



ABEL'S



PHOTOGRAPHIC



WEEKLY



Vol. XL No. 1028

SATURDAY, SEPTEMBER 3, 1927

PRICE TEN CENTS
\$2.50 A YEAR

-NOKO-

For Photo Finishing and Commercial Work

A GOOD PAPER, like a dependable human being, gathers friends. You give it a job, then another, and after a while you get to know that all jobs will be well taken care of.

Noko is not a trick paper. Anyone who can make a print can make a print, and generally a better print, on Noko. It has even speed, even tones, latitude, and quality in the full sense of that word. In short, it is, "as advertised," good paper for good prints—and that means a good day's work done in a good comfortable frame of mind.

Your stockhouse has it—Noko B (glossy) for ferrotyping, Noko R (glossy) for belt dryers, and Noko A (semi-glossy)—in 500-sheet packages, grosses and half grosses, and 5x7 and up in dozens also.

The hot weather doesn't seem so hot if you use Noko.

ANSCO PHOTOPRODUCTS, Inc.
BINGHAMTON, N. Y.

The Largest Professional Circulation in America

The Emulsions On HAMMER PLATES

Eliminate Hot Weather Troubles.

Dependable under all trying Summer conditions. Their Snappy, Firm Films develop and dry quickly, without frilling. Coated on Clear, Transparent Glass.



HAMMER DRY-PLATE COMPANY

Ohio Avenue and Miami Street, St. Louis, Mo.

New York Depot, 159 W. 22nd Street, New York City

Hammer's Booklet, 10th edition, sent on request



One of the
"PHYSICALLY AND CHEMICALLY
CONTROLLED" Photo Chemicals

For Richer Tone Values Use Pictol

A FEW months ago we made a sample offer. Hundreds of photographers took advantage of the opportunity to try Pictol for the first time. As far as it was possible to determine, not one photographer who tested it out returned to the use of the rapid developer he was using before. Many letters voluntarily written show the real value of Pictol. They prove—

1. Pictol gives exceptionally good tones and richness in the shadows. Better toning and greater detail than was produced by other developers.
2. It builds up the image more slowly, thus permitting perfect control and better results.

IF you do not know the advantages of Pictol, let us send you a sample. Send 25c for a one-ounce bottle.

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis · Montreal · Philadelphia · New York

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

TO PREVENT loss or delay by mail, all communications and photographs intended for publication should be addressed to Abel's Photographic Weekly, 515 Caxton Building, Cleveland, Ohio.

In Passing By

THE CURSE OF "WORRY." An old saying which has often helped us to maintain our equanimity on an even keel goes: "There are just two things one should never worry about—the things one can help and the things one can't help." Simple, isn't it? And yet how true! For after all what good does it do to continue fagging out an already wearied brain merely worrying about things. When troubles arise, they are either going to come willy-nilly in spite of all that can be done to prevent or by the exercise of persistent thought and effort they may be avoided altogether or at least modified. But even then, worry does not help. It is constructive thought that will do the trick—that and work—not sitting down with one's head and one's hands mulling a trouble over and over in a vicious circle.

We know too many photographers who are worrying themselves onto the verge of nervous breakdowns. They worry about how to get the sitters into the studio, and then they worry about what to do with them once they are in. They place an order for materials and then worry about whether they will arrive on time and whether they will be as profitable as promised. They employ assistants to do certain things and then worry whether the jobs will be done properly. They move around in a constant haze, and when the time comes to make a really important decision their brains will not function and they worry about that!

What good is it?

A thing done can't be undone; it may be corrected and the mistake avoided in future. But the worrying is a waste of time. If the rent is due tomorrow and you can't meet it and have exhausted all possibilities of getting the money—will it help you in trying to adjust the matter with the landlord on the morrow if you stay awake all night? On the contrary! If you've bought a lot of folders that won't move, will worrying help? Put some constructive thought onto the problem of getting rid of them. If sitters aren't coming in, is going around with a corrugated brow and a sour countenance going to bring them in any quicker? Not by a jig sight! It

will only cost you the friends you have. If you've signed a contract for advertising and don't know how it will turn out, is it going to make any difference how much you worry about it?

Worry! What good is it? Stop scowling and get busy!



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*

THE ADDRESS OF PRESIDENT ALVA TOWNSEND, LINCOLN, NEBR., AT THE
 NEW YORK CONVENTION OF THE ASSOCIATION

THIS year marks an outstanding period in our activities. There never was a time when the profession as a whole has looked to the Association for guidance and was ready to co-operate with it as at this moment. Our responsibility is great.

Competition today is not so much between individuals as between industries. Our advertising council has made it very clear that but thirty cents of every dollar is spent for non-essentials. Unless the Association can stimulate the public conscience to the realization that photography has a share in that thirty cents and the photographer to realize his responsibility to the public, it has no reason for its existence.

We have an illustrious history wrought through the sacrifice of men who have been unselfish of time and energy. Personal ambition to make their service reflect credit to their effort has brought us to this auspicious occasion.

At the Chicago convention last year certain constructive and progressive policies were inaugurated which are shaping the destiny of the Association. National advertising has developed problems that were not thought of a year ago. In fact our fondest hope *then* was to raise a fund of \$400,000 and our calculations, when the committee of nine together with your president and secretary met in Cleveland, were upon this basis. During the interim between the selection of our general secretary and the Cleveland meeting, Mr. Vinson engaged himself to the task of interesting the Millis Advertising Company of Indianapolis in our problem and of interesting the advertising committee in this company's ability to serve us. When we met, it was with misgivings on the part of some of the mem-

bers that an equitable contract could be consummated. This idea was soon dispelled when Mr. Millis and Mr. Pettinger outlined in a most lucid fashion, a plan that was so comprehensive and far-reaching that the contract was unanimously approved. Since then there has been an unfolding of constructive ideas which fit into each other so perfectly that today our dream has become a spectacular reality. Instead of \$400,000 we have in bona fide trade acceptances, \$1,500,000 and recently you witnessed in the *Saturday Evening Post* the initial effort in national advertising that will, in a short time, make the people of America realize that photography is essential to their happiness. We must not think that the realization of this has come spontaneously or without effort. Former presidents and their associates have sown the seed that we might reap the harvest in greater abundance. Committees and individuals have given freely of their time in conferences and detail work that has taxed physical and nerve forces. The Association is to be congratulated in the personnel of the advertising committee, for every man is an acknowledged leader and success in the business world. Their advice and counsel in all association affairs will be an inestimable asset to the Association and an assurance of a continuity of policy.

This has been a most illuminating campaign, for it has dissolved fancies of long standing and promoted substantial figures upon which to calculate our future. It has given us a constituency of forty-five hundred members, every one of them wondering if we, as an association, will adequately measure up to the demand of the hour. As I have indicated before, it has precipitated responsibilities upon the Association which

ON this page we are publishing number 324 of our series of photographers' advertisements. Readers who have clipped these advertisements each week have by now a most valuable file of ideas from which to make up ads for their own use. This week's advertisement may not strike you today—six months from now it may be just what you want. If you don't file your copies, at least keep these ads.

lead us far away from the cause and involve activities that challenge the best thought of our brightest minds.

Through our new avenue of contact which the *Pathfinder* (our official publication) offers, we shall be able to devote ourselves as an organization to the task of teaching our membership their responsibility to the Association and to the public whom we serve. It is edited primarily to help the contributors to the national advertising fund tie up their personal advertising with the sentimental appeal of the magazines. The first two issues are but forerunners of what is to follow. National advertising will be a complete failure in every sense of the word to those who do not link their advertising with the greater campaign. Let me emphasize as forcefully as I can this element which is so vitally essential to success in national advertising. We propose to make the columns of the *Pathfinder* so valuable in ideas and suggestions that those who use them may capitalize on their investments. The *Pathfinder* will not be published for profit, nor will it be entered in competition with other established publications. Its purpose is solely to provide a contact between the Photographers' Association of America and its contributing members.

At the time of the January board meeting we realized that the national advertising campaign offered an opportunity to interview every photographer in the country and make them members of the Association if we could include in their subscription the initial membership fee. The advertising committee's recommendation was before us urging the reduction of dues from ten to five dollars, that amount to be deducted annually from every subscription. This would assure us of a membership of not less than the number of contributors and of funds in the treasury far in excess of any previous amount. Drastic steps had to be taken and the board whom you placed in authority a year ago were compelled to act and act immediately. The constitution provides for a convention registration if necessity demands. With all these facts

before us and believing the emergency required the action, we approved the recommendation of the advertising committee and reduced the annual dues to five dollars.

The subject of a closer relationship between the National Association and affiliated organizations is a pertinent one. It has been the object of much discussion for several years and at our Cleveland convention a clause was inserted in our constitution providing for a reduction in dues to affiliated organizations whose membership in the National was 100%, the affiliated body being responsible for the collection of the entire membership, remitting same to the general secretary. This was an ad-

Last Year—

You and I spent from \$25.00 to \$75.00 on Christmas Greeting Cards, most of which found their way into the waste basket.

Less than half that amount invested in Photographs and mailed to a select circle of friends will strengthen friendship and create good will.

And we dare say, that even our most modest modest styles will be kept and cherished as the years roll by.

Make that appointment
for your Christmas
Photographs
today.

HUETTNER
OF
MOBRIDGE

Only 113 days to Christmas, and a lot of those aren't shopping days either! Which is why we offer no apology for starting in at this early date to show examples of Christmas advertising.



F. A. Loomis, Emporia, Kans., has produced a very effective showcase tie-up for the double-page advertisement with which the national campaign commenced in the "Saturday Evening Post." His little sitter—Charlotte Mary Lewis—and her costume and surroundings approximate very closely the original in the advertisement itself. Not only did the display attract attention from the passers-by but it was also productive of excellent newspaper publicity.

vanced step and a nucleus about which progress would have been made had not national advertising offered a more adequate plan. We believe the new 100% relationship adopted in Cleveland should be rescinded and for the present continue under the original plan trusting to future needs for additional legislation. We have coveted a greater membership in order that we might do specific things and become a dominant factor, which was impossible with a limited membership. Today we have that membership and it now becomes our duty to protect it. How to do this equitably has challenged the united consideration of your board and constitutional committee. We believe you will find in the committee's report the solution.

Progress means an unfolding of ideas. The evolution of an organization is the result of the advanced thought of the personnel of the membership. Modern business is carried on in quite a different fashion from when the men of yesterday established the National Association. Business ethics of their day are now in disrepute and we demand of all classifications in business a higher standard of ethical practice. There may be an element of selfishness permeating this theory for, as I have indicated, cooperation in an industry enables us to meet the competition of other industries. The day has arrived when we must stand shoulder to shoulder in an effort to create a great demand for our product.

Sentiment is a dominant influence in the life of every normal person. Its expression is spontaneous and unlimited for its object is personality. Photography, therefore, is one of its natural mediums of expression. The most intimate gift that the King of

Belgium could bestow upon Colonel Lindbergh was an autographed copy of his photograph. Our magazine advertising will not deal with selling *Photographs* but will devote itself primarily to selling *sentiment*. We want the world to become conscious of the reality mentioned over the radio by Past President Stearns, when he said, "Can you imagine a home without a photograph of those we love, or of those who love us? It is impossible to conceive of such a thing. There is the picture of mother taken on her wedding day, and the funny one of Dad taken the year he graduated, or the one when he was given a half interest in the business, and that good one last Christmas; and would you believe it? That boyish faced lad in the other photograph is now our six foot Bill and the little girl beside him is Eloise who is married and has children of her own; and last, but not least, stowed away somewhere in a convenient place with a pair of tear-stained booties, is the picture of Esther, the baby whom the angels loaned us for a little while. For mother, she lives eternally in that tiny tear-stained photograph."

The subject matter which will be used to teach the industrial field that photographs tell the story will make its appeal through the same universal language: *sentiment*.

The work of the general secretary's office must be an aggressive campaign with a broad, comprehensive policy that will attract every photographer whether he be located in city or hamlet, and with service so extensive that it will furnish every local club, and through the club, the individual members, with ideas that will assist them to cash in on their membership investment. Show a man how he can increase his busi-

ness and you have touched a vital issue of his commercial career. The Association through its various activities must function in a larger capacity than ever before. The consciousness of this fact has dominated your officers and committees. The secretary stands in the foreground with even broader vision of the possibilities and by a sane and conservative process will direct these activities for our benefit.

We are happy to announce a Speakers' Bureau which is a new service to local clubs. A group of representative men have indicated their willingness to give of their time and talent without remuneration save actual expense, subjecting themselves to the call of the general secretary. This is no small service, but one that will mean much to our membership.

In our enthusiastic endeavor to "teach the millions," let us not forget that we also must be taught our responsibility to the millions. The Winona School is the nucleus from which this education may eman-

ate. It is still an experiment, an infant, if you please, in the hands of the most experienced, conscientious executives we know. Its future is limited only by the conception and vision which the Association has of its importance to the fraternity. The most direct avenue we have for raising the standard of photography and teaching ethical and practical business principles is through our school. Therefore, the challenge is great.

One of the objects and purposes of the Association is the conferring of degrees. Our by-laws specifically state how and under what conditions such distinction may be conferred. This is one of the most inspirational provisions that has ever been added to our constitution. The judges and the rules governing their decisions have been approved, and already members, ambitious to pass the standard that will entitle them to this distinction, are entering specimens of their work. Here again our school must function and through it, we have the right



Phil Dion of the "New York Sun" was assigned to cover ship news for his paper on August third. He loaded his plate-holders with Hammer Press Plates and among the many notables arriving on the S. S. Paris he spied Senorita Trini, the celebrated Spanish dancer, who appears in the accompanying photograph.

'Tis Here-Maybe



Arthur J. Neumeier, Brillion, Wis., was quite seriously injured when his car was run into by an alleged intoxicated driver on July 31st. Mr. and Mrs. Neumeier and a guest were returning from a day's trip when the other car crashed into them. Their car was overturned, falling on Mr. Neumeier, who had been thrown through the door. He sustained a double fracture of the pelvis, dislocations and internal injuries, but is now on the road to recovery.

At last there is a printer on the market that does a lot of things photographers have long wanted a printer to do. The new Eastman Professional Printer is all that is claimed for it. Instead of a lot of lamps, sending light to the negative from all angles and giving blurred images where paper and negative are not in perfect contact, the light rays are projected from a single 1000-watt lamp in the base of the printer to a mirror and thence to the negative in parallel rays. In addition to making sharp prints the transparent platen enables one to see through the negative while dodging a print and a rheostat gives perfect control of the printing light. This printer is one of the best things we have seen in work-room devices since the Projection Printer was announced.

Our sympathies go out to Will Towles, Director of the Summer School of the P. A. of A., on the death of his mother, who passed away after an illness of some considerable duration, on August 22nd.

to confer this fellowship.

This will mean much to the coming generation, far more than the winning of a prize in a competitive exhibit at some convention. This distinctive honor, for such it must be, is secured only through meritorious effort covering a period of three years.

The Woman's Auxiliary—God bless them! If they had never accomplished more than their achievement this year in sponsoring the movement for scholarships to our school, they could well feel they had performed their full duty. Their loyalty, optimism and far-sightedness has been the inspiration and mainspring to so many valuable and aggressive ideas that I wonder where we would have been without them.

The Southwest Missouri Division, Master Photo Finishers of America, held its annual election of officers on July 28th at Joplin. Bruce F. May, Kucker Studio, Springfield, was elected president; C. H. Ware, Nevada, vice-president; Earl Stewart, Carthage, secretary-treasurer. This organization holds monthly meetings.

The Willamette Valley Photographers' Association (Ore) met on July 30th at Tillamook, in the Lantz-Ferris Studio. Mr. Lantz, president of the society, presided at the meeting, which concluded with a banquet and a picnic.

The same aggregation of Cleveland photographers who descended unexpectedly on the home of George Edmondson last week—to cheer him up in the absence of his family—paid a surprise visit at the home of Frank R. Bill on the evening of the 25th. Mr. Bill had been confined to his home with an injured foot for some time as the result of a traffic accident, but is now walking unassisted and has fully recovered.

Another photo mount salesman has been added to the ranks—This time it is Louis Gross, son of Oliver Gross, president of the Gross Photo Supply Company. Louis is a six foot product of the University of Wisconsin, shoots 18 holes in less than 80, and wields a wicked boxing glove. He is covering the New England States for his father's concern and "Dad" reports that he just naturally fits into the photographic trade.

As I contemplate the future of the Photographers' Association of America, I am persuaded that it shall wield a greater influence throughout the industry than ever before.

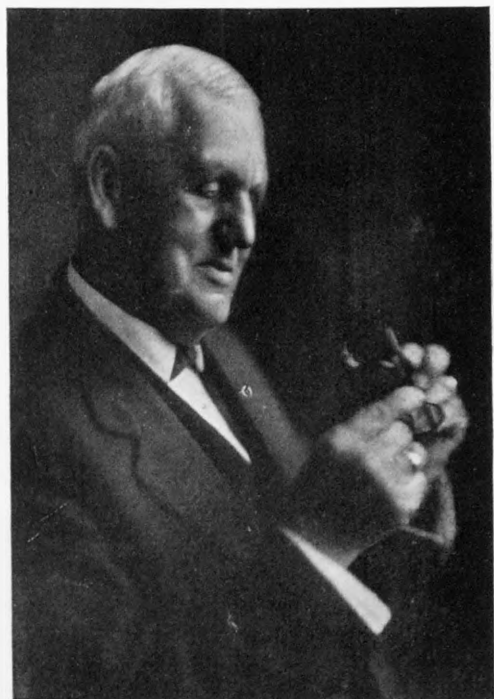
An annual National convention program and exposition is to the Association what an attractive and well balanced display window should be to the people whom we wish to interest: a little in advance of the imagination. A program should be built to inspire, leaving the application of ideas to our own interpretation. The beneficial returns will depend entirely upon the ability of the man to grasp and apply the ideas. I believe, inspirational and enjoyable as conventions are and as



By ARTHUR J. NEUMEYER, BRILLION, WIS.



By POST STUDIO, DENVER, COLO.



By HEYN STUDIO, OMAHA, NEBR.



By FALK STUDIO, VALLEY JUNCTION, IOWA

CRITICISMS

By J. ANTHONY BILL, *Cincinnati, Ohio*

September 3rd, 1927

(See portraits on other side)

By Arthur Neumeyer, Brillion, Wis. The spacing of this picture is good. The lines of the drapery in the background are somewhat disturbing because there is no light in the background on the other side to balance same. The lighting is also very disturbing. The spotlight coming from the back is very strong and striking the ear throws it in a very strong shadow against the light on the cheek, which is very undesirable. If this had not been done the picture would have been more flattering.

By Post Studio, Denver, Colo. The general arrangement and spacing of this portrait is good. The pose of the head or the position of the body shows the neck at its very widest angle. This could be helped by a little skillful etching. The lighting of the head is rather interesting. The portrait also has good tone values.

By Heyn Studio, Omaha, Nebr. The composition of this portrait is a bit broken up by too many light spots. You will notice that the white collar, the cuffs and the hands are practically in the same key as the face. The composition does not seem to be completed as it is hard to tell if he is adjusting his glasses or about to put them on. The lighting of this picture being rather spotty, as I said, also lacks tone value since the high lights are strong and the shadows very dark.

By Falk Studio, Valley Junction, Iowa. An interesting and simple arrangement of a head and shoulder portrait. The main fault in this picture is that the light is coming from two sources practically of the same value so that the supposed shadow side is in the same key, which seems to destroy all the little half tones. If the light on the shadow side had been screened it would have had a great deal more roundness. The expression and composition is very pleasing.

this one is certain to be, they will become a secondary consideration to other activities that touch the entire membership with a progressive and constructive policy. Organization must be the keynote. If we can get competitors to forget petty differences and co-operate in an endeavor to create business, all will benefit by the effort. Where such organization exists, business is prosperous, personalities are forgotten and there is a friendliness between competitors which inspires confidence in the profession. This is the big work of the secretary and it can not be done by sitting in an office. He must go or delegate someone to go to Omaha, Denver, Arizona, Colorado, or Montana and stay on the ground until he accomplishes that for which he went. A photographer said to me within the last month, "Things are in terrible shape here. We have no organization, no co-operation. It is diamond cut diamond with all the antiquated methods of doing business thrown in." Apparently a hopeless case and yet when I asked him, "Would you like to have the national secretary or a national leader come here and attempt organization?" he replied, "I'll finance the proposition and do everything in my power to assist him in accomplishing it." This is a work that must be undertaken immediately.

I should like to see a more representative and authoritative manufacturers' bureau: an organization representing all allied industries. We have witnessed this year their splendid response to a common interest. There are other problems just as vital, which such an organization could sponsor with mutual benefit. Through their representative on our board all interests could be better conserved; a finer understanding and appreciation of each other's problems attained.

Ours is a vocation which should challenge the best there is in us. It develops a versatility which few vocations possess. We meet our clientele when they are most interesting and engaging. Business instinct and sagacity must blend with the esthetic and artistic. We bring happiness and pleasure to all ages.

I hope that all of us may so endear ourselves to those whom we serve that there may come to us a tribute equal to the one recently dedicated and published in the Detroit papers in appreciation of our beloved Past President C. M. Hayes. (see July 16th issue of ABEL'S.)

Photography—a living vital influence in all the activities of governmental, scientific, industrial, political, business, social and home life! Let us take an inventory of our

You *can* reproduce what you see in a highlight

Halation might destroy the minute shadows that give life, brilliance and texture to a highlight. This highlight detail is preserved in the negative made on Eastman Portrait Film. The film support is so thin that halation is practically eliminated.

Improve the quality of your work—
use Eastman Portrait Film, *Par Speed*
or *Super Speed*.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'



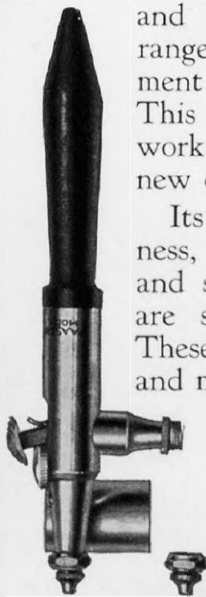
Freehand drawing made entirely with Paasche Airbrush.

The Studio Standard

The Paasche Multiplehead Airbrush lays the finest line or heaviest solid, and because of this wide range it is standard equipment in the large studios. This feature means better work, repeat orders, and new customers attracted.

Its speed and sensitiveness, readiness for work, and smooth flow of color are still more important. These mean greater output and more profits.

The Multiplehead is interchangeable, giving the advantages of several airbrushes in one. Ask for further details.



Paasche Airbrush Co.

1926 Diversey Parkway, Chicago, Ill.
New York—54 Dey St.
Los Angeles, Calif.—411 Douglas Bldg.

Agfa

DESENSITIZERS

Pinakryptol Yellow
Pinakryptol Green

Save time, temper, health and material; and give absolute control over negative density by allowing development in *Bright Light*.

Many progressive photographers are already using Agfa desensitizers. Keep in step with progress by writing for our leaflet.

The Pina Dye price list is also ready. Ask for it.

AGFA PRODUCTS, INC.

114 East 13th Street
New York City

privileges and responsibilities, understand the dignity of our calling, place higher estimate on the services we render and learn above all else how better to serve.

'Tis Here, Maybe

O. B. Bates, for forty years a photographer in Mason City, Iowa, was stricken with paralysis on July 30th, and has since been unable to move his left side.

Fred W. Blakeslee, veteran photographer of Ashtabula, Ohio, died on August 6th of old age. He had retired some years ago and the business is in charge of his son, R. S. Blakeslee. Mr. Blakeslee was born in 1843 in the house in which he finally died, and in his 64 years had never lived anywhere else.

Mose Grady, Seattle, Wash., has moved his studio in that city to the O'Shea Building, where his new quarters contain more than 6,000 square feet of floor space, giving him one of the largest studios west of Chicago.

Visitor: "I suppose your landlord asks a lot for the rent of this studio."

Photographer: "Yes, he asked me seven times last week."

THERE'S life and
sparkle and real
printing-quality in a
good glass plate.
That's where substitu-
tutes fail.

G. CRAMER DRY PLATE CO.
St. Louis, Mo.

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



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.

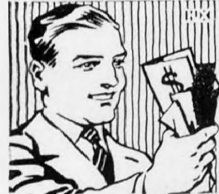
1021 North Wells St. CHICAGO, ILL.

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 at once, steady position high-grade studio. Send sample of work and portrait of self. Rudy Moc Studio, 1939 Broadway, Lorain, Ohio. 8-27-2

WANTED—YOUNG man not over thirty years old, unmarried, as general assistant in high-class studio; middle states. Give full account of self in first letter and state salary wanted. Address V-1, care of this journal. 8-20-TF



TO MAKE MONEY YOU MUST KEEP BUSY

Our NEW Certificate Proposition is a sure shot money maker. Write TODAY

AD-DISPLAYS SYSTEM

117 N. WELLS ST. CHICAGO

I Buy Film and Glass

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

P. H. KANTRO

PORTAGE, WIS.

WANTED—GOOD, all-around photographer; especially good at operating and retouching; by September fifteenth. High-class studio in Middle West city of 100,000. Send photograph and tell all about yourself in first letter. J-1, care of this journal. 8-27-2

WANTED—A first-class operator and retoucher at once. Premier Studio, 1005 4th Ave., Huntington, W. Va. 9-3-TF

WANTED—FIRST-class operator with retouching experience. Also lady receptionist by high-class studio in Milwaukee, Wisconsin. D-5, care of this journal. 9-3-1-C

STUDIOS FOR SALE

FOR SALE—Reasonable; well equipped portrait and commercial studio, kodak finishing, gift cards; fine business. Illness reason for selling. Art Studio, Hamburg, N. Y. 8-27-3-C

FOR SALE—Established studio; fully equipped, skylight; town of 10,000; Western Oregon; at invoice, if taken immediately. R-1, Eastman Kodak Co., 345 Washington St., Portland, Oregon. 8-27-2

FOR SALE—Long established, one-man, ground-floor studio. Iowa town of three thousand. Portrait, commercial, photo-finishing and framing. Price \$800.00, easy terms. Write T-5, care of this journal. 9-3-2-C

MISCELLANEOUS

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

THE UNDERWOOD PORTRAIT STUDIOS, Inc.

THE HEART OF AMERICA

KANSAS CITY, MO.

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

AT YOUR SERVICE

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

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




A sun that shines at your bidding

WHAT is this worth to you?—light you can control at will. Light, rivaling the sun, to flood your studio on the darkest day or for evening sittings. Light that you can project at any angle, and diffuse or concentrate as you wish. Such light is yours the moment you install arc lamps and equip them with National White Flame Photographic Carbons. The light from these carbons frees you from the limitations of time and weather, and is essential if you would secure some of the novel photographic effects that many customers want nowadays.

NATIONAL White Flame Photographic Carbons

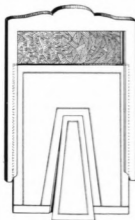
—more reliable than daylight

NATIONAL CARBON COMPANY, INC.
Cleveland  San Francisco

Unit of Union Carbide and Carbon Corporation
National White Flame Photographic Carbons are obtainable from
your supply house

The Most Popular Frames of the Season

The new easel Frames with the sliding back, which eliminates all fitting troubles, have met with instant approval. Anyone can frame a photograph in an instant without fuss or bother. No nails or clips required. A most practical novelty frame with a splendid sales appeal.



Write now for a trial order of these new Frames as well as our Midget Sample Case, which shows the wide variety and high quality of our Mouldings.



Rochester Moulding Works, Inc.

Rochester, N. Y.

Unique
Photo Plaques

Unusual
Swing Frames

Highest Quality
Mouldings

Faithful and Faultless

Sometimes it is not easy to make these words describe the work we do on

Portraits or Enlargements

Yet our artists are equal to the task. Your orders sent to us will receive the most satisfactory attention. Price list on request.



D. E. ABBOTT & CO.

Huntington, W. Va.

WANTED—Willson Magazine Camera and Printer. Must be a bargain. Address W. T. Boyce, 2437-18th St., Washington, D. C. 9-3-2-C

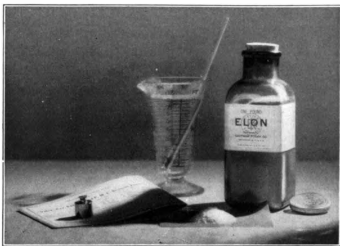
WANT A partner with some cash to join me in establishing a commercial and kodak finishing business. Photographic experience not necessary but desirable. I have equipment and experience but need one who is a good salesman and mixer. Or I would work as a camera man and finisher with one who is established. Thos. J. Ronald, Woodbine, Iowa. 9-3-2-EOW

FOR SALE—Five D. C. Cooper-Hewitt mercury tubes, large size with auxiliaries, all tubes in good burning condition. \$10 each, plus \$5.00 for packing and shipping. Trinity Court Studio, 313 Sixth Ave., Pittsburgh, Pa. 9-3-2

FOR SALE—Goerz Dagor F/6.8 lens, 6" focus on 6½x8½ view camera with 5x7 reducing kits; outfit complete but without case, \$50. Lens alone worth \$65.00. Ray Hart, 8 East Fourth St., Sterling, Ill. 9-3-1

FOR SALE—8x10 Gundlach Korona pictorial view, one holder (plate or film) and case, same new, \$63.00, \$37.50; 12" Ilex F/4.5 Paragon 8x10 anastigmat in universal shutter, same new, \$145.00, \$86.50; 5x7 Press Graflex, plate magazine, focusing back, heavy canvas case with handle, lock and key and straps, 4 Graflex plate holders in leather case with lock and key, 5x8 8½" Bausch & Lomb F/4.5 IC Tessar (\$82.00), total list \$286.50, \$143.25; Bell & Howell "Eyemo" moving picture camera, standard film, F/2.5, Cooke lens, complete, same as new, list \$285.00, three rolls 100 ft. each raw film, list \$4.00 each, total list \$303.00, \$205.00; 16" F/3.5 Wollensak Vitax, studio shutter, \$186.00, \$110.00; 10" F/3.8 Wollensak Vitax, studio shutter, \$110.00, \$60.00; 9½" Wollensak Series II Velostigmat F/4.5, Iris bbl., \$105.00, \$56.50; same in auto shutter, \$111.00, \$62.50. Many hundreds other bargains. Ralph J. Golsen, 1128 Arzyle St., Chicago, Ill. 9-3-1

FOR SALE—5x7 Perfection enlarging camera, one \$15.00 the other \$20.00; Empire State view camera, long bellows, 8x10, four plate holders, case, lens in perfect condition, \$55.00. I. Bryar, 2132 E. 32nd St., Cleveland, Ohio. 9-3-2-C



Specifications

The specification of individual chemicals in a formula is the safeguard of the completed solution—the assurance that its reaction on the sensitive material with which it is to be used will produce a satisfactory result.

Eastman Pyro, Elon and Hydrochinon are all made by Eastman chemists in Eastman laboratories exclusively for photographic use. Eastman Tested Chemicals eliminate the element of chemical uncertainty.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

GROSS

THE HOUSE THAT SHIPS PROMPTLY

The Jewel Needs a Setting!

UNSET, a precious stone of even considerable value loses most of its beauty and, in the retail market, much of its sales value.

The same is true of photographs!

No matter how fine your likenesses, how wonderful the technical quality of the work you turn out, how excellent your workmanship—the price you can get depends on the appearance of the finished product.

Which is—the combination of portrait and mounting!

If you think your customers should be paying better prices for your work than you seem able to get—try **GROSS MOUNTINGS** and note the difference.

The
GROSS PHOTO SUPPLY
Co.
MANUFACTURERS OF
UNCOMMON MOUNTINGS
325 SUPERIOR STREET TOLEDO, OHIO

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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.

ONE WAGENHORST Twin Arc Light for sale, \$65.00, in very good condition. Wm. Hudlett, 1924 Clark Ave., Cleveland, Ohio. 9-3-3

FOR SALE—Type F Cooper-Hewitt Auxiliary 110V-60 cycles, in new condition, twenty dollars. Paul Beiersdorfer, Celina, Ohio. 9-3-3

RETOUCHING

S. HARRISON, the expert artist in the line of retouching, etching and background work, is doing prompt work for city and out-of-town photographers at moderate prices. Ask for my special sets of celluloid backgrounds at \$5.00 and \$10.00. Address 2235 New York Ave., Brooklyn, N. Y. 8-20-4-C

SITUATION WANTED

The insertion of an advertisement under "Situation Wanted" carries with 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.

POSITION WANTED—As operator or manager for A-1 studio. Fifteen years in own studio. Only studios turning out high grade work reply. Demonstration willingly given. L-3, care of this journal. 8-20-3
WANTED—Position, September first, by single lady (twenty-five). Have had charge of dark room work three years in modern studio. Good operator and colorist; expert printer. References exchanged. M. S., 2105 No. Liberty St., Winston-Salem, N. C. 8-20-4-C

HIGH-CLASS, all-around man, capable of assuming complete charge, desires permanent position with good studio. P-3, care of this journal. 8-27-2-C
RETOUCHER DESIRES position in studio. H. D. Hodgett, Colebrook, N. H. 9-3-2-C

Established 1917

PROGRESS

Having added more space to our studios—bigger and better organization.
We can give 48 hour service. Copies from 7 to 10 days.

Creations — Originality — Always with

Obis & Hajny
STUDIOS

81 W. Van Buren St. Chicago, Ill.
Centrally located for Photographers in heart of the loop.

The Last Word in Frames for Portraits!



Exquisite Designs

Toned to harmonize with
modern Photography.

Note These Features!

Removable sliding back—no turn buttons or
tacks.

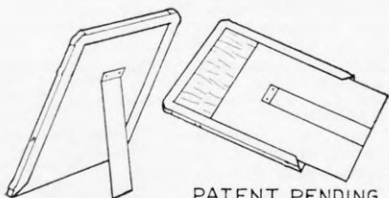
No nailing or pasting.

Glass in every frame.

Picture can be inserted and removed instantly.

Finest velveteen covering on easel back.

Each frame wrapped in tissue in individual box.



PATENT PENDING

LAWRENCE MASTER FRAMES
for PORTRAITS

Manufactured exclusively by
FRED M. LAWRENCE CO.
2301 Wabansia Ave. CHICAGO



Priced to
RETAIL

from

\$4.50 to \$6.50

Send for
special
illustrated
leaflet
with prices



—You'll find ABEL'S in practically every good studio—

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 advertisement 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.

AT LIBERTY September first. Highly trained cultured woman desires position; efficient, rapid operator, splendid sales promoter. Can manage branch studio. Address M-3, care of this journal. 8-27-3-C

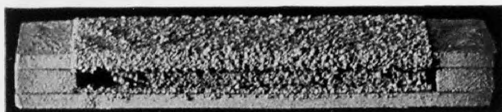
OPERATOR, RETOUCHER, highly capable and acquainted with all branches of photography, wishes permanent position. Eighteen years experience can take complete charge of studio; German. B-3, care of this journal. 8-27-2-C

WOMAN, THIRTY years old, wants to form connection with a city studio doing unusual work. Prefer operating, but can retouch, tint in oil, do reception room work, etc. 612 W. Market St., Greenwood, Miss. 9-3-1

PRESS PHOTOGRAPHER—Long eastern city experience. Will accept position for assignments or to take charge. Experienced traveler, and will consider any proposition. F. Scharlach, 399 Soquel Ave., Santa Cruz, Calif. 9-3-1-C

POSITION AS receptionist wanted by young lady with five years of experience. Best of references. Typist and record work a speciality. State salary in first letter. Answer D-1, care of this journal. 9-3-1-C

WANTED—**POSITION** in Detroit studio by experienced receptionist; used to meeting the best clientele; refined, pleasing personality; unlimited selling ability. Best of references. S-2, care of this journal. 9-3-2-C



SAVE YOUR SILVER — ALSO SAVE \$2.00 per keg on Hypo. Ask us.

THE N. B. AUKERMAN CO.

401 Caxton Bldg. Cleveland, Ohio

THE ONLY monthly service of Display Cards for Photo Finishers to give to their retail stations. Two cards to a set of different copy and design done in two oil colors each month. New Prices in effect.

Circulars and Prices sent upon request
Originator of Monthly Service for Photo Finishers

Manufactured exclusively by
S. L. HENDRICK
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Used Lenses

ALL MAKES AND SIZES

Work Just as Well as New Ones

SEND FOR OUR BARGAIN LIST

HYATT'S SUPPLY CO., St. Louis, Mo.



Photographs Burned Into China
EVERLASTING

For memorial Purposes. Also for Brooches, Lockets, etc. In photographic tone; also tinted.

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F. J. H. ABENDROTH
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FREE—“THE MODERN ART of PHOTOGRAPHY”



(Motion Picture or 5x7 View) This beautiful new booklet, profusely illustrated in rich rotogravure, explains today's golden opportunities in every branch of photography for men and women trained to do professional, artistic work. Read how you can qualify for a high-salaried position or start your own business in Motion Picture Commercial Portrait and News Photography or in Commercial Finishing for Amateurs.

Professional Training in Photography in Your Own Home or in Our Studios

Read how our wonderful plan of instruction gives you thorough training under famous experts in your own home or in our great New York Studios. Special offer NOW: FREE CAMERA

or Outfit of Materials. Write today for free booklet and job chart. No obligation.
NEW YORK INSTITUTE of PHOTOGRAPHY, Dept. 40, 10 W. 33rd St., New York, N. Y.



A "TREASURE CHEST"

of COLLINS MOUNTINGS

30 for 50c

*An investment of Fifty Cents will bring
you a wonderful sample range of new
Fall Styles in Easel Mountings*

A DEMONSTRATION SET of the latest styles in Collins Mountings has been assembled in a "Treasure Chest" which will be sent upon request to professional photographers anywhere in the United States.

Thirty new easels and folders are included representing all colors, up to 4 x 6 sizes, in fourteen wonderful selling Fall and Winter designs, all priced remarkably low.

Use them to determine the best sellers of the year, for display purposes, and for soliciting school business.

Here is one of the most liberal sample offers ever made to stimulate more business for the studio.

*A handsome window display card will be
included without charge*

(Mail this coupon today to your Dealer or Direct)

A. M. COLLINS MFG. CO., 1518 Walnut Street, Philadelphia, Penna.

Herewith find fifty cents (stamps, coin or check) for which send on immediately the "Treasure Chest" of Collins Mountings, containing 30 new Fall folders and a handsome display card.

Name _____

Studio _____

Address _____

SITUATION WANTED—Receptionist and general assistant open for engagement September 15th. Address F-3, care of this journal. 9-3-2-C

COMMERCIAL MAN with ten years experience desires position with progressive firm which needs men of exceptional ability; southwest preferred; references exchanged. Samples sent on request. W-6, care of this journal. 9-3-2-C

POSITION AS receptionist wanted by efficient young woman, several years experience in high-grade studios, artist, retoucher, oil miniatures a specialty. Prefer New York City. N-1, care of this journal 9-3-2-C

ILLINOIS COLLEGE of Photography graduate wants position; preferably in western states; trained in all branches of photography. Myrtle Corey, 363 W. Garfield St., Laramie, Wyo. 9-3-3

A-1 HOME portrait operator, color artist working in oils and pastels, wishes position; good finisher and good in sales. Salary \$35 a week. No retouching. Address C-8, care of this journal. 9-3-1

FIRST-CLASS retoucher and etcher desires connection with A-1 studio. Either salary or piecework but must be a first-class studio. Address Hugh Allgood, Hotel Florence, Fairbury, Nebr. 9-3-1

Professional Dealers Who Want Your Trade

ALBANY, N. Y.—F. E. Colwell & Co., 465 Broadway

ATLANTA, GA.—Atlanta Photo Supply Company, 56 Walton Street

ATLANTA, GA.—Eastman Kodak Stores, Inc., 183 Peachtree Street

BALTIMORE, MD.—Eastman Kodak Stores, Inc., 223-225 Park Avenue

BALTIMORE, MD.—Maryland Photo Stock Co., 219 North Liberty Street

BOSTON, MASS.—Ralph Harris & Co., 30 Bromfield Street

BOSTON, MASS.—Eastman Kodak Company, (Robey-French Co.), 38 Bromfield Street

BUFFALO, N. Y.—J. F. Adams, 459 Washington Street

CEDAR RAPIDS, IA.—Camera Shop, 306 Second Avenue, East

CHICAGO, ILL.—Burke & James, 223-225 West Madison Street

CHICAGO, ILL.—Eastman Kodak Stores Co., (formerly Sweet, Wallach & Company) 133 North Wabash Avenue

CHICAGO, ILL.—Norman-Willets Photo Supply Co., 318 Washington Street

CHICAGO, ILL.—Western Photo & Supply Co., 208 N. Wabash Avenue

CINCINNATI, OHIO—The Huber Art Co., 124 W. 7th Street

CINCINNATI, OHIO—Simpkinson & Miller, 433-435 Elm Street

CLEVELAND, OHIO—The Dodd Company, 648-52 Huron Road

CLEVELAND, OHIO—The Fowler & Slater Co., 806 Huron Road, S. E.

COLUMBUS, OHIO—Columbus Photo Supply, 62 East Gay Street

DALLAS, TEXAS—Geo. H. Pittman & Bro., 1504 Young Street

DENVER, COLO.—Eastman Kodak Stores, Inc., 626 16th Street

DETROIT, MICH.—Eastman Kodak Stores, Inc., 1235 Washington Boulevard

DETROIT, MICH.—The Fowler & Slater Co., 514 Shelby Street

FORT WAYNE, IND.—M. L. Jones, 112 W. Wayne Street

GRAFTON, W. VA.—W. R. Loar & Son, 119 W. Main Street

HOUSTON, TEXAS—Texas Photo Supply Co., 1017 Texas Avenue

INDIANAPOLIS, IND.—The H. Lieber Company, 24 W. Washington Street

JACKSONVILLE, FLA.—H. & W. B. Drew Company

KANSAS CITY, MO.—Z. T. Briggs Photo Supply Co., 916 Grand Avenue

LOS ANGELES, CAL.—Eastman Kodak Stores, Inc., 643 South Hill Street

MEMPHIS, TENN.—The Memphis Photo Supply Co., 122 Union Avenue

MIAMI, FLA.—The Miami Photo Supply Company, 36 West Flagler Street

MILWAUKEE, WIS.—Eastman Kodak Company (Milwaukee Photo Materials Co.) 427 Milwaukee Street

MILWAUKEE, WIS.—Reimers Photo Material Co., 238-240 Third Street

MINNEAPOLIS, MINN.—Eastman Kodak Stores, Inc., 114 So. 5th Street

NEW ORLEANS, LA.—Eastman Kodak Stores, Inc., 213 Baronne Street

NEW YORK CITY—Eastman Kodak Stores, Inc., Madison Avenue at 45th Street

NEW YORK CITY—Medo Photo Supply Corporation, 323-325 West 37th Street

NEW YORK CITY—George Murphy, Inc., 57 East 9th Street

NEW YORK CITY—New York Camera Exchange, 109 Fulton Street

NEW YORK CITY—Willoughby, Inc., 110 W. 32nd Street

OMAHA, NEB.—Eastman Kodak Stores, Inc.

PHILADELPHIA, PA.—Eastman Kodak Stores, Inc., 1020 Chestnut Street

PITTSBURGH, PA.—Eastman Kodak Stores, Inc., 606 Wood Street

PORTLAND, ORE.—Eastman Kodak Stores, Inc., 345 Washington Street

REGINA, SASK.—The Regina Photo Supply, Ltd., 1924 Rose Street

ROCHESTER, N. Y.—Marks & Fuller, Inc., 45 East Avenue

ROCHESTER, N. Y.—Smith-Surrey, Inc., 119 Clinton Avenue, South

ST. LOUIS, MO.—Hyatt's Supply Co., 417 N. Broadway

ST. LOUIS, MO.—W. Schiller & Co., 6 South Broadway

ST. PAUL, MINN.—Eastman Kodak Company, (Zimmerman Bros.) 380 Minnesota Street

SAN FRANCISCO, CAL.—Eastman Kodak Stores, Inc., 545 Market Street

SAN FRANCISCO, CAL.—Hirsch & Kaye, 239 Grant Avenue

SEATTLE, WASH.—Anderson Supply Co., 111 Cherry Street

SEATTLE, WASH.—Eastman Kodak Stores, Inc., 1415 Fourth Avenue

SYRACUSE, N. Y.—I. U. Doust Photo Materials Co., 126 South Salina Street

SYRACUSE, N. Y.—Francis Hendricks Co., Inc., 339 South Warren Street

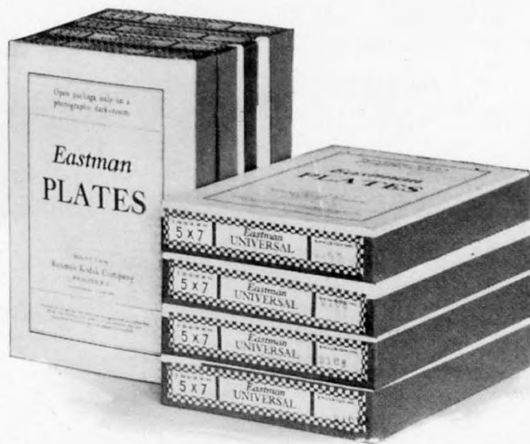
TAMPA, FLA.—Tampa Photo & Art Supply Co., 709-711 Twiggs Street

TOLEDO, OHIO—George L. Kohne, 602 Summit Street

VANCOUVER, B. C.—Eastman Kodak Stores, Limited, 610 Granville Street

WASHINGTON, D. C.—Eastman Kodak Stores, Inc., 607 Fourteenth Street, N. W.

WINNIPEG, MAN.—Eastman Kodak Stores, Ltd., 472 Main Street, also Calgary, Alta.



Reproduction Quality

The gradation of a negative, which gives it the ability to correctly reproduce a long scale of tones, is obtained by a gradual building during development of one tone after another until the complete scale of the original is presented.

Such results are secured with the Eastman Universal Plate. It is physically hardened, too, so it's a pleasure to develop it. For portraiture or commercial work, ask for the Universal.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

The New Appeal

The public, through national advertising, is being made conscious of the need for photographs. The photographer should be conscious of the constant need for new display appeals.

Vitava offers a complete line of quality papers in a great variety of surface textures. Vitava Athena *Parchment* has wonderful possibilities as a display attraction. Its translucent, parchmented base permits a number of tone effects to be obtained by loose-mounting prints over highly colored backing paper.

The distinctive quality of these prints will help to increase your sales.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

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