



ABEL'S



PHOTOGRAPHIC



WEEKLY



Vol. XXXIX No. 1014

SATURDAY, MAY 28, 1927

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ABEL'S PHOTOGRAPHIC WEEKLY

A JOURNAL FOR THE
PROFESSIONAL PHOTOGRAPHER

Founded by Juan C. Abel

CHARLES ABEL, A. R. P. S., Editor

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In Passing By

THE WISCONSIN CONVENTION. With all due respect to president G. A. Malme, who had worked like a trooper and deserved much better support from the members of his association, the most striking thing about the Wisconsin Convention which took place in Racine on May 17th, 18th and 19th, was the failure in attendance. It was the more remarkable because that association has had an outstanding record in that respect heretofore. The similar failure at the recent convention in Dallas was attributed by some to the fact that there was no exhibit by the manufacturers—here in Racine we had a most excellent exhibit beautifully displayed in a model convention hall, and still the photographers did not come in the numbers expected. The program was fine, and announced in ample time beforehand; the officers had given it plenty of publicity by direct-mail and through the magazines; there were a number of cups to be awarded in the picture exhibits; the entertainment features were really excellent. It is evident that the trouble lies elsewhere, and we are inclined to believe that the answer is to be found in a recent analysis of business conditions published by the famous statistician Colonel Leonard P. Ayres in the bulletin of the Cleveland Trust Company, quoted frequently throughout the country. Colonel Ayres' statement is of so much importance that we ourselves are quoting an excerpt from it here, italicizing that part which is, to our mind, the true and fundamental reason why convention attendance has been dropping off of late:

"There is no doubt that the country as a whole is enjoying an era of exceptional prosperity which has lasted with only brief interruptions since the latter part of 1922. Our national income is nearly three times as great as it was just before the war. Employment is general and the purchasing power of the industrial worker's wages is greater than it has ever been before either in this country or in any other. The volumes of industrial profits are greater than at any previous time.

"It is probable that national prosperity will remain at a high level during the remaining months of 1927, and that business competition will

1927 Convention Dates

Secretaries are requested to advise us as soon as dates and locations are selected, in order that this list may be as complete as possible, and so that their organizations may receive necessary publicity.

Association	Convention City	Convention Hall and Hqrs.	Dates	Secretary
National	New York City	Hotel Pennsylvania	July 25-26-27-28	L. C. Vinson, 2258 Euclid Ave., Cleveland, Ohio
O-M-I	Cedar Point	The Breakers	August 9-10-11	Merl Smith, Hartford City, Ind.
Pacific International	Los Angeles	Hotel Ambassador	Sept. 14-15-16	Ida M. Reed, 703 Market St., San Francisco
New England	Boston	Hotel Statler	Oct. 4-5-6	Geo. H. Hastings, 71 Madison Ave., Newtonville, Mass.
South-Eastern	Jacksonville	Not announced	Oct. 17-18-19	Robin Thompson, 517 Daylight Bldg., Knoxville, Tenn.
Master Photo Finishers	Buffalo, N. Y.	Hotel Statler	Nov. 15-16-17-18	Guy A. Bingham, Box 1015, Rockford, Ill.
Ontario	Toronto	Not announced	Not announced	Geo. P. Freeland, 338 Yonge St., Toronto, Ont.
North Central	Not announced	Not announced	Not announced	E. E. Sheasgreen, 1427 N. Penn Ave., Minneapolis, Minn.
New York	Not meeting this year in courtesy to National			Walter Scott Shinn, 581 Fifth Ave., New York City

continue to be so keen that many businessmen engaged in trade and industry and agriculture will find it difficult to believe that the prevailing prosperity they read about actually exists. *Business profits will probably be large in the aggregate, and they will tend to go mainly to the firms that operate so efficiently that they can undersell their competitors, or that produce goods which are distinctively more attractive than the average, or that have arranged by mergers or agreements to avoid the extremes of competition.*

"The outstanding difference between this prosperity and previous periods of good business is that in former years almost all business firms made good profits when production volumes were large and employment was general, while now increasing numbers of them are hard put to it to make any profits at all. The present trouble is not with the aggregate volume of profits being made, but rather with their distribution."

The convention was held in the Memorial Hall, just a step from the hotel, and most excellently designed for the purpose. Possibly the only disturbing feature was the prohibition against smoking in the hall itself, which was of course disobeyed continuously. When a city is bending every effort to make itself known as an ideal convention center—and pretty well succeeding, by the way—it seems the height of folly to have such a rule in a fireproof building. The display of the manufacturers and dealers was very comprehensive and the general appearance was that of a small national. The picture exhibit was not up to standard, either in quality or quantity, and certainly not by any means representative of the kind of work that is turned out by the studios of a state which has so many good photographers as there are in Wisconsin. Again, lack of support by the members.

Will Towles of Washington, D. C., Harry DeVine of Cleveland, Ohio, Geo. C. Blakslee, Lake Geneva, Wis., A. B. Cornish of the Eastman Kodak Company, Dr. Stanley Krebs of New York City, and Felix Schanz of Fort Wayne, Ind., were the headliners, supported by a large number of others who gave short talks on a variety of subjects. Dudley Brattin, Horace W. Davis, president of Ansco Photoproducts, Inc., Harry Fell of the Eastman Kodak Company, Chas. D. Kaufmann, Chicago, and several others spoke on the advertising campaign, which by the way is now *over one million and a half*. Entertainment features included a big party and dance at the Country Club, a theatre party with special added features for the photographers

which drew some hearty laughs, and a most successful and enjoyable banquet on the last evening, with Paul True of Defender Photo Supply as toastmaster.

President Malme, his assistant Doctor Gearen, and all the officers had worked hard and untiring to make this a successful affair. It was not their fault that more were not present, but those who did come had the time of their lives, without question. John Glander, Manitowoc, was elected president for the coming year; B. P. Johannes, Milwaukee, first vice-president; C. R. Reiersen, Madison, second vice-president; E. Tallmadge, Waukesha, treasurer; L. A. Motl, LaCrosse, secretary. The place for next year's meeting was left to the board for decision.

The PHOTOGRAPHERS' ASSOCIATION of AMERICA

ALVA C. TOWNSEND, Lincoln, Nebr., *President*

CHAS. AYLETT, Toronto, Can., *1st Vice-president*

D. D. SPELLMAN, Detroit, Mich., *2nd Vice-president*

JOHN R. SNOW, Mankato, Minn., *Treasurer*

J. W. SCOTT, Baltimore, Md., *Chairman Commercial Section*

PAUL TRUE, New York City, *Chairman Mfrs. Bureau*

L. C. VINSON, 2258 Euclid Ave., Cleveland, Ohio, *General Secretary*



How That Two Millions Will Be Spent!

CRASHING home immediately to one-fourth of the population of the United States and Canada the story of photographs, the national advertising drive to make the people of America photograph-conscious will open with a dominant, startling burst of power at the end of July.

Massing guns for a veritable drum-fire throughout the year, the campaign will be ushered in with tremendous salvo in nine national magazines. The very magnitude of the first round in the campaign is such that it will immediately arrest the attention of the American public, focusing interest compellingly on the industry.

This burst will be followed up powerfully throughout the year by dominant, result-getting advertising which will bring into play a total of 16 magazines with a mass circulation of nearly 20,000,000 copies, reaching 20,000,000 prosperous homes and progressive offices and 60,000,000 people directly and driving its influence swiftly throughout the mass mind of the two nations.

The advertising schedule for the year, calling for insertions in four general magazines with a combined circulation of nearly 6,000,000 copies as the first gun in the portrait photographers' campaign and in seven magazines circulating nearly 3,500,000 copies to touch off the commercial photographers' drive, was approved by the National Advertising Committee meeting at

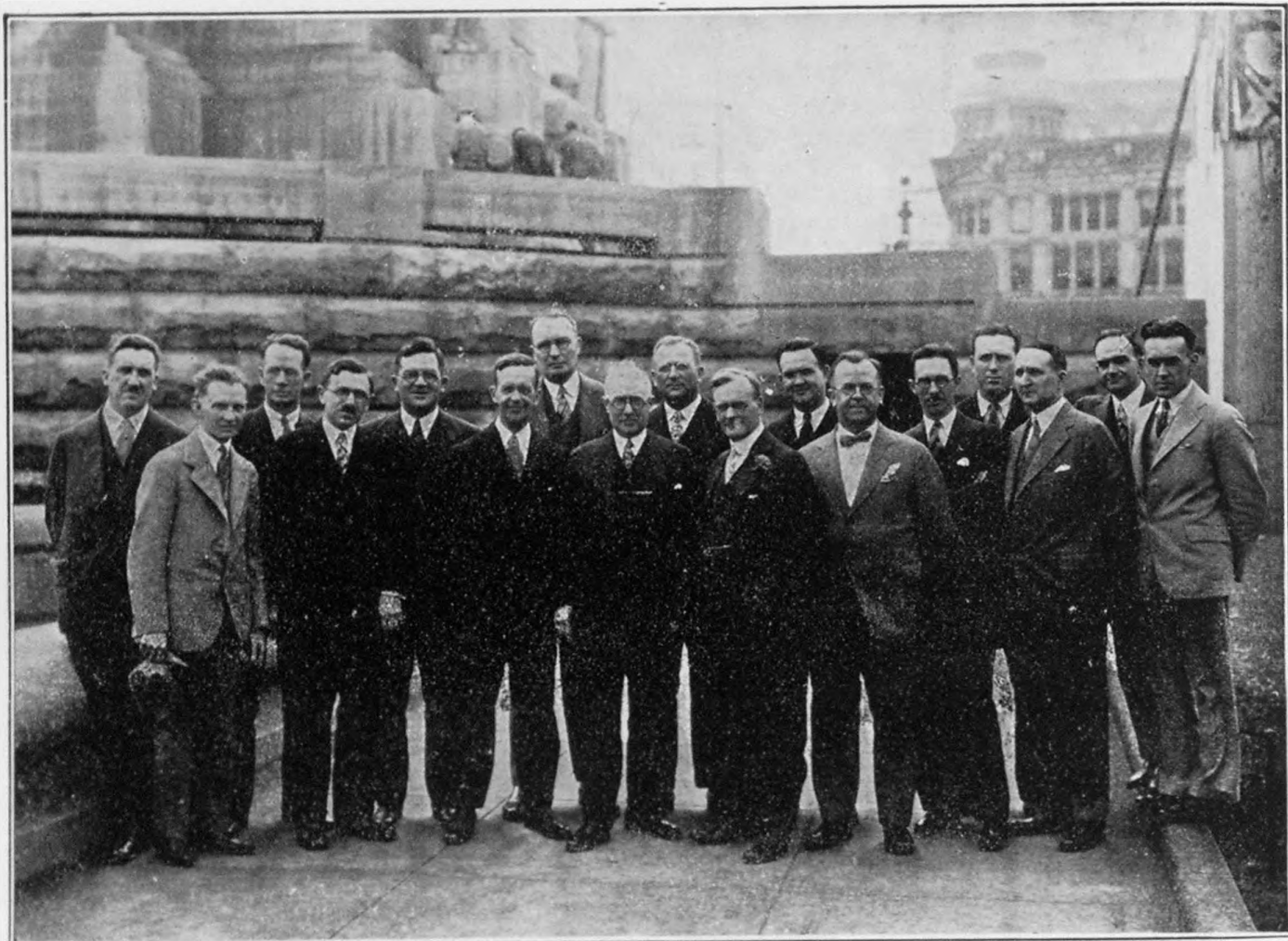
national campaign headquarters at Indianapolis on May 9th and 10th.

Approval of the schedule and adoption of certain recommendations from the Plan and Scope Committee, especially one looking to the modernization and revival of the portrait album, were the chief decisions of the meeting. Chairman George W. Harris, of Washington, D. C., presided. Other members of the committee are: Z. T. Briggs, G. A. Cramer, Charles D. Kaufmann, F. C. Medick, Clarence Stearns, L. B. Jones (represented by H. E. Imray), Mose Grady, Thomas A. Riggles and H. M. Fowler. President Alva C. Townsend and General Secretary L. C. Vinson, of the Photographers Association of America were present.

Horace W. Davis, chairman of the plan and scope committee, presented the recommendations of that body. Representatives of the Millis Advertising Company, national advertising counsel, submitted their recommendations for the advertising schedule.

First insertions in the campaign of the portrait photographers include a double page in two colors in the *Saturday Evening Post* of July 23rd, single pages in one color in *Liberty* and *Collier's* of the same date and a single page in *MacLean's*, (a Canadian publication) of August 1st.

For the commercial photographers, the opening round will bring into action one page in one color in the *Saturday Evening*



When the Advertising Committee met in Indianapolis, Ind., on May 9th and 10th. Left to right, front row: Mose Grady, Seattle, Wash.; Chas. D. Kaufmann, Chicago; Horace W. Davis, Binghamton, N. Y.; Alva C. Townsend, Lincoln, Nebr.; George W. Harris, Washington, D. C.; Z. T. Briggs, Kansas City, Mo.; C. J. Pettinger, Indianapolis; H. E. Imray, Rochester, N. Y.; Robert E. Hall, Indianapolis. Rear row: L. C. Vinson, Cleveland, Ohio; Clarence Stearns, Rochester, Minn.; Fred Millis, Indianapolis; G. A. Cramer, St. Louis, Mo.; F. C. Medick, Columbus, Ohio; Harry Armer, Indianapolis; Donald H. Walk, Indianapolis; D. H. Brattin, Indianapolis.

Post of July 23rd, a center spread in *Printer's Ink Weekly* of July 21st, a single page in *Advertising and Selling* on July 20th and single pages in *Nation's Business*, *System*, *Western Advertising* and *Sales Management* for August.

Through these first insertions the new slogans of the industry, "Photographs Live Forever" and "Photographs Tell the Story," are broadcasted to the two nations. At the same time, the American public is urged to get acquainted with the family photographer.

Nine general magazines will smash home the message of portrait photography time and time again throughout the year. In addition to the double-page spread in the *Saturday Evening Post*, seven full pages will appear at intervals during the year in *Liberty* and another seven full pages will be carried in *Collier's*, concluding with the issues of April 21, 1928.

Five half-page advertisements will appear in the *American Magazine* during this

period. The same number of half pages will be run from October of this year to April, 1928, in *Pictorial Review*, *Ladies' Home Journal* and *Woman's Home Companion*. *Good Housekeeping* will carry five advertisements of two-thirds of a page each during the same period.

Six page advertisements will appear in *MacLean's Magazine* during the period from August 1st of this year to April 1st of next.

A center-page spread in *Printer's Ink Weekly* will be a regular monthly feature of the commercial photographers' campaign, continuing to the issue of May 10, 1928. From July of this year to May, 1928, this will be supported with full page advertisements in *Nation's Business*, *System*, *Western Advertising*, *Advertising and Selling*, and *Sales Management*. A full page will also be carried in the *Saturday Evening Post* next spring.

"Skilfully timed in its distribution among the various media employed to get

the maximum effect, the advertising campaign will prove a powerful factor in up-building our industry," declared Chairman George W. Harris. "We will hammer home to the American public by this consistent, cumulative barrage the messages of 'Photographs Tell the Story' and 'Photographs Live Forever.'"

In addition to the adoption of the advertising schedule, the national advertising committee considered and approved a recommendation made by the plan and scope committee through Chairman Davis that the portrait album be modernized, brought up to the minute and revived.

"In the opinion of the committee," the report read by Mr. Davis set forth, "There is no single element more vitally important and which will contribute so much to the popularization and expansion of professional photography as proper means for collecting, protecting and exhibiting photographs by their recipients.

"The most practical accomplishment of this appears to lie in the use of a portrait album, with the acceptable alternatives, where desired, of a portfolio or cabinet designed for such use. In the words of one member of the committee:

"If the portrait album could again be popularized and brought to anywhere near its former place, it would at least be equal to anything else that has been suggested to bring photography to the universal appeal."

"With an accepted method for the collection and preservation of photographs, the habit of requesting photographs can be revived, as it entails no prospect of expense on the part of the recipient, nor is it restrained by a mind uncertain as to what will be done with it when once received."

The 1927 version of the album will be in the latest mode. According to the suggestions advanced by the committee, it is to be of the loose-leaf type and will embody all the latest devices for convenience of use.

With stiff covers preferably of leather and neutral-tinted pages, the album is to be artistically beautiful and appealing. It was recommended that two standard sizes be worked out, a large one solely for table use and a small one for either table or shelf use.

A photograph portfolio or cabinet, designed as acceptable alternatives for the album, were suggested by the committee.

The plan and scope committee suggested further that manufacturers of card mounts and albums and others most directly interested meet to discuss these recommendations.

Mr. Wright, who took the picture, had the decency of a time getting the Wisconsin crowd to stand still long enough to make the above photograph. They were having too good a time to stay in any one place for more than a moment or two. (See the report on the editorial page.)



Nicholas Haz to be High-Light at Cedar Point Convention

THE Committee which is working on the program for the Cedar Point Convention of the Ohio-Michigan-Indiana Association feels particularly honored in announcing that Nicholas Haz, famous maker of illustrative photography of New York City, has agreed to appear twice on its program. Mr. Haz has also been selected for the National Convention, which will take place in New York City in July, and is busy preparing a very special demonstration which he will repeat at Cedar Point. In addition he will deliver a print criticism from the platform. Those who remember the crowd that followed him around the gallery at Carnegie Institute at the time of the Pittsburgh Convention will be glad to learn of this addition to the O-M-I program, particularly since there will be no difficulty in seeing the photographs under discussion and hearing his remarks.

The studio of Mr. Haz has forged to the front with great strides over the last few years, and his work is frequently seen nowadays in the big national magazines which depend on the studios for many of their illustrations. He will probably be at the convention for the entire three days, and will be at the service of any member who desires to ask questions or receive an individual criticism of his own or other work in the main exhibition of photographs.

The Secretary is glad to announce that at this early date 38 out of the 46 spaces available for the manufacturers' displays have already been sold. There are only eight left, and those manufacturers or dealers who want to get in on what will be one of the biggest conventions of the year outside of the National should write to Secretary Merl Smith, Hartford City, Ind., without delay. The hall space is limited, and it will not be possible to slip in additional booths to accommodate any last minute rush. Action now is advisable for those who want to exhibit.

Vice-president Kehres and his committee are busy endeavoring to round up a complimentary exhibit of one print each from approximately fifty of leading photographers of the country, and letters are already going out to these. Inasmuch as one print only will be requested from each studio, and these will be hung separately from the main exhibition of pictures, this feature alone will warrant considerable study by those who attend. It will afford an un-



Nicholas Haz, A. R. P. S., New York City

usual opportunity for comparison of the work of studios from all parts of the country. This being strictly a complimentary exhibit, requests are not being made to any photographers in the three states of the organization, as it is confidently expected that they will be represented in the regular exhibit by the members.

Remember the dates—August 9th, 10th and 11th. THE HOME-COMING CONVENTION!

—o—

Cameras Don't Lie (?)

THE success of the studio photographer depends largely upon his ability to please, and if he has the happy faculty of producing a "flattering" likeness, so much the better, for it is a decided asset in bridging the gulf between penury and affluence. An old-timer in a foreign section of one of our great cities, where his experiences in overcoming almost unsurmountable difficulties have been valuable lessons to him, has let us into some of his "secrets" with the following suggestions:—

Long Faces: Raise camera and make three-quarter view of face.

Pug Nose: Raise camera and lower subject's head.

Large Eyes: Three-quarter view of face, looking downward a trifle.

Long Neck—High Collar: Raise camera, lower head; pull up shirt front.

Bald Head: Screen top of head with black head screen.

Deep Eyes: Plenty of light under eyes from sidelight; lower camera.

Large Ears: Seat well away from light, using rather more sidelight.

High Cheekbones: Front, broad light.

Large Hands: Usually posed edgewise to the camera.

Babies: Lower camera, use plenty of top, front.

Hollow Cheeks: Front sidelight is the best.

Full Figures and Groups: Mostly front top light.

Where reference is made to the raising or lowering of the camera it means to raise or lower it above or below the level of subject's head, the camera on a level with the head being the normal position.

—The Ground Glass.

Handling Children in the Studio

A Talk by WALTER SCOTT SHINN *before the Chicago Convention of the Photographers' Association of America.*

(Continued from last issue)

SO I have found this matter of affirmative thinking or thinking in the right direction is very successful. When the bigger men start to do things (I am speaking of the men who are at the head of big organizations and control big institutions) almost invariably you can imagine yourself thinking for them. They conceive an idea and they know no defeat because they wouldn't be where they are if they knew defeat. They don't want a man to tell them how he failed; they always listen to how a man succeeded. They see themselves doing something; they may dream it, but they don't keep on dreaming it. They simply realize it is an absolutely affirmative way. They see themselves going through with the proposition and see themselves finishing the proposition.

On the other hand, the reverse type of man sees himself slipping up. "Here is a condition that is all right for the big man to think of, but not for So-and-so. It is going to rain all this week and something else is going to happen, it is just my luck." He is always just that kind of a fellow, he is down at the heels and he is just "nobody home," all the time. Not only mentally does it drag him backward, but it drags him back physically because he simply paralyzes himself from his neck up with these things that absolutely poison his mind to all the things that make the world go around and make things live.

Most of us see the action and result of the physical side, but we give very little thought to the mental side. When we stop to think; there is no physical action of the body unless it is controlled by the mentality, and yet we give very little thought to that. Mental action is stronger than the physical but we deny it because we don't see it.

We have the matter of handling children. We have fifty-seven varieties of children, and we can't apply the same rules to all of them so we must have that affirmative viewpoint to take each child and realize that the mother loves it. It doesn't make any difference what *you* think of it, the mother loves it and in most cases you *can* love it. I will admit there are times when that isn't the easiest thing in the world. I have seen lots of them that I wouldn't want to live with all my life if I thought there would be no improvement in them. At the same time, if you drift along with them you will soon begin to find out that they have some mighty interesting points. You will find things will work out if your attitude is right with them.

I will give one illustration. I worried off about five years of my life before I got to be a little older. I worried about the focusing of a child especially when its feet were on the ground. They have more speed than a dozen wild cats, and if you let the mother go ahead and corral that kid and get him calmed down, he goes to work and locks up the whole front of his face and you can't get it open with a can opener. What are you going to do? If you let the mother go ahead and prime them and try to govern that situation and you are not master of the situation by neglecting to reflect that affirmative idea that you know what you are doing, she goes to work and fixes him and talks to him five minutes and it takes you thirty-five minutes to undo all she has done in those five minutes. If he has a missing tooth or something where we could put in a tooth without any trouble in case his face happened to laugh a little, we go ahead and have her button him up

there and you absolutely have to unscramble him to get him loosened up. That is our hardest job.

We get a kid and worry about the focus and say, "Oh, gee, what are you going to do with a kid like that?" I have kids come to me that it would take three people to keep them on an acre plot. The point is this: if you worry about getting them, as a rule you don't get them; but if you can imagine a spot or make a real spot that that kid has got to cross sometimes and get a line of people around him so he can't break his neck or something, you will find, according to the law of averages, he will make what other people would call mistakes and do just what you want him to do more times than he will go to the other side.

Your ability to recognize something good and to be quick enough to get it is just as great as trying to twist him into something and giving him gas and holding him down. It is a mental holding. You will find in making a hundred plates these kids will average up pretty well and you will get just as many plates by not fussing about it too much and just kind of working in with them and nipping them when they hit the spot, so to speak. You would think I was photographing airships, but this, of course, is an extreme condition where they want standing figures. As a general thing it is very difficult to make a standing figure with a very active child.

I have seen lots of men go out and come in with excuses. We have had occasions where we had a number of men work under us. They spent more time telling how they failed than it would take to tell you the good things by which you could learn something. It is just like a good many people who claim to be artists. They say, "I am an artist and I am not supposed to have the power of business ability at all," and they spend more time crowing about their weaknesses than they do in correcting them. On the other hand, if they would stop to think, in school when we were little tots we learned that if we had two apples lying around and wanted to give away three, we couldn't do it. If two apples happen to be there and you give three apples away, it is a good idea to know who the other apple belonged to. Most business people don't know that—I mean in photographic work. In artistic work in general they go ahead and spend more than they have. They are operating somebody else's job but they don't know it because they are poor business people. There is no method in the world that is going to overcome defects like

that because a man really must have reasonable business education. That doesn't mean he has to go to college, but if he can keep his head about him and observe the natural little things of straightforward business, he can succeed and there is no way in the world that you can prevent him.

Now we will go back again and keep that one motto, "He sees himself doing it." That is the greatest thing that I can think of as a slogan to carry out. You will find that it will work on more problems than one in this world if you can absolutely discard the thought that everything is slipping backwards. You can't help but go forward.

Then that involves one other thing, another element that is quite important. In order to photograph children—I am sticking to the children because I think that it is worth while, we see ourselves doing it and we absolutely can not go backwards—it takes nerve force, nerve poise, vital energy, a constitution. Regardless of how easy it is, a person must keep himself in physical trim. I am not going to attempt to give you a lecture on hygiene, but I want to point out to you that we absolutely disregard the elementary things we learned when we were children. We have only started to live. For instance, we will take one little thing under consideration which is very important in order to run this flivver that we speak of. If you are going to run a Ford you must give it fuel, and you never attempt to run it without fuel. If you leave the oil out, you know what is going to happen, you are going to have a pretty noisy engine in a short time. If you leave the gasoline out, it won't work. Another important thing is water. When we were children in school they told us in the first place about our blood. We will call that the gasoline. You have got to have blood and it has got to have a good test; it has to be red and it has to have the corpuscles in it that put the kick in you. You can't go ahead and use up the blood in your body and never replenish it.

We go along and we think we can live indoors. We have the negative slant on life that we dare not go out and take a vacation and we dare not go out into God's green woods and commune with the birds and trees because if we do we are going to go bankrupt. There is nothing in it. You will find that the people will be there for you when you get back. You must have fresh air or that blood will never do the trick. It is one of the greatest essentials; we all know it, but we pay comparatively little attention to it.

(To be continued)



These portraits, by John Erickson, Erie, Pa., are two of the exhibit of three which won the Schriever Trophy at the recent convention of the Middle Atlantic States Convention in Pittsburgh. Mr. Erickson is entitled to retain this Trophy until the next Middle Atlantic Convention, when it again comes up for competition. These two pictures are discussed by Mr. Bill on the other side of this sheet. The third will appear on the Supplement Sheet two weeks from now.

CRITICISMS

By J. ANTHONY BILL, Cincinnati, Ohio

May 28th, 1927

(See portraits on other side)

THE portrait on the left by John Erickson. This portrait has character, is strong in modeling, and the lighting is handled in a masterful way. The pose of the head on the shoulders is good. The spot of light on the collar does not hold its place as well as it does on the original, which is more subdued. There is a feeling of more atmosphere needed in the background, particularly in the lower right hand corner of the picture. If it were lighter it would throw the figure out and give more depth. The highest lights are a little hard and wiry. What one feels most in these portraits is the lack of the feeling of depth in the background, which would give the figure more relief and not so pasted against the black. In other words, more light on the background would have enabled us to see around the head.

The portrait on the right by John Erickson. A very much softer effect of modeling in light and shade, but again a lack of atmosphere in the background. The head is probably a little large for the body. The collar, being a little high in tone, separates the head from the body. The hair on the shadow side is a little spotty, which also could have been improved if the background had more atmosphere. The lens quality is much better in this portrait than the one on the left. If one could feel more light between the head and background, I believe it would bring this portrait right up and out of the paper.

(Note: Mr. Bill was unfortunate in that he could not see the original prints which were shown in Pittsburgh. These were even better than the prints discussed above—carbons, we believe, although our memory on the subject is a bit hazy after several months. Of course, as Mr. Bill has often pointed out, it is a simple matter to find flaws in any print, no matter how excellent, and these two, with the third which will appear on this page in two weeks, were worthy recipients of the Schriever Trophy.—Ed.)

'Tis Here-Maybe



Members of the Wisconsin Division, M. P. F. of A., held their annual convention on April 23rd in Milwaukee, with attendance of about sixty. The following officers were elected: R. H. Catchpole, president; W. E. Brown, vice-president; Marlowe Miller, secretary-treasurer; C. S. Olson, George Landis, R. H. Valin and Otto Jachoucek, directors.

Ownership of a negative made from an original photograph of Abraham Lincoln, claimed by A. B. Bliss, photographer of Lincoln, Ill., was awarded to A. F. Dougherty of that city, by the appellate court of the state. Bliss asserted that the ethics and common practice of the profession gave him ownership of all negatives he made, but the court held that in this case he had been paid specifically for making the negative and it was consequently the property of the customer.

Members of the Range Photographers Association (Minn.), meeting in Virginia a few weeks ago, have decided to close their studios on Sundays. Where there are two or more members in the same town they will take turns in closing. The members decided to co-operate with the national advertising campaign, and with Take-a-Picture Week fostered by the M. P. F. of A. The next meeting is scheduled for Chisholm on May 26th.

Tampa photographers have organized for closer co-operation among themselves and the advancement of the art. At their second meeting on May 3rd they elected officers as follows: Al P. Burgert, president; C. Verne Klintworth, vice-president; Virgil R. Boozer, secretary-treasurer. H. A. Merker, field representative of the National Advertising Fund talked on the fund and sold the entire association on the idea.

When the Studio Job Demands Orthochromatic Material

Many commercial studio jobs require the finest possible reproduction of wood-grain or other detail ordinarily obscured because of the color of the subject.

The unusual color sensitiveness of the Eastman Commercial Plate combined with the brilliance, fineness of grain and excellent gradation, characteristic of its high grade but medium-slow emulsion, make this plate ideal for all work where great speed is not essential. You must really use the Commercial to appreciate its distinctive quality.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'



Even professional cameramen endorse the DeVry

ALTHOUGH designed for *personal* movie making, the DeVry standard film automatic movie camera has won wide acceptance among professional cameramen. Every week news reel weeklies, even parts of feature production, are taken with this remarkable amateur camera.

And yet, taking movies with the DeVry is as easy as taking a snapshot. No cranking—no tripod—Just point the camera, *press the button* and you're taking movies—movies of permanent feature film brilliance because the DeVry uses Standard film, the kind that's used in Hollywood.

Send for Free Booklet

The DeVry takes 100 feet of film without re-loading—has three view finders instead of one—can be loaded in daylight and is amazingly free from ordinary camera vibration. Yet the price is only \$150.00—less than the cost of some "off-standard" film cameras. Write today for your FREE copy of our new book, "Just Why the DeVry Takes Better Movies." The DeVry Corporation, 1111 Center Street, Dept. 5-M, Chicago, Ill.

DeVry
Standard—Automatic
MOVIE CAMERA

—If you need information—write ABEL'S—



In the Service of the Profession

Gum Prints

For advanced pictorial
Photography

TO our knowledge, we are the only concern that is in a position to produce this superior style of work for the profession. There is no other printing process that enables us to lift photography from the ordinary, except similar processes like the Brom Oil, which alongside of the Gum Print enjoys the distinction of individuality. Gum prints should be made of only such subjects that are unusual, broad, or pictorial in conception. The Gum Print is the highest expression of superior and artistic photography. Recommendable colors are: Black, Warm Black, Van Dyke Brown, Green Black, Blue Black, Orange, Red, etc.

Two or three specimens prominently displayed in your studio will be an attractive feature and an invaluable asset to your show room.

Write for list No. 9.

Blum's Photo Art Shop, Inc.

1021 North Wells St.

CHICAGO, ILL.

H. A. Merker, field representative, reports that Tampa, Fla., has over-subscribed its quota to the National Advertising Fund, through the efforts of Al Burgert and the Blakeslee-Klintworth Studio of that city.

The above two items look suspiciously as if someone was entirely too modest and trying to dodge credit rightfully due. They are from letters that came to our office in the same mail, and it will be seen that the one from Mr. Merker very carefully gives the credit to Messrs. Burgert and Klintworth, while the one from the society hands it to friend Merker. Anyway, Tampa went over the top, which was the main thing.

Chas. H. Chowning, photographer in Urbana, Ohio, for many years, died on March 26th at the age of 66, the result of complications following an operation.

Mr. Syx, of the Syx Studio, Akron, Ohio, died on April 11th from a paralytic stroke. He had been in very poor health for some time.

Two of the studios in Ashland, Ky., recently changed owners. On May 4th J. M. Maggard sold to his partners Luis and

Announcing

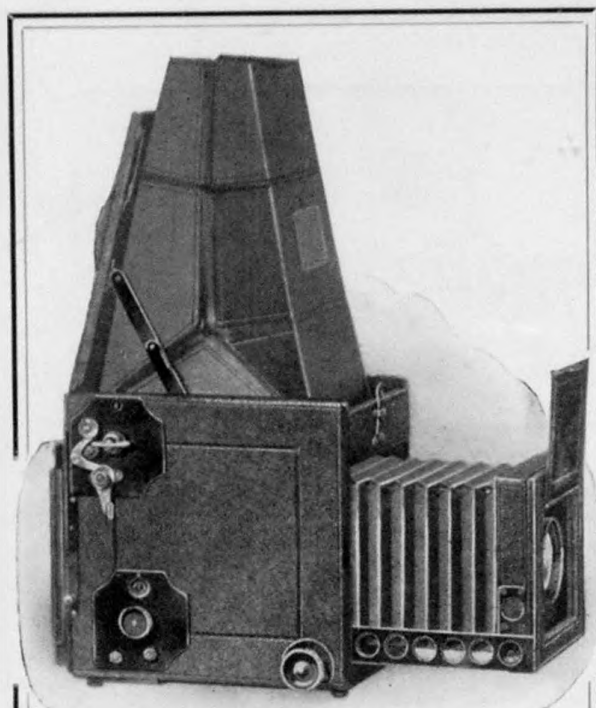


CYLTEX

ANSCO is glad to announce that, beginning June first, the independent stockhouses of the country will be able to supply our most recent offering for the professional photographer.

Cyltex, a double-weight contact paper, in either White or Buff, is a semi-rough stock. It yields prints of real distinction, with an interrupted sheen which is beautifully adapted to all portrait work—except the very smallest “heads.”

ANSCO PHOTOPRODUCTS, Inc.
Binghamton, N. Y.



The New Versatile
Revolving Back—Telescopic

GRAFLEX

$3\frac{1}{4} \times 4\frac{1}{4}$

4 x 5

Now you are not limited to the use of one lens. Here is a Graflex with long bellows-extension—telescopic model—with removable lens-board to which Zeiss, Goerz, Cooke, Heliar, Kodak or any other make of lens can be fitted. It fills a long-felt want in the camera-field. The focusing-hood is also detachable to give access to the ground-glass.

PRICES

$3\frac{1}{4} \times 4\frac{1}{4}$ (without lens)	\$ 90.00
Fitted with $6\frac{1}{2}$ " F/3.5 Schneider Lens	\$120.00
Fitted with $7\frac{1}{2}$ " F/3.5 Schneider Lens	\$125.00
4 x 5 (without lens)	\$100.00
Fitted with $8\frac{1}{4}$ " F/3.5 Schneider Lens	\$135.00

WILLOUGHBY'S
110 West 32nd St., New York, N.Y.

What a Prominent Eastern Photographer Says About Our Work

ORREN JACK TURNER
Portraits by Photography
Frames — Copies — Groups
Etchings and Prints
Princeton, N. J.

April 19, 1927.

Colegrove Brothers
774 Main St.
Buffalo, N. Y.

Attention:—Mr. L. A. Bond
Dear Mr. Bond:

We have received the lot of porcelain miniatures and consider them beautiful pieces of work. Every customer who has seen them has purchased so far, and the low price makes the sale easy.

Thanking you for your favors and assuring you of our hearty support, we are.

Orren Jack Turner Co.

Yours very truly,

Orren Jack Turner (Signed)

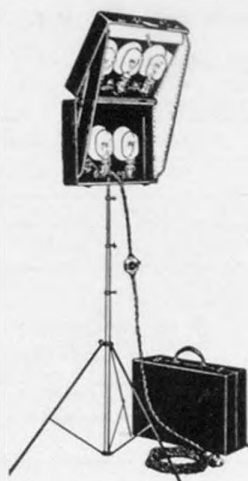
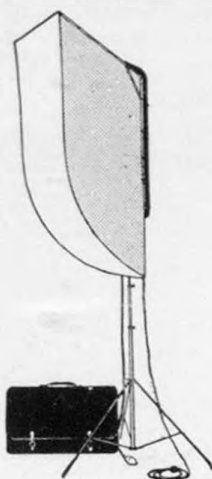
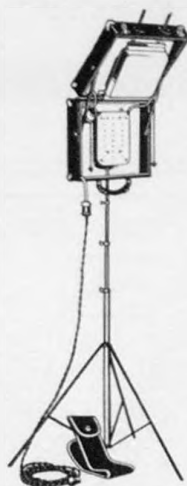
Per A. C. T.

Dict. but not signed by Mr. Turner

Alice Jimenez his share of the Maggard Studio, the oldest studio in the city, occupying fourteen rooms. Luis and Alice graduated from the Illinois College of Photography in 1919. U. S. G. Salyers, also of Ashland, sold his studio on May first to Mr. and Mrs. S. L. Gilmore, formerly of Butler, Pa. The Gilmores are both photographers and will conduct a high-class business.

Thomas Jefferson Cronise, photographer in Salem, Ore., since 1903, died on April 23 at his home, from the effects of a cerebral hemorrhage which he suffered last December.

In a recent issue we published an advertisement of the Hostetler Studio, Davenport, Iowa, written by a school child in a competition put on by the local newspaper. The competition resulted in more than 1100 advertisements being submitted for the Hostetler Studio, which was one of 22 different advertisers included in the contest. It was an interesting, though expensive, campaign, but Mr. Toloff, owner of the studio, writes that it was well worth it. The \$200 prize-winning ad in the contest was one written for the Hostetler Studio.

Home Portrait
Electric LampGiant Portrait Flash
Lamp

Cinema Arc Lamp

Home Portrait
Flash Lamp

Those Springtime Festivals— Weddings, Confirmation, Graduation

Photographs live forever and tell the story of the dramatic moments in the lives of men and women. Life in its every-day aspect may be too prosaic for pictures, but let it be touched by the miracle of marriage, or the religious devotions of confirmation, or the educational achievements of graduation, and straightway it takes on a new importance that thrills the memory to the end of life.

Portraits of such occasions are richer in sentiment when taken at the scene of the event than when taken in the studio, and will yield larger orders and at better prices.



HALLDORSON Portable Lamps

enable you to make as good or better portraits right where the event takes place than you can in your studio. With one of these lamps you can cash in on this highly profitable business. Pick the outfit using your favorite kind of lighting—arc, incandescent or flash.

At your photo dealer. Write for catalog and information about home portraiture.

THE HALLDORSON COMPANY
4745 N. Western Ave. CHICAGO

THE FOUNTAIN AIR BRUSH WILL INCREASE YOUR PROFITS!



Easy to handle and to Keep in Order
Over 30,000 in every-day use
Send for Catalogue 52W

THAYER & CHANDLER

913 West VanBuren Street

CHICAGO, ILLINOIS

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.

RETOUCHING

PIECE-WORK retoucher desires retouching to do at home; prompt and satisfactory service guaranteed; experience with Baker Art Gallery. Mrs. M. M. Smith, 243 S. Harris Ave., Columbus, Ohio. 5-7-4

S. HARRISON, the well known artist in retouching, etching and background work, etc., does prompt work for city and out-of-town photographers at moderate prices. Ask for my "special-sets" of celluloid background at \$6.00, \$8.00 and \$15.00. 818 Leland Ave., Chicago, Ill. Telephone Edgewater 4326. 5-7-4-C

WANTED—Retouching to do by an experienced retoucher; high grade work; prompt service; prices reasonable. Send trial order. Send negatives to Hulda M. Craig, 246 Front St., Marietta, Ohio. 5-28-1

The Professional Photographer Requires the Best Tools
Obtainable for Retouching

"CASTELL" PENCILS and LEADS

GIVE THE BEST RESULTS

ABSOLUTELY FLAWLESS

A. W. FABER, Inc.

Newark, N. J.



Photographs Burned Into China EVERLASTING

For monumental Purposes. Also for Brooches, Locketts, etc. In photographic tone; also tinted. Write for Catalogue

F. J. H. ABENDROTH
7203 Franklin St. P.O. Box 277
FOREST PARK, 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 employees.

WANTED—Retoucher, must be first-class workman; splendid salary, position permanent; none but good workman need apply. S-2, care of this journal. 3-19-TF

RETOUCHER and printer wanted; must be A-1 man and have best of reference. Wm. Hudlett, Portrait Photographer, 1924 Clark Ave., Cleveland, Ohio. 5-14-3

WANTED—Young man experienced Kodak finisher, one who could assist in portrait studio preferred. State salary and experience in first letter; permanent position. James Nott, Belvidere, Ill. 5-21-2

WANTED—A good man for steady position. Must be good retoucher and printer and also must be able to operate. Working conditions good. Salary \$35.00 per week. Koch Studio, LaPorte, Ind. 4-21-TF

WANTED—Good operator and retoucher for permanent position with one of the leading studios of middle-west. Send photograph of self and references. V-1, care of this journal. 5-21-2

WANTED—Good all-around photographer, fair retoucher and operator, some Kodak finishing; permanent position to right party. State experience, salary expected in first letter, enclose photograph of self. Novelty Studio, 509 So. Adams St., Peoria, Ill. 5-28-1

WANTED—Expert retoucher; steady position; \$40 per week. Setlin, 1862 Main St., Springfield, Mass. 5-28-1

OPPORTUNITY—To a good photographer. Have leased a wonderful space for five years in best theatre building on main street, with big display cases; heat, lights and water furnished; wide stairway. I have a good business one block away, established six years; will move it in. Want a good photographer, with ability to handle same; one-half interest to right party. I am interested in other businesses. Address Photographer, care of Atlanta Athletic Club, Atlanta, Ga. 5-28-2-C

I Buy Film and Glass

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

P. H. KANTRO

PORTAGE, WIS.



MASTER PAPER for Master Finishers

NOTE THE PRICE!

Four Degrees of Contrast
Contrast—Medium
Brilliant Soft—Soft

Three Surfaces
Matte—Semi-Matte—Glossy

Two Weights
Single and Double

per 500 sheets

S. W.	Size	D. W.
\$2.15	2 1/2 x 3 1/2	\$2.65
2.65	2 1/2 x 4 1/2	3.35
3.50	3 1/2 x 4 1/2	4.30
4.00	3 1/2 x 5 1/2	4.95
4.75	4 x 6	5.60
5.00	4 1/2 x 5 1/2	6.00
7.25	5 x 7	9.00

NO argument as to the kind of paper finishers favor . . .
They like

*a paper that is dependable
a paper that has wide latitude
a paper of excellent quality
a paper with rich black tone*

IN FACT

*a paper that is efficient and
yet economical.*

Such a paper is HALOID RITO ↗

The HALOID Company, Rochester, N. Y.

NEW YORK OFFICE
225 Fifth Ave.

BOSTON OFFICE
101 Tremont St. at Bromfield

CHICAGO OFFICE
68 W. Washington St.

San Francisco Agent, A. H. MUHL, 714 Market Street
Los Angeles Agent, A. H. MUHL, 643 S. Olive Street
Seattle Agent, A. H. MUHL, 709 - 2nd Ave.

THE STANDARD PHOTOGRAPHIC COLORS

EXTRA COLOR FILMS

Peerless Japanese Transparent Water Colors

Yellow and Orange Shades

*Lemon	*Crimson Lake	*Gamboge	*Orange Yellow
*Autumn	*Crimson Red	*Golden Yellow	*Straw
*Brilliant Yellow	*Flash Test	*Indian Yellow	*Rice Straw
*Autumn Yellow	*Crimson Orange	*Lemon Yellow	*Yellow Earth
*Autumn Orange	*Crimson Deep	*Mustard Yellow	*Yellow Lake
*Lemon Yellow	*Deep Yellow	*Sage Yellow	*Yellow Ochre

Reds

*Alizarin Red	*Crimson Lake	*Japanese Scarlet	*Ruby Red
*Apple Blossom Pink	*Vermilion Red	*Light Carmine	*Scarlet Lake
*Fuchsia Pink	*Flash Test	*Madder Carmine	*Scarlet Vermilion
*Blond Red	*Crimson Orange	*Magenta Red	*Rose Shell Pink
*Pink Red	*Crimson Deep	*Old Rose	*Terra Cotta Red
*Lacinal Red	*Crimson Lake	*Red Earth	*Venetian Red
*Carmine	*Crimson Orange	*Reddish's Madder	*Vermilion
*Cherry Red	*Crimson Deep	*Rose Madder	*Wild Rose Pink
	*Crimson Lake	*Royal Carmine	*Wine Red

Blues

*Alice Blue	*Deep Blue	*Indigo Blue	*Fuchsia Blue
*Antwerp Blue	*Dust Blue	*Marine Blue	*Heron's Egg Blue
*Cerulean Blue	*French Blue	*Navy Blue	*Royal Blue
*Cobalt Blue	*Gobelin Blue	*New Blue	*Sky Blue
	*Indigo Blue	*Prussian Blue	*Turquoise Blue

Purples

*Amethyst	*Lavender	*Royal Purple	*Violet Carmine
*Heliotrope	*Mauve	*Violet	*Wisteria Violet

Greens

*Bottle Green	*Green Lake	*Maple Green	*Ivory of Chromium
*Chrome Green	*Hooker's Green	*Moss Green	*Prussian Green
*Light Chrome Green	*Light Hooker's Green	*Mountain Green	*Sage Green
*Dark Green	*Hooker's Green	*Myrtle Green	*Sea Green
*Emerald Green	*Deep	*Slate Green	*Willow Green
*Gloss Green	*Hooker's Green	*Olive Green	

Grays, Blacks and Whites

*Blue Black	*Payne's Gray	*Neutral Tint	*Spotting Black
*Clinton White	*Ivory Black	*Pearl Gray	(opaque)
	*Flake White	*Lamp Black	

Browns

*Burnt Brown	*Burnt Sienna	*Mahogany Brown	*Sepia
*Brown Ochre	*Burnt Umber	*Oak	*Sepia Brown
*Brown for Rocks	*Drop Tan	*Raw Umber	*Van Dyke Brown
	*Light Tan	*Roman Ochre	*Warm Sepia
		*Seal Brown	

Special Hair Colors—Class C

20 Cents Each

*Auburn	*Blonde	*Light Brown	*Red Golden
*Black	*Chamois	*Light Golden	*Tinted
	*Dark Brown	*Flaxen	

Films Are 6½" x 2½"
Class A (not marked) 1/2¢ each Class B (marked *) 1/2¢ each

At Your Dealer's—or direct from

JAPANESE WATER COLOR CO.

Rochester, N. Y., U. S. A.

Write for the booklet "The Art of Hand Coloring Simplified." It tells how YOU may become an expert colorist.

Looking for ?
Bargains

Then send at once for a
free copy of our

BARGAIN BOOK
and CATALOG

in which you will find listed hundreds of used and new Cameras, Kodaks, Lenses and Supplies of every description at remarkable saving prices. Every item sold is backed by our

10-DAY FREE TRIAL GUARANTEE
OR MONEY BACK IF
UNSATISFACTORY

If you have a Camera or Lens and you wish to trade same for some other, consult us, as we may have just the outfit you want.

CENTRAL CAMERA CO.

124 S. Wabash Ave., Dept. A-W-5a
CHICAGO, ILL.

This Professional
Motion Picture Camera

At last! A professional camera at a sensationally low price. Standard-gauge film. All professional features.

FOR ONLY
\$100

Portable, ideal for industrial, educational and news-films.

Specifications — 6½ x 6½ x 7¾ ins. without magazine. Weight, 16 lbs.

Material, aluminum alloy, black enamel finish. Lens, finest anastigmat F/5 or F/3.5. Capacity, 200 to 400 feet.

Black vulcanized fibre carrying case. Write for free booklet.

Explains money-making opportunities. Liberal allowance for your camera; any style, movie or still.

New York Institute of Photography, Dept. 40
14 West 33rd Street, New York City

THERE IS a good salaried opening for a high grade printer and finishing foreman in one of Pennsylvania's leading studios. Communicate with J-2, care of this journal. 5-28-2

STUDIOS FOR SALE

FOR SALE—Well established studio in Ohio city of 55,000; steadily growing business; modern to the minute; low overhead; best of references. C-4, care of this journal. 5-7-4-C

FOR SALE—Modern well equipped studio, Illinois town of 15,000 with large territory to draw from. Real opportunity for a good photographer. Price \$3,000, one-half cash. S-1, care of this journal. 5-21-2

FOR SALE—A going studio on the best business corner in a city of 200,000; studio partially equipped; will be sold reasonably. Opportunity knocks but once. Call or write. Studio, 608 Canby Bldg., Dayton, Ohio. 5-21-3

FOR SALE—Only studio in South Carolina city of 6,000; equipped inside, outside; rent \$10; fine climate, good living conditions, living rooms adjacent. Good price for prompt sale. Photographer, Darlington, S. C. 5-28-1-C

MISCELLANEOUS

FOR SALE—2¼x3¼ Seneca No. 1 Sagamore roll-film, high grade, with Wollensak F/4.5 Series II, in Optimo shutter, all new, list \$50.00, \$30.00; 12½" Verito studio shutter, like new, \$90.00, \$57.50; 1¾x2¾ ICA Bebe A, two metal plate holders, focusing panel and film pack adapter, Carl Zeiss F/4.5, 3" Compur shutter, soft leather case, \$45.00; 9½" Series III Rodenstock, F/5.4 barrel, \$75.00, \$35.00; 6" Series 4, F/4.5 Rodenstock, barrel, list \$40.00, \$20.00. Watch this weekly column. Ralph J. Golsen, 1128 Argyle St., Chicago, Ill. 5-28-1

PORTRAITS

The best standards of any description.
Harmony—Character—Individuality
Artistic in our enlargements

Obis and Hajny
STUDIOS

81 W. Van Buren St. Chicago, Ill.

Centrally located for Photographers in
heart of the loop.

To Safeguard Your Results

When you think of chemicals, when you see chemicals advertised, bear in mind that chemistry plays a very important part not only in your work but in the manufacture of the sensitive materials you use, and that Eastman Tested Chemicals are as much a product of Eastman Laboratories as are sensitive materials—that they are made, in fact, to safeguard your results with Eastman materials.

Specify Eastman Tested Chemicals and look for this seal on the container.



EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

THE UNDERWOOD PORTRAIT STUDIOS, Inc.

THE HEART OF AMERICA

Our location is unsurpassed. This means much to the Photographer.

KANSAS CITY, MO.

Every member of our firm is an artist and a good one.

AT YOUR SERVICE

These advantages offer every facility for producing the most dependable and desirable portraiture. Promptness and efficiency is a habit with us.

Willis & Clements, Inc.

are now located at 713 Walnut St.
Philadelphia, Pa.

Platinotype, Palladiotype and Satista papers. Trade printing on all these papers. Lists on request.

"The Art of Coloring Photographs"

by Avenir Le Heart

A colorist of International Reputation

The only complete book of instructions available on coloring photographs, color harmony, and color composition. It enables the novice as well as the experienced colorist to master all the details of the work. All dealers. Price 75c Post Paid

HIRSCH & KAYE-- 239 Grand Ave., San Francisco



Kan-Rite

is the modern Silver Precipitant for worn-out Hypo baths. It gets the Silver—all of it. And you will get it—all of it, less a fair refining charge, if you send your Silver residues of every description to

Kantro Refining Co.

Portage, Wis.

KAN-RITE for sale by all dealers.

WARNING—Refuse to accept on trial or buy from any salesman or dealer until you have tried Leoty's Portable Arc for 30 days FREE. From factory to you, save 40% to 50%, get original powerful portable, not a cheap imitation. Write Leoty Electric Co., Dayton, Ohio. 12-18-52

FOR SALE—Eastman View camera No. 2D 5x7 with case and holder, Betax shutter, Velostigmat, Series 2, F/4.5 anastigmat lens, \$75; improved Silent shutter 2½", \$4; Wollensak Ray filter No. 4 to fit a 2" lens; Crown tripod No. 2, \$6; tripod brace, \$1; felt background black 6x8 feet, \$5; bulb attachment for Betax shutter, \$1; plate and film holders for Eastman View at \$1.25 each; Eastman Compact stand, \$10; Eastman portable background carriers, \$3 each; Ideal posing chair, \$10. These articles are practically new and in first-class condition. F. W. Kochensperger, 371 Blaine Ave., Marion, Ohio. 5-14-3

WANTED AT ONCE—7A or 9A Eastman studio outfit, Pako washer, Rise print straightener, 8x10 Voigtlander or Dallmeyer portrait lens, at bargain price only. Gragg's Studio, Black Mountain, N. C. 5-28-1

WANTED—A second-hand Halldorson electric home portrait lamp. Smith Studio, 16 E. 4th St., Dayton, Ohio. 5-28-1

FOR SALE—10x12 Series III B. & L. Zeiss anastigmat \$50; 9½" Series III Goerz double anastigmat in barrel, \$45; 6½x8½ Dynar in auto shutter, \$25; 10x12 Monarch camera with 8x10 back, \$30. All the above are in first-class condition and look good. Thomas Graham, 30 E. Randolph St., Chicago, Ill. 5-28-1

WANTED—7x17 Korona View outfit with 8x10 Turner-Reich lens, case and plate holders. Name best cash price. H. A. Merker, 572½ Cherry St., Macon, Ga. 5-28-1

Agfa

Sales Promotion backs up AGFA Quality!

The coming Summer Season will be a big one for AGFA Rollfilm and Filmpack. Stock up now for the demand we have created.

The 1927 Amateur Contest and general publicity are the most complete ever offered as a film sales tie-up; and dealers everywhere are increasing their profits as a result.

Ask us how!

AGFA PRODUCTS, Inc.

114-116 East 13th Street
New York City

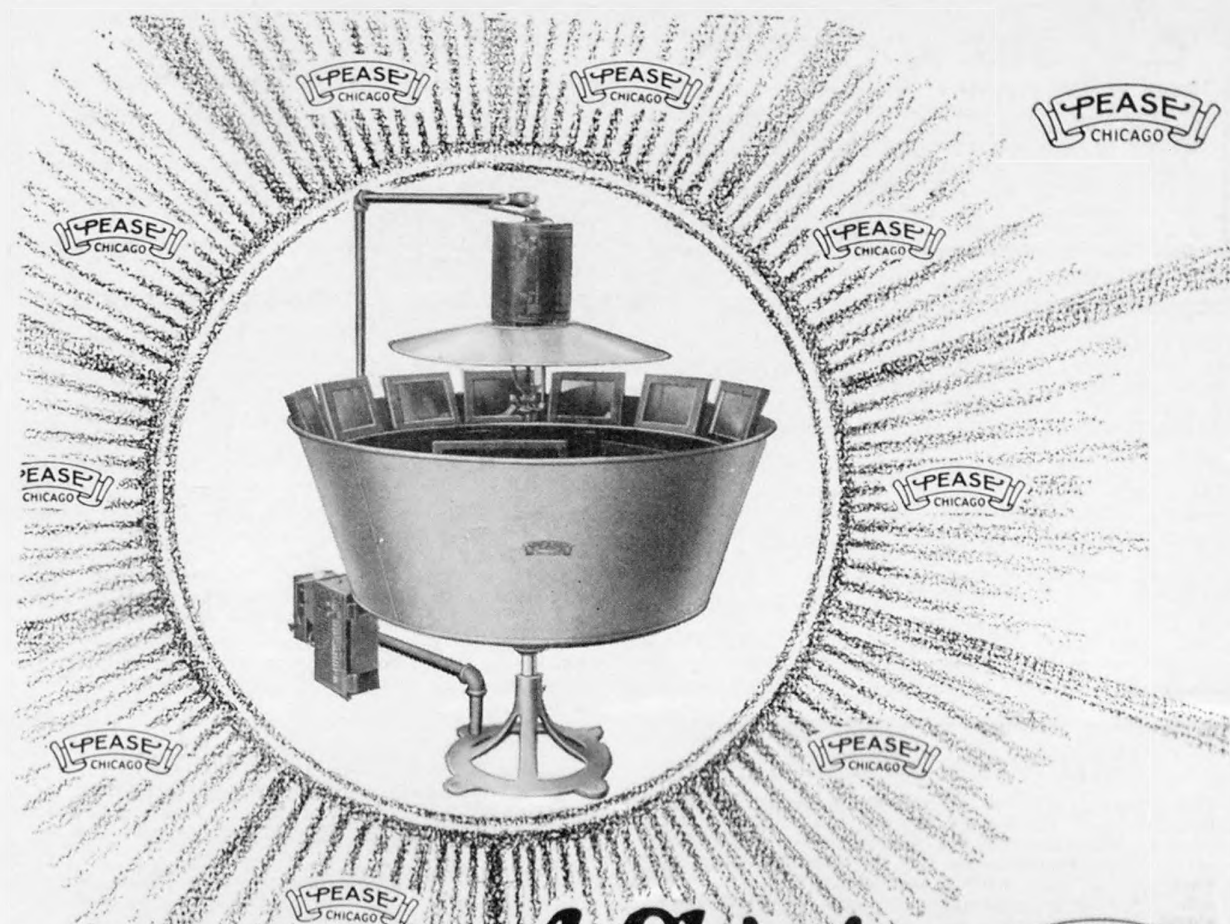


WANTED MEN AND WOMEN TO LEARN PHOTOGRAPHY

Photographers and Photo-Engravers earn \$200 to \$500 a month. The field is uncrowded. Learn these profitable and fascinating professions. Taught by largest and best college of its kind in the world. Established over 30 years. Demand for our graduates far exceeds supply.

Get this FREE Book! Write today for free beautifully illustrated book 729-X describing wonderful opportunities in this field. Good positions secured. Tuition and living expenses low.

ILLINOIS COLLEGE of PHOTOGRAPHY - Effingham, Illinois



A Shining Record of Quick Proofing

Your camera clicks—and hardly has the shutter closed when your customers begin calling for proofs! That's always been an old worry of the photographer—until the introduction of the Pease Proofing Machine equipped with the Pease U-V High Power Arc Lamp.

The whole equipment can be stood in a corner of your drafting room and it is just like having concentrated sun light twenty-four hours a day—because with the complete equipment or by using the lamps separately, you can print proofs from glass or film negatives speedily, conveniently, and economically, day or night, regardless of weather conditions, and printing speed ranges from three to four minutes per exposure depending upon the density of the negatives.

Of course, the complete equipment offers the greatest advantages as the revolving tub will handle frames of any size from $3\frac{1}{2} \times 4\frac{1}{2}$ " up to 14×17 " and enables a single operator to load, print, and reload frames with greatest rapidity.

Ask for Pamphlet PM-18.

THE C. F. PEASE COMPANY
818 N. Franklin Street, Chicago, Illinois



**PEASE TYPE U
PROOFING LAMP**

This lamp is the secret of perfect proofs on the Pease Proofing Machine. Can be purchased separately if desired.



—He'll thank you for the suggestion—

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 insertion, 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.

FOR SALE or Trade—Universal motion picture camera 400' model, three lenses, tripod and case, eight magazines and case, hand dissolve, and extras. Outfit cost \$1000. \$500 terms or photo apparatus. J. E. Kennedy, 3668 S. Michigan Ave., Chicago, Ill.

5-28-2-C

FOR SALE—Three penny camera outfits, cheap if taken right away. Takes 24 shots and up on 5x7 plate or film. Will show you how to make real money with these outfits. Don't wait; first deposit will hold these outfits. Also one 10" Cirkut camera cheap. I want to buy Banquet camera. Unity Studio 506 Adams St., Toledo, Ohio.

5-28-1

OIL COLOR TINTING—Portrait or commercial work—5x7, 50c, 8x10, \$1.50, 11x14, \$2.00. Excellent, prompt service. Mrs. Joe Smith, 206 South Apple-tree, Dothan, Ala.

5-28-2

SITUATION WANTED

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

EXPERIENCED RETOUCHER and all-around man wishes permanent position; years of first-class training, always on the job and capable of turning out good work in shortest possible time. "Retoucher," 946 N. 11th St., Philadelphia, Pa.

5-14-3

SITUATION WANTED by young man with long practical experience as a Kodak finisher or darkroom man; honest, reliable and efficient. Address P. O. Box 4019, Newfield Station, Bridgeport, Conn. 5-14-4

British Journal of Photography

Published every Friday

For 72 years the B. J., as its readers call it, has been read by professional and commercial photographers of all English-speaking countries. Its articles on the practical and business branches of portrait, commercial and press photography are the weekly counsel of thousands. If you get it for a while you will find out its value in your business.

The terms of subscription throughout the United States are \$4.75 per annum post free. A sample copy will be mailed upon receipt of application.

Henry Greenwood & Co., Ltd.

PROPRIETORS AND PUBLISHERS

24 Wellington Street, London, England

EXPERIENCED SALESLADY and telephone solicitor will be open for position with first-class studio after May 20th; can manage branch studio or home portrait crew. C-12, care of this journal.

5-21-2

WANTED—Permanent position by all-around, married man; preferred with option to buy, from western Wisconsin and Illinois west. K-3, care of this journal.

5-21-2

YOUNG MAN, expert in all branches of portrait Photography with thorough artistic training, desires position with first-class studio of national reputation; considers also high class advertising field; references and samples; available about August 1st. V. Sarra, P. O. Box 1206, Detroit, Mich.

5-21-2-C

POSITION WANTED by expert printer and darkroom man, who can assist in other branches, experienced in high class portrait studio work, desires permanent connection with reputable studio. R-8, care of this journal.

5-21-2-C

YOUNG MAN, experienced photo-finisher, desires permanent position in finishing plant or portrait studio where retouching and operating could be learned. References furnished. Lawrence Moore, 529 West Washington Blvd., Fort Wayne, Ind.

5-21-2-C

POSITION WANTED—Young man, thirty years of age, good habits, single, good education, ambitious, best of references, ten years of experience in all-around work, wants permanent position as an all-around workman. In answering state full particulars concerning your studio, etc. P-1, care of this journal.

5-21-3-C

WANTED—Position as operator and all-around man in high grade studio. C-13, care of this journal.

5-28-2-C

THOROUGHLY CAPABLE, all-around man, of many years high grade experience, all branches, desires position with first-class studio; cheap places not considered. Geo. Ferguson, 120 Neil Ave., Newark, Ohio.

5-28-2-C

POSITION WANTED as general all-around man, either portrait or commercial; several years experience; steady and reliable. W. T. Arend, 1305 N. Huey St., South Bend, Ind.

5-28-1-C

WANTED—Position by dependable photographer in all lines; twenty-two years experience; Chicago, Ill., or very close to it preferred. Joseph Lower, 1645 Adams St., Chicago, Ill.

5-28-1



1-9-2-7

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THOROUGHLY experienced young portrait and commercial photographer desires a position with opportunity in eastern U. S.; six years experience; do retouching, printing, operating. C-14, care of this journal. 5-28-2-C

YOUNG LADY, expert retoucher and all-around assistant, desires position in first-class studio; six years experience; age twenty-four; salary \$30.00. L-2, care of this journal. 5-28-1-C

POSITION WANTED by young lady as expert retoucher and etcher. Art school graduate, eight years with Bachrach, Inc., and three years with the largest and best studio in Washington, D. C. Best of references. Chicago, Ill. preferred. E-2, care of this journal. 5-28-2-C

YOUNG MAN with nine years experience at high class photography, is open for engagement; eastern states preferred. H. Forbes, 49, Fern Road, Medford, Mass. 5-28-1-C

POSITION WANTED—Experienced printer and retoucher, high class work and reliable. Write W-1, care of this journal. 5-28-1-C

POSITION WANTED—Operator, top notch, thorough experience, studio and home portraiture, capable manager. E-1, care of this journal. 5-28-2

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