PHOTO SQUEEGEE WRINGER

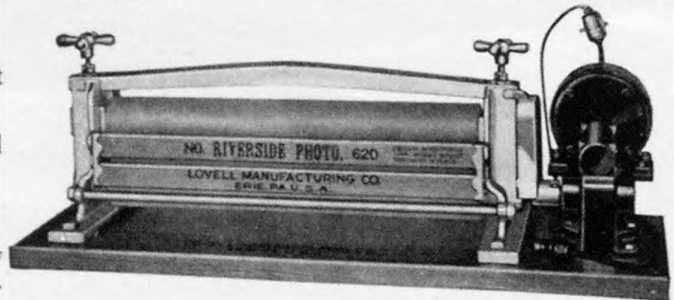
LAKESIDE PHOTO

Same style as Riverside Photo without motor and with hand crank.

Designed by Practical Photographical Engineers.

For Sale by Photographic Stock Houses

Illustrations and prices of different styles of Photo Wringers furnished on application.



LOVELL MANUFACTURING CO.

Erie, Pa., U. S. A.

— Favor the advertised products—their makers are responsible —

DEFENDER

Commercial Defender



Finishers demand in a photographic paper:

- I Uniform Dependability.
- II Correct relationship between grades.
- III Sufficient latitude to compensate for the margin of error in printing exposure.
- IV Superior squeegeeing qualities.
- V Flat-lying quality, insured by heavy stock.

Commercial Defender is the one paper today which, recognizing these demands, has not only kept abreast of progress but a step or two in advance.

It will pay you to check up on these facts by a trial of 1926 Commercial Defender.

DEFENDER PHOTO SUPPLY COMPANY, INC.

ROCHESTER, N. Y.

DEFENDER

CLASSIFIED ADVERTISING

Italic type or capitals at double the rates quoted. No display. 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 advertisements less than 50c.

HELP WANTED: 3c per word. No advertisement less than \$1.00.

MISCELLANEOUS: 3c per word. No advertisement less than \$1.00.

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

ANSWERS IN OUR CARE: 25c extra for each Insertion.

WANTED AT ONCE—Lady receptionist who can retouch. Write in full as to salary, ability, etc.; enclose your photograph, will return it. J. L. Stearns, 51 Public Square, Wilkes-Barre, Pa. 3-13-2

WANTED AT ONCE—Experienced coupon salesman or saleslady for North Carolina territory; established studio. C-2, care of this journal. 3-13-1

YOUNG LADY receptionist, excellent selling ability, pleasing personality, understands profession and able to manage studio. Secretarial course. S-3, care of this journal. 3-13-2-C

SITUATION WANTED

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

HOME PORTRAIT and studio operator, wife receptionist and solicitor, would like permanent position with exclusive portrait studio. Salary or commission. South preferred. P-5, care of this journal. 2-27-3-C

SITUATION WANTED—Steady work by an all-around man. Can do anything in studio, retouching moderate. References. Prefer Midwest or East. H. P. Beck, Box 782, Sanford, N. C. 2-27-3-C

WANTED—Position as first class operator, printer and finisher, can retouch some. Many years experience. At liberty March 1st. S-10, care of this journal. 3-6-2-C

WANTED—Position as printer and general assistant; must be permanent; location not considered; three years experience. K-6, care of this journal. 3-6-3

SITUATION WANTED—Man, with long practical experience, desires a position as an amateur finisher or darkroom man. Capable, efficient, honest and reliable. Address Ernest Doehrer, P. O. Box 144, Stratford, Conn. 3-13-3-C

WANTED—Position in a good studio, by lady experienced in all branches of photographic work. Prefer retouching and printing. J-3, care of this journal. 3-13-2-C

WANTED—Position by experienced, all-around workman, studio or commercial, capable of taking charge any department. \$35.00 per week to start. R. E. Brelsford, Marietta, Ohio. 3-13-1-C

"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.

RETOUCHING

RETOUCHERS FOR THE TRADE. Quick consistent service. Experienced retouchers. Shoot us a "get-acquainted bunch." ANCHURE RETOUCHING SYSTEM, 814 E. 45th St., Chicago, Ill. 12-30-TFC

PIECEWORK promptly done—Retouching, etching, spotting. The way you want it and delivered when promised. Miss Jennie T. Eynon, 13328 Forest Hill Ave., East Cleveland, Ohio. 2-27-TF-EOW-C

RETOUCHING FOR the Trade—If prompt service and high quality appeal to you, send your retouching to us. Mail a negative and be convinced. Prices on application. Guy's Studio, St. Cloud, Minn Special prices on oil coloring of portraits. 3-6-4

S. HARRISON, the well known artist in retouching, etching, eye-fixing, background work, etc., with the assistance of an able man, is doing prompt work for city and out-of-town photographers at moderate prices. 818 Leland Ave., Chicago, Ill. Phone Edgewater 4326. 3-13-4-C

RETOUCHING FOR THE TRADE—Your negatives handled properly, skillfully retouched and quick service rendered. Selena M. Ryan, 1924 E. 75th St., Cleveland, Ohio. 3-13-1-C

MISCELLANEOUS

USE LEOTY'S PORTABLE ARC LAMP for 30 days FREE. If pleased, after trial, pay only \$75.00; otherwise return to Leoty Electric Co., Dayton, Ohio. Lightest weight, most powerful lamp made for moving pictures, home portrait, commercial and studio use. 12-12-52

SAVE \$70. New 8x10 Korona View Camera, 32" black bellows, velostigmat lens F/6.3, 12½" focus Betax shutter, case, seven film holders, combination tripod, focus cloth, complete \$96. Paul Swetz, 1127 Eoff St., Wheeling, W. Va. 3-6-2-C

FOR SALE—Best cash offer takes any or all—one B & L Zeiss Protar, F/7.7. 8x10 lens, Series VII, in barrel, list \$202.50, three focal lengths; one Halldorson spotlight complete, list \$35.00; one Eastman Studio Vignetter, list \$15.00; one D. C. Cooper-Hewitt, type H, light complete, list \$50.00. All in first class order. No trades. H. C. Bartlett, 1568 E. 196th St., Euclid, Ohio. 3-13-1-C

FOR SALE—One 11x14 automatic Ware printing machine and Aristo lamp, both in good condition; also one 8x10 Camera and six film holders. F. O. B. Denver, Colo. Write or call Brown-Byers, 1452 Tremont St., Denver, Colo. Fifty dollars takes it. 3-13-1-C

ART CANVAS

Not a paper but real artists' Canvas sensitized.

Manufactured only by

BARSTON COMPANY

GEORGE BARNUM

39 Walnut Street

Cincinnati, Ohio

Handled the same as paper.



"How did you come to make
photographic papers in Pittsburgh?"

*Answering a question that many
photographers have asked recently*

As a matter of fact, we do not make our
photographic paper *in Pittsburgh*.

We make these papers—Flectragraph and the
others in the Tree-pho line—on the mag-
nificent Treesdale Farms that stretch for
miles over the hills and dales far outside of
Pittsburgh.

But, anyway, it is men and the minds of these
men that make Flectragraph and the other
Tree-pho Papers what they are—and the
men with the minds to conceive these papers
are in and around Pittsburgh.

That's why we are making Flectragraph here.

And these men will soon present to the photo-
graphic world other improvements that will
be of great importance to photographers.

If you have not tried the present Tree-pho
papers, we will be glad to send you samples.

New York Representatives
CHARLES G. WILLOUGHBY, INC.
110 W. 32nd St., N. Y. C.

Chicago Representatives
BURKE & JAMES
423 South Wabash Avenue

TREESDALE LABORATORIES

Sales and General Offices:—BENEDUM TREES BUILDING, PITTSBURGH, PA.

Laboratories: MARS, PA.

Handling Prints on a System

PAKO Rocker System



A complete print handling system from Acid Check Bath to final draining of prints before drying—a dry hand system that is faster and more economical. Cuts the pay-roll and yet handles the volume faster and better. Get this system installed before the heavy season starts.

One tandem unit, as shown here, handles 1000 to 1200 prints per hour. It requires but part time of a single attendant.

Write your nearby Supply House for details and prices, or direct to

PAKO CORPORATION

Minneapolis :-: :-: Minnesota

Muslin Banners for Photo Finishers



Made in oil colors 12"x6 ft.
 No. 1-2-3-5-6 Red and Black
 No. 4 Red and Green
 No. 7 All Red, White letters

Order by number

1 to 5	of each number	\$1.00 each
6 to 15	" " "85 "
16 to 25	" " "70 "
26 or more	" " "60 "

Terms 25% with the order, Balance C. O. D.

S. L. HENDRICK

123 South Jefferson Street

Chicago, Ill

FOR SALE—One Pako professional printer, same as new, \$125.00; one Parallax reflector, Series 19E, no globe, \$15.00; one pair ten inch condenser, mounted, \$12.50; one Century Studio Camera, 8x10, with stand, size 5x7, one 8x10 curtain slide holders, Packard shutter and Vignetter, \$50.00. Freight prepaid. De Luxe Studio, 1142 East Evans Ave., Pueblo, Colo. 3-13-2

WANTED—Twelve 5x7 film or plate holders with sheaths for use with Korona home portrait outfit. Give price and condition of holders in first letter. The Bungalow Studio, Cheney, Wash. 3-13-1

FOR SALE—4x5 revolving back Graflex and case, fitted with 5x8 Bausch & Lomb Tessar F/4.5, Series IC lens, three double plate holders and case, film adapter and 4x5 developing tank. All like new. List \$275.00; sell for \$150.00. J. S. Bennett, Sidney, N. Y. 3-13-1-C

FOR SALE—11x12 1/2 Graf Variable Anastigmat, list \$165.00, sell \$110.00; 6x8 Taspestro background, beautiful design, with frame, list \$65.00, sell \$35.00; Hall-dorson Home Portrait electric light with five 400 watt blue lamps, list \$70.00, sell \$40.00; Fowler & Slater Spotlight with 400 watt blue lamp, list \$50.00, sell \$25.00; Johnson ceiling Ventlite with 1000 watt blue lamp, list \$31.00, sell \$17.50. Above equipment purchased last October and good as new. Act quickly. Stratford Studio, 61 Sproat St., Detroit, Mich. 3-13-2

FOR SALE—One 5x7 Eastman View Camera No. 1 with leather bellows, slightly used, \$20.00. Will send C. O. D. R. H. Collins, Corpus Christi, Texas. 3-13-1-C

Photographers—Attention

We will cheerfully refund to any photographer the full price paid for piece work retouching done by any Arcraft graduate which is found to be unsatisfactory in any way. We are training expert retouchers in every part of the United States and Canada. If you do not know an Arcraft retoucher in your locality, drop us a line and we will gladly furnish name and address of one. We make no charge for this service. Arcraft Studios, Inc., 3900 Sheridan Road, Chicago.

—Favor the advertised products—their makers are responsible—

Eastman Plates

*Cover the entire range of
photographic requirements*

The Polychrome, as the name implies, is a color-sensitive plate, but as it has unusual speed—is 90% as fast as the Eastman 40—it has always been a favorite with the portrait photographer. It is also ideal for landscape and commercial work where soft effects are desired.

Like all color-sensitive materials, the best color rendering is secured by the use of orthochromatic filters.

There's an Eastman Plate for every purpose and they are all backed by Eastman Service.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

VITAVA

*The Paper for
Distinctive Portraiture*

The unusually pleasing surface texture of Vitava Athena, Old Master, has popularized this paper with the photographer because it has enabled him to make prints that are distinctively different.

Old Master has maintained its popularity because the character of the paper does not interfere with the rendering of the finest detail and most delicate gradation. The prints are rich and brilliant in tone and must be seen to be appreciated. Try Old Master on your highest quality portraits.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'