



ABEL'S



PHOTOGRAPHIC



WEEKLY



Vol. XL No. 1032

SATURDAY, OCTOBER 1, 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

PLENTY of SILVER on HAMMER PLATES

With the shortest exposure, HAMMER PLATES produce fine-grained negatives of highest quality. Speed, Uniformity and Brilliancy are their chief characteristics. Coated on Extra Selected Photo Glass.



HAMMER DRY-PLATE COMPANY

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

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

Pyro ∞ The Indispensable Developer

WHEN you want photographs of brilliancy and yet of soft tone value, Pyro is the only developer that will give you the desired effect economically. You cannot get the same results day in and day out with other developing agents, and it is equally true that you cannot get best effects with any kind of Pyro.

RESUBLIMED PYRO—

is the true, permanent Pyro that stays snow white indefinitely. It contains no preservative and will develop more negatives than a like quantity of any other kind of Pyro.

CRYSTAL PYRO—

Some photographers prefer it because it is less bulky. It is a clean, free-running product that makes a brilliantly clear solution.

If you have never used Mallinckrodt Pyro, send 15 cents for one ounce sample of either, or 25 cents for both.

MALLINCKRODT CHEMICAL WORKS
St. Louis - Montreal - Philadelphia - New York
A constructive force in the chemical industry since 1867

ABEL'S PHOTOGRAPHIC WEEKLY

A JOURNAL FOR THE
PROFESSIONAL PHOTOGRAPHER

Founded by Juan C. Abel

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

Published Weekly at 552 Fifth Street, Lorain, Ohio, by The Abel Publishing Company

Editorial Offices, 515 Caxton Building, Cleveland, Ohio

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

Vol. XL No. 1032

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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

A STANDARD OF VALUES. Difficult and almost impossible as it would undoubtedly be to establish a standard of prices for portrait photographs—due to the individuality and ability of the photographers themselves—we see no reason why it is impossible to maintain a standard of values. Certainly such a standard of values can be arrived at in any locality where there are two or more studios—possibly it can be worked out for entire states—eventually, through the efforts of the National, it might be made effective for the entire country. Intriguing thought, isn't it?

Certain photographers of Cleveland, members of a society which has recently been merged into the older and larger Professional Photographers of Greater Cleveland for the reason that expense can be better spread over thirty pairs of shoulders than ten, conducted with the help of a detective agency an investigation of the methods of a chain of studios which makes a practice of offering "Six of our regular \$12.00 portraits for \$2.00." These people have several studios in larger cities, and in each city they advertise in this manner in the rotogravure sections. A "sample" is shown in the advertisement as being what the coupon will procure at the studio. Sufficient let it be here to say that the detective failed to get what he wanted, but did get a style of picture which this firm claimed to be a "\$12.00 picture."

Under the conditions of today, a photographer can set any price he wishes on his finished pictures. He can call a passport picture a \$12.00 a dozen portrait, if he wishes, but if he intends to advertise these as \$12.00 pictures and then give cut-price offers, he must at least be able to show one genuine sale at the \$12.00 price. This our friends were unable to do, and their advertising was thrown out of the newspapers due to the activities of this Cleveland society working through the Better Business Commission. The advertising is again appearing, with an understanding by the Commission that different tactics of sale are to be adopted.

But here is what we are getting at. The Commission informed the

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

photographers that if it had on file a collection of samples from a number of studios of what they turn out as a "\$12.00 picture," or even less than that, these could be retained for comparison and it would be possible to check up on the advertising of such firms. If thirty or forty studios all show samples of their regular lines, running from \$7.50 to \$12.00, let us say, and every one of these samples—even those at the lower prices—is far and away superior in general appearance, even to the person who knows nothing of photography, it becomes manifest that something is wrong with the firm advertising these cut-price pictures, and the Commission has a definite reason and excuse for taking action. In other words, while no "standard of prices" has been arrived at, a very definite "standard of values" can be discovered.

We suggest that in every city where studios are advertising cut prices and quoting exorbitant prices as the original figures at which the cut-price work was supposed to have sold, the other studios prepare such a collection of prints (the nearest to, or lower than, the prices advertised) and file them with the Better Business Commission, the Chamber of Commerce, or some other local association of business men, for action.



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*

TRAVELING EXHIBITS

THE Traveling Exhibits are now ready to go on tour for another year.

Secretary Vinson reports that this year he has four Traveling Exhibits representative of the work of the best portrait photographers in the country. Each Exhibit has between 100 and 125 prints. In addition, there will be two Traveling Exhibits representative of the work of the best Commercial photographers.

These Exhibits are available to any member of the P. A. of A., any club or association or to any art museum. The only cost or restrictions in connection with these Exhibits are that the applicant is requested to pay all express charges and be responsible that the pictures are returned in good condition and kept clean and that none are stolen while in his possession.

In the first six months in 1927 these Exhibits were shown in 25 cities. Already the demand is so great that the Exhibits are booked two months ahead. Any photographer or club desiring one of these Exhibits should write immediately to the Secretary's office, 2258 Euclid Avenue,

Cleveland, Ohio, for information.

SPEAKERS BUREAU

One of the new departments of the P. A. of A. is the Speakers Bureau.

For a long time the National Association has felt the need of closer contact with and greater service to the local clubs and associations. As one means to this end, they have established the Speakers Bureau.

It is expected that over 50 or more of the leading photographers and manufacturers will volunteer their services in this connection. These men and women are among the foremost photographers and business men in the photographic profession. They will carry to the members of the clubs an inspirational message of great importance. They will speak or lecture on every phase of photography, technical, artistic, as well as its business aspects such as costs, advertising, sales, etc.

There will be no charge for the services of these speakers other than that the club or association will be asked to pay their expenses while away from the office. Clubs wishing the services of any of these speakers are requested to write the Secretary's

ON this page we are publishing number 326 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.

office at least six weeks to two months in advance so that the speaker will have plenty of time to arrange his business affairs.

The following is the first list of the speakers whose services will be available:

NEWS FROM THE SECRETARY'S OFFICE

Secretary Vinson is just rendering his annual report to the Board of Directors.

From the first of October 1926 to the tenth of October 1927, he will have traveled over 27,000 miles in the interests of the Association, carrying the message of cooperation to the clubs and associations. As a result, the Secretary's office will be able to be many times more helpful and efficient in its contact with the photographers, individually and collectively than it ever has been.

The final financial report for the Convention will show a profit for the Association of over \$3,300.

The final statement for the Winona

School will show a gross profit, not counting money spent for permanent improvements, of very nearly \$900 with a net profit of approximately \$194.

In addition to all of the other activities and Association work, over 32,000 pieces of mail matter have been sent out of Association Headquarters during the past few months.

All of this is helping materially in bringing the Association into far closer contact than ever before with its membership. As a result of all of this work a great many local, state and district clubs have been and are being organized.

At the present time clubs are in process of organization in Wyoming, and Alabama, as well as local and district clubs in Portland, Maine; Middletown, Ohio; and San Bernardino, California; as well as plans for an organization of the commercial photographers in the State of New York.

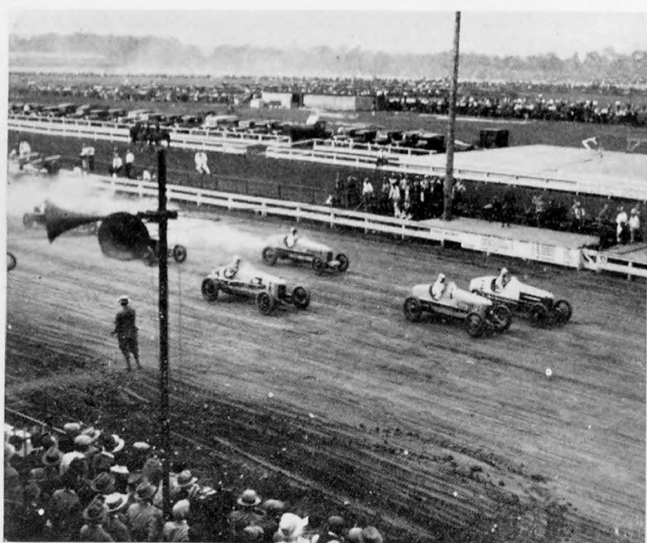
<i>Name</i>	<i>Subject of Address</i>
O. C. Hansen San Francisco, California	"Making of Scenic View Photographs" and "Photo Finishing"
Ford E. Samuel Oakland, California	"Photographs from the Album of Life" "Inspirational"
Joseph D. Toloff Evanston, Illinois	"How to Make Photographs that Sell" and "Handling of Difficult Subjects"
James H. Brakebill Knoxville, Tennessee	"Inspirational", "Ethics", or "The Way I Make Photographs in the Operating Room"

Your photograph will be the most valued gift you CAN give—ONLY YOU can give it

Phone 455 for an appointment

NATUSCH
PHOTOGRAPHER

The more you can say in a few words—the better for your advertising! Mr. Natusch believes in putting over just one thought at a time in his space, but judicious typographical arrangement and careful wording make each advertisement count.



Wagner, the well known starter, watches De Palma in No. 1 and Lockheart in No. 2 rush by in the first lap of a hundred-mile automobile race at the State Fair, while Dunham and Fairbanks of the "Syracuse (N.Y.) Herald" expose a Hammer Press Plate at 1/550th of a second at 4:30 P. M., with no sun shining.

Arthur Paul
Rochester, N. Y.

Z. T. Briggs
Kansas City, Missouri

W. E. Burnell
Penn Yan, New York

Lee F. Redman
Detroit, Michigan

Charles F. Townsend
Des Moines, Iowa

John Laveccha
Chicago, Ill.

Nicholas Haz
New York, N. Y.

Emme C. Gerhard
St. Louis, Missouri

John F. Sherman
Newark, New Jersey

Charles D. Kaufmann
Chicago, Illinois

John P. O'Callaghan
San Francisco, Calif.

Guy N. Reid
Fort Worth, Texas

T. E. Halldorson
Chicago, Illinois

O. C. Conkling
St. Louis, Missouri

Charles Aylett
Toronto, Ont., Can.

"Business Talks"

"Advertising"

"The Use of Electric Light for Portraiture" and
"The Lens from a Photographer's Standpoint"

Demonstration of "Child Photography", Lecture on
"Home Photography"

"Pictorial Composition and Balance Applied to
Photography", "How to Handle Different Classes
of Subjects in the Posing Room and Points on
Operators Personality", "Fundamental Principles
of Posing and Lighting for the Beginner".

"Portraiture and Photography"

"Composition", "Posing of Groups"

"Operating and Salesmanship", "Composition"

"Organization" and "Advertising"

"Organization and Cooperation"

"Aerial Photography, its Commercial and Military
Possibilities"

"The Air Brush and the Photographer"

"Lighting in Portraiture" "Lighting as it Affects
the Business of the Studio"

"Child Photography"

"How to Pose the Model"

D. D. Spellman Detroit, Michigan	"Association Membership and How to Cash in on it"
John R. Snow Mankato, Minn.	"The Year's Program and the Association"
J. W. Scott Baltimore, Maryland	"Commercial Photography and its Possibilities"
Paul True New York, N. Y.	"Cooperation and its Value to the Photographer"
John E. Garabrant New York, N. Y.	"Night Photography, its Commercial Value" "Commercial Photography for the Big Corporation"
Clarence Stearns Rochester, Minn.	"Advertising for the Studio in the Average Town"
George W. Harris Washington, D. C.	"The National Advertising Campaign" "Inspirational Talks"
W. O. Breckon Pittsburgh, Pennsylvania	Demonstration of Portraiture
Harry B. Wills Rochester, N. Y.	Demonstration of Lighting

Direct Mail Advertising

A Talk by JOHN HOWIE WRIGHT, *Editor of "Postage" before the New York Convention of the Photographers' Association of America*

YOU no doubt at this convention of yours will be told how to make photographs, but that is not really the all-important thing.

The all-important thing in your business is to sell the photographs you make.

It may be possible for me in the course of a few minutes to give you some ideas about selling your photographs.

Now, I have never sold any photographs and do not know anything about selling photographs.

We publish down in our place a little magazine called *Postage*, devoted to selling by mail.

The slogan of that magazine is that "anything that can be sold can be sold by mail."

Photographs such as those you make enter very largely into selling by mail.

Now, I do not know whether or not you are more interested in listening to my talk on the photographs that enter into successful direct mail selling, or in selling your own particular photograph by mail.

I want you first of all clearly to understand that I am not the editor of a paper.

I am not a speech maker, I am a man engaged in business just as you are, with the same problems that you have.

In selling by mail, there are four things to be taken into consideration.

First, the list.

Second, what you say to the list.

Third, how you say it.

Fourth, how you present it.

And that is where photographs come in so extensively in direct mail.

Now, every manufacturer, every retailer, every person engaged in business can use direct mail selling to his profit, and you photographers are no exception to the rule.

Within three days, within two days after we registered a cable address for one of our companies, we received letters from the Western Union Telegraph, the Commercial Cable Company, and the Radio Corporation of America, three letters asking us to use their companies in connection with our cable address.

Here is a concern that sells broadcasting by radio, and it is selling it by direct mail.

Here is a firm in New York that sells outdoor advertising, and it is selling it by direct mail.

Here is the Illinois Telephone Company, and it makes 52 mailings a year, selling the telephone service by direct mail.

Park & Tilford, well known retailers in New York, the American Tobacco Company, F. R. Tripler, one of the largest men's stores in New York, here is a real estate concern, here is a piece that reached our office this morning, in which a building is for sale out in Bridgeport, Conn.

This entire piece is illustrated with original photographs, and is used to sell that building.

Here is a real estate firm in New York City which never sends out a letter but that it does not attach to that letter a photo-



The most unhappy duty that falls to any editor is the recording of the death of age-long friends. The older a journal and the greater its circulation, the more frequently come those days when we have to pen a few last words, say a last good-bye, and mark up one more of the old crowd as gone forever. A few weeks ago, it was our dear old friend Charlie Lewis. Now it is Clarence M. Hayes. For many reasons we have always mentally associated those two men—both were of the very best type of our American photographers, scholarly gentlemen and splendid artists. Clarence M. Hayes of Detroit, Mich., who was stricken by an attack of heart disease while on his way home from the Essex Club at Windsor, Ont., (for he was always an ardent golfer) was born in Chardon, Ohio, 65 years ago. As a youth he became interested in photography and first worked in Painesville, Ohio. More than 35 years ago he moved to Detroit and opened his own studios under the name of C. M. Hayes & Co. His studio soon took front rank and he has always maintained this prominence both locally as a photographer and nationally among his brother photographers through his activities in organization affairs. In 1897 he was elected president of the P. A. of A. and since that time he has been appointed on important committees without number. He has always been credited with having one of the keenest business minds in photography and he was a strong lover of fair play. Clarence Hayes was a 32nd degree Mason and a member of many leading Detroit clubs—as fine a man and as good a friend as we have ever known. He is survived by a daughter and two grandsons, and was buried at Chardon on Monday, September 26th.—J.C.A.

graph of the particular building in which it is trying to interest the prospect.

Here is a letter from the Brooklyn Edison Company, a very large user of direct mail.

Here is a concern selling printing presses, and it uses a photograph of that press.

It is not necessary to have a sample of that press, the photograph shows all about it.

We have here many excellent specimens of the use of photographs in direct mail.

This is one of the best photographs that ever reached our office, of a pair of men's gloves.

A concern sells filing equipment, and illustrates this entire folder both sides by original photographs.

Here is a concern selling bookbinding in this town, to show you how it can bind books, and it uses original photographs of books that it has already bound.

Here is a house magazine that won the first prize three years running for being the best house magazine published in America, under two ounces in weight, and it uses original photographs entirely through the magazine.

Here is a booklet which I think contains the best photographs of shoes that were ever made. This particular little booklet sold \$50,000 worth of shoes after they had gone out of style.

You men who have had any dealings with women know how hard it is to sell them something that is out of style. This booklet sold these shoes, but I am not quite sure whether the retailer has disposed of them or not.

Here are some very excellent photographs selling comforters. I do not know how that would appeal to you today, but they are fine photographs.

Here is a piece put out within the last ten days by the Goodrich Rubber Company, the finest example of direct mail selling that has reached my office this year.

It contains 17 original photographs of their Zipper boots. You see, it is something new in photography. I don't know anything about it. I will read what they say.

The pictures are made by color photography direct from the boot, and show the merchandise without artificial retouching. I know some of you would be very much interested in this portfolio sent out by the Goodrich Rubber Company.

Here is a concern in Great Britain whose catalog of cigars costs \$5.00 to produce, one pound each. It is illustrated—they have 160,000 customers, all of whom they sell by mail, and they photograph all of their cigars and show them, original photographs, in the book.

Here is a magnificent photograph of books. I am showing you these pieces in order to prove to you the big field there is in direct mail advertising for the work or some of the work that you do.

Here is a concern that in the panic year of 1920, might have been involved in serious trouble had it not been due to the fact that it had 70,000 mail order custo-

mers. They show all of their haberdashery in original photographs, in the original colors.

So much about the use of the photographs.

Now, you men and women who use direct mail in order to sell your own products might want to know something about the kind of direct mail to use.

There are a number of photographers in this town who use direct mail very extensively. The kind of direct mail to use is to reduce to type what you would say if you were talking to the prospect in his office. Here are a few letters showing what not to say.

Here is a letter from a firm. As I read you the opening sentence in these three letters, you can imagine that the salesman or a salesman or my salesman is out in the outside office waiting to see the man who buys this particular product, and he is brought into the office and the man who is about to buy the particular product says to him, "What can I do for you today," or words to that effect, and this salesman says, "If Andrew Jackson could see Church Street today, do you think he would recognize it?" That is the opening sentence in this letter.

Here is a concern that is trying to sell—it is the Bankers Trust Company, not in this City, trying to sell bonds, and he says—here is the opening sentence of the sales-

man—"Did you ever roll a cat down the street in a wheelbarrow?"

Here is a letter. Another salesman walks in and this is the opening sentence in his letter. "Sure I plead guilty to having neglected you in many moons. Where in hell have you been all these years."

Here is another letter—these are printed letters—they are sent out, not by the ton in the United States, but by the carload.

Nine years ago in Cleveland when I made my first talk on direct mail advertising, I said that 90 per cent of all the direct mail used in America today was poor, and the secretary of the Rochester Advertising Club took exception to that remark of mine and had all the members of his club keep all the advertising that was received by them in one month, and then they put in their bulletin that I had made a mistake in my figures, that 90 per cent of all direct mail advertising was not poor, that 95 per cent was poor.

And the trouble is that we ask these mailing pieces of ours to say things to our prospects that we ourselves would not say.

The highest type of selling you men and women engaged in your profession know, is that selling where you meet a prospect face to face and try to sell him whatever you want to sell.

And after all is said and done, direct mail selling is nothing more or less than your selling reduced to type.

PHOTOGRAPHS LIVE FOREVER TO TELL THE STORY WHEN MADE AT

SHAPIRA'S ART STUDIO

228 SELKIRK AVENUE
WINNIPEG

This Winnipeg, Man., photographer believes in keeping his showcase working, and besides having it illuminated at night with a center flash every eight seconds, printed 3,000 postcards like this, one of which he sends out whenever he reads of an engagement or wedding in the society columns of the local papers.

The highest and the best form of selling is your personal selling, but how many firms engaged in industry in the United States today can employ personal salesmen. They are too expensive, and so as a result we are turning to this cheaper form of selling, and I ask you business men and women here today what can any of you say about your particular product that you cannot write about that particular product, and in writing about it, just reduce what you would say to type or to printed matter.

Now, in your direct mail efforts to sell your own product, do not attempt to say too much. In these wonderful days of new cars and waiting for new things to come out, with so many wonderful things to do and so many wonderful things to see, with half the ears of the country hanging on to radios, we have not time to read direct mail.

Here is a piece prepared by an advertising manager. I do not know whether it is a good piece or not. Some executive here might be able to tell me.

"You can make more profit by rendering greater service"—we open it up and find a blank wall. We open it up and have to read this (indicating), so we finish that page and read this page and then this advertising manager said—we will open it up and we will write on that other side—now you know just as well as I do that that piece of mail is not read. There may be some executive with time to read it, but he might not have time to buy it.

Here is a piece sent out by the Fifth Avenue Bank trying to get successful men in New York to make the Fifth Avenue Bank their executor, and all they say is, "Action today means protection tomorrow—your act." That is the entire message.

Here is a big insurance company in Hartford sends out this booklet, and it says "It will only take you a minute or two to read these testimonial letters." We had someone in our office read it, and it took them 35 minutes, to read this book.

It contains 24 reproduced letters in 5-point type.

When writing to your prospects, tell them what your product will do for them, not how great you are.

What will your photography do for your prospects. There are three great appeals in business today; profit, utility and pride.

In photography it seems to me (I don't know anything about it), that your particular selling appeal is pride.

You know how we like to see our name in print. You know, the most of us from out of town, in these little country newspapers, how we will preserve a copy of that

little country newspaper because it happens to have our name in it correctly spelled, and how much greater is the effect on us, when we see that our own photograph is published in some paper with a circulation of 500 or 500,000.

So, the greatest appeal in your selling is pride. Why, you know just as well as I do that there are tens of thousands and hundreds of thousands of mothers who if they were correctly sold on the idea of the photograph, would photograph their children every month. They like to see this product of theirs, and it is pride.

Your selling is based on pride, and so when you start to write these prospects of yours, put that into your message.

You know, I do not like to stand on this platform and make the statement, and yet I think most of you will agree with me that it is true that the biggest thing in the world to me is me, and the biggest thing in the world to you is you.

I love my wife better than any other man's wife just at the moment. My children, my house, everything, so, in writing your direct mail, put something in that that will appeal to your prospect.

You meet a man walking down the street and he says, "There's a house burning down the street," but he has little attention from you; but if you say "Your house is burning," watch him run down the street.

Here is a letter I have received. There are ten paragraphs in it. Nine of them begin with me, and the tenth, the other one, ends with us.

Tell your prospects why they should buy your product. You with your wonderful associations throughout the country must have in some way or other developed what the great selling appeals in your business are, but it seems to me, and I pay quite a lot of photographic bills in the course of the year, that the big appeal is pride.

Now, you can send out samples of your work. I am sorry I did not bring with me a great many pieces of mail sent out by photographers who want to sell photographs, and it is a good thing to attach a photograph just to show a sample of what you can do.

You know, if I meet my own brother on the street some afternoon, and I say to him, "Bob, I want to sell you my watch for \$10, that is a pretty low price for a gold watch," what does he do? Put his hand into his pocket and produce the \$10? Of course, he does not. He says, "Show me the watch?" and he is my own brother.

Now then, suppose I say to him, "I can—
(Continued on page 348)"

'Tis Here-Maybe



Russell C. Holmes, Dover, Del., died early in August at the age of 75 after a short illness. He had been in business in that city for many years.

H. S. Olson, photographer in Zumbrota, Minn., for a number of years, has just erected a new residence studio in that city. Spanish architecture finished in gray stucco, it is said to be one of the finest studios in Minnesota outside of the Twin Cities.

Fire of unknown origin gutted the Parsons Studio, Indianola, Iowa, on August 30th, causing a loss of \$5,000 partly covered by insurance.

Photographers of Columbus, Ohio, have formed an organization and have already had two preliminary meetings. The association is to be definitely formed and a Constitution adopted in the near future.

The Professional Photographers of Cincinnati held their first regular meeting of the season on the evening of September 12th, with about thirty members present for dinner. Plans are being made for the coming year.

The latest activity of the Associated Professional Photographers of Memphis, Tenn., is the handling of an exhibit of photography at the Tri-State Fair to be held in that city October 15th to 22nd. In addition to supervising an exhibit by photographers in the three states, the association will have a special collective exhibit of its own.

Mr. and Mrs. Lacey of the Lacey Studio, Holland, Mich., have just returned from a short motor trip through the Middle West, their son N. W. Lacey having had charge of the studio in their absence.

The Cleveland Photographic Society is one of the most ambitious of the amateur organizations in this country. Each year, in addition to their multifarious activities, they hold a photographic school open to members without additional charge. Lectures and practice work every Friday evening, starting October 7th, this being the sixth year of the school. Portraiture,

Technique and Pictorial Photography are among the subjects. They have a very complete plant at 2073 East 4th Street, and welcome new members.

The Paasche Airbrush Company, Chicago, Ill., announce the opening of a new sales and service branch at Wade St., Flint St., and Southern Railroad, Cincinnati, under the management of H. H. Evers. A complete stock will be carried. Incidentally they have just announced the new Paasche Type UATF Touch-Up Airbrush, which has proved a sensational success in applying the artistic, decorative finishes so much in vogue today. This new brush cannot clog, has a triple action, produces from a fine line to a wide spray and is fully guaranteed. It is specially recommended for coloring, antiqueing, stippling, stenciling, veiling and tinting, and can be used for innumerable purposes besides work on photographs.

The Reimers Photo Materials Company, Milwaukee, Wis., after many years in their former location in that city, have just moved to 282 Third Street, where they have much larger quarters and greatly increased facilities.

ASAHI-CAMERA, the photographic periodical of Japan, points out in a recent issue one infallible way of differentiating Japanese from Chinese or other Orientals: "We refer to the fact that practically every Japanese carries some sort of camera or other. If you happen to meet, abroad, a short-statured brown complexioned individual with stiff black hair and with a camera slung over his shoulder, ninety-nine times out of a hundred you are beholding a Japanese."

Popular as photography is today, there are still some people whose ignorance of the subject is abysmal. A British paper tells of a lady who took some films to be developed and was asked whether she wanted the prints mounted or unmounted. "Unmounted," she replied, "all of them." One of the films showed her two children on horseback, and when she got the prints she went immediately to the finisher and pointed out wrathfully that she had not wanted the children to be shown riding a

horse, but had expressly requested that they be unmounted, and what did he mean by it?

The Triangle Photographers Association will hold its fourth and last meeting for 1927 at the Fort Pitt Hotel, Pittsburgh, Pa., on Tuesday, October 4th. As usual it will be an all-day and evening session. On the program will be Harry E. Niles, of the Haloid Company, Rochester, N. Y.; John Lavecchia, Chicago, Ill.; Florence Fisher Parry, Pittsburgh; F. R. Altwater, Pittsburgh; Howard D. Beach, Buffalo, N. Y.; George Kossuth, Wheeling, W. Va.; A. Avinoff, Director of the Carnegie Museum, Pittsburgh. There will also be the annual election of the Board of Governors. With such comprehensive programs every three months, we must compliment the Triangle Board on the way they managed to maintain a high standard of talks and demonstrations throughout the year.

The Bechtel Studio, Mansfield, Ohio, has been purchased by J. Vincent Lewis, who has been acting as manager for the past two years. The name will be changed to the Lewis Studio.

—o—

Direct Mail Advertising

(Continued from page 346)

not show you my watch, I will show you a picture of my watch," and suppose that I produce from my pocket a picture of a watch reduced to the size of a one cent piece, a cheap illustration? Will he buy my watch? But suppose I produce from my pocket an original photograph of that watch shown in gold just exactly as my watch looks, you men and women know I have a better chance of selling that watch.

And so, in selling photographs to these business firms who use them, point out to them the importance of high quality work because tens of thousands of pieces of direct mail are spoiled through poor photographs and through poor reproductions of those photographs, and if I am going to buy a thing by mail I want to see how that thing looks, and if I cannot see how that thing looks, the only thing that will tell me how it looks is a photograph, and if that photograph is not perfect in every detail, if it is not reproduced perfectly in every detail, it will not show me how that product looks.

So, you men and women who really do make photographs, should become imbued with the idea that if a photograph is a photograph it must be a good photograph.

Now about what direct mail can do for you.

Direct mail is the most powerful selling medium in America today. And the only reason why I have stopped making these talks to business organizations throughout the country is because of the fact that I am so much imbued with the fact that firms go out and start off on some direct mail campaign without proper analysis. I started a few years ago in this town with the proverbial dollar, I bought a little business that was in the hands of a receiver, and that was the reason why I got it for a dollar or two.

They had four salesmen, and they were doing a business of \$100,000 a year.

I could not pay the four salesmen. When one left I put the money into letters. When two left I put the money into letters. When three left I put the money into letters, and today, in that business of mine, last year they had \$504,000 in that one department of my business. We employ no salesmen, because we know or I know and am thoroughly sold on the fact that standing at my door every morning at 18 East 18th Street are 40,000 men in the pay of the United States Government who say to me, "What selling message have you to deliver now, in Maine, California, Washington or where not, we are here ready to deliver them," and what can my man on the road earning \$100 a week and sometimes more than that, and traveling expenses, what can my men say about my product or services of these messengers in the pay of Uncle Sam cannot say about my product.

So, I have gone on building up my business and my receipts last year were \$1,200,000, and I employ mail letters, pounding out not shall we send a letter today and see if we can pick up some orders, but letters every month, every month of the year. I wrote to Mandel Brothers of Chicago for nine years, and never got an answer, and at the end of nine years, to show you how good our letters are, they signed up for a competitive make of goods.

Did I take their name off my mailing lists, pounding out 40 letters a year to Robert Mandel? No. The head of that firm came to New York and telephoned me one day and said he wanted to see me, and I went up to his office there in New York—Mandel Brothers, you all know the firm. I took along samples of my product and I signed him up for a five year contract, totaling at least \$100,000 because the direct mail had done the selling for me, and when I went to see him all I had to do (the direct mail had done it all), was take the order.

For Commercial Studio Work

For the picturing of merchandise and similar commercial studio subjects the most desirable negative is one that is brilliant and full of detail with good reproduction of color values. Such negatives should be fine grained and capable of producing brilliant enlargements as well as contact prints.

There is no better plate for this purpose than the Eastman Commercial. It's not a fast plate but it does have all of the essential qualities for commercial studio work.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

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 and Kajny
STUDIOS

81 W. Van Buren St. Chicago, Ill.

Centrally located for Photographers in
heart of the loop.

So that is what direct mail can do for you. There is not a man or woman listening to me now who has not some product to sell. You can sell it by mail, you can tell them in the mail how good your product is; all you have to do is to write common ordinary common sense letters, put common sense letters in your booklets, your folders, and say to your prospective markets, "I will impress upon them the fact that I am the leading photographer in this town," and if I write them month after month for years and years their curiosity will bring them in. Curiosity will bring customers to your door.

So, the big thing in direct mail selling, of course as it is in all selling, is persistency. When you go back to your studios, I don't know where they are located, in Wisconsin, Michigan or New York, say to yourself, "I am going to use the mails to increase my business." Make up your list of prospects and then say what you have to say in your letters, and talk to these prospects so that it will make the greatest appeal to them.

I can talk to you for one hour and give you the names and the photographs of the most unheard of products that are being sold by direct mail, and so, we have offered a reward to anyone that says there is a product that cannot be sold by mail.

Here is Hammacher, Schlemmer & Co. opened a new retail store at 57th Street and Lexington Avenue. They sent out 58,000 letters and did \$92,000 worth of business in the first few months, and the only form

of advertising they used was these filled-in letters.

Here are a few of the original photographs of an article, and a letter from the man who at a cost of \$4,500 sold \$200,000 worth of merchandise.

Here is a man who selected 100 prospects for radio sets, sent them a postal card every week for six weeks, and at the end of the six weeks had sold 56 radio sets out of 100.

Not one postal card might have done, nor two or three, but it was the persistency that turned the trick.

Here is a man out in California who sells chickens by mail. You can get an occasional chicken in New York without ordering it by mail, but be very careful, you out of town men—I have lived in New York for 32 years, and one must be careful.

Here is a man here who sold \$100,000 worth a day of stuff with letters at a cost of \$350. This is the letter from the advertising man.

Here is a man who invented a powder that would make better bread. He sold 16 carloads as a result of that booklet.

Here is a man who sold \$100,000 worth of grass seed last year by mail, the O. M. Scott Co.

Here is a firm that sells all its store fixtures by mail, using photographs, and it is through the photographs undoubtedly that they are enabled to do such a big business.

You know, there are half a dozen books written on direct mail. There are one or two good magazines published on the subject.

Use a good letterhead. In your business, in every way, if you are proud of the fact that you are a good photographer, then make this letterhead that you use in selling your photographs, your true representative. When you go back to your office, look over your letterheads, and say, "Are these letterheads worthy of the photographs that I think I can make?"

Use good stationery, artistic stationery. There are certain firms which must use good stationery. Photographers, architects, bankers, and so on, because they want to build prestige.

You know, there are a lot of photographers all over the country who make what are called cheap photographs. I think that if I were a photographer I might change my mind, that I would really make good photographs, and if I did make good photographs I would use a good letterhead with which to sell them or invite people to come and see them.

(To be continued)



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



More reliable than daylight

BRILLIANT, sparkling light, equal to the north-sky light on a magical midday in June, is the light that comes from National White Flame Carbons. And it is yours, at the throw of a switch, from January to December—from dawn to midnight.

Anything you now do with June daylight you can do with arc lamps and National White Flame Carbons. With light like this, no murky clouds can upset a full schedule of work. No mushrooming building can cripple your well-established studio. The most profitable or economical location in town is yours to choose, with no thought of sunlight or exposure.

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

—ABEL'S is published to help You—

GROSS

THE HOUSE THAT SHIPS PROMPTLY

Are You All Set?

Christmas is not far off and the busy season is upon you right now. Of course you have selected your line of mountings for fall, but if you have found any of them not quite as good sellers as you expected, or if you think you need some more styles to round out your line, it will pay you to get in touch with us.

Not only are GROSS MOUNTINGS everything that could be asked for in style, quality and attractiveness to the customer; they are reasonably priced AND (what is most important at this time of the year) you can get them in a hurry.

Drop us a postal and ask to be put on our calling or mailing list.

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



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.

STUDIOS FOR SALE

FOR SALE—Modern ground floor studio; good location in city of 200,000; doing good portrait business, framing and kodak finishing; averages \$2,000 per month the year around. If interested, kindly write at once. Price \$5,000, one half down and balance on terms if desired. Nelson Studio, 2518 Farnam St., Omaha, Nebr. 9-17-3

FOR SALE—Only studio, county seat town of 2500, ground floor, main street. Must be sold by October first. J. J. Farrell, Onawa, Iowa. 9-24-2-C

FOR SALE! \$1350.00 (the price of very ordinary automobile) buys up and coming studio in Northwestern Ohio industrial city of 45,000 population; lowest rent in state, five year lease; in heart of city, second floor. Address 219 Opera house Block, Lima, Ohio. 10-1-1-C

PHOTO STUDIO for sale cheap. Going to hospital. Fitzryk Studio, 138 Center St., Wallingford, Conn. 10-1-1-C

FOR SALE—Old established studio, Lynn, Mass.; city of 100,000 population, best location; low rent and good prices. Low price for quick sale. Franklin Studio, Lynn, Mass. 10-1-1

FOR SALE—Earle's Studio, LaPorte, Ind. 17,000 population; established fifteen years; good location and lease. With or without equipment; cheap. Good reasons. All answered. 10-1-1

FOR SALE—Studio employing four people; doing nice general business with splendid chance for expansion; long lease and modern equipment. To a man who is really good workman, will sell on terms that you can pay for it out of the proceeds. This is a good sized shop and will pay for itself in twelve months. Address R-5, care of this journal. 10-1-1

FOR SALE—Beautiful ground floor studio; established twenty-five years; city of 80,000; incorporated for \$15,000; can clear three or four thousand before January 1st. W-9, care of this journal. 10-1-1

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 UNDERWOOD PORTRAIT STUDIOS, Inc.

THE HEART OF AMERICA

KANSAS CITY, MO.

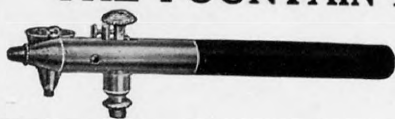
Our location is unsurpassed. This means much to the Photographer.

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.

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

FOR SALE—Studio in one of the best counties in Iowa, county seat over 6000, college town; established twenty-six years. Owner's death reason for selling. Good business in 8x10 commercial and portraits. Real need here for a good photographer. Williams Studio, Fairfield, Iowa. 10-1-1-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

NOTICE! Jimmy James get in touch with the Biscayne Studio—A. D. Pilkington, 156 E. Flagler, Miami, Fla., at once. 10-1-1

WANTED—A-1 man to buy half interest in good studio doing high-grade work. Good college town of 70,000 people to draw from. Do not write if you don't mean business. S-S, care of this journal. 9-17-3-C

\$20,000 EXTRA IN ONE YEAR by one artist! Increase your income through the sale of Oil-Painted Photographs and Miniatures, by having one of your employees or a member of your family learn by mail our Simplified Oil Painting and Business-Getting Ideas. Write now for free booklet and profit-making suggestions. Plan for Christmas profits now. National Art School, Inc., William L. Koehne, President, 1008 North Dearborn St., Chicago, Ill. 10-1-TF

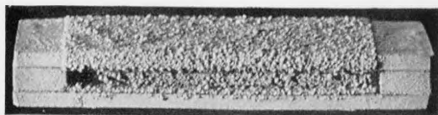
FOR SALE—Century studio camera; Hyatts Rapid Atelier lens F/5 8x10 in studio shutter; 5x7, 8x10, 11x14 backs. Will sell very reasonable. Address communications to H-2, care of this journal. 10-1-1-C

MINIATURES AND coloring at all prices. Our special Opal Miniatures look like real paintings not tinted photographs. Complete in gold plated frame. Trial order \$5.00, bring up to \$35.00. Particulars on request. Isabel Maude, 20 W. 98th St., New York City. 10-1-1-C

FOR SALE—Century Portrait outfit; 8x10 3A Graflex, Heliar, Collinear, Vitax lenses, fine condition, prices low. C. D. Agnew, Creston, Iowa. 10-1-1-C

STUDIO WANTED in city not smaller than 15,000; doing portrait, commercial and photo finishing. Send full information in first letter. P-5, care of this journal. 10-1-1-C

HALLDORSON electric studio lamp complete with four 1500 watt blue Mazda lamps, in good condition, \$70.00. One Victor spotlight and stand, \$12.00. One 14x17 studio camera, no name, \$10.00. I. Bryar, 2132 E. 32nd St., Cleveland, Ohio. 10-1-1-C



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

THE N. B. AUKERMAN CO.

401 Caxton Bldg. Cleveland, Ohio

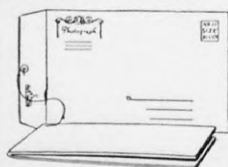


Photographs Burned Into China EVERLASTING

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

Write for Catalogue

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



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the over-size double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed.

The new No. 14 Mailer is made extra strong with super-strength corrugated board. It is ideal for large prints, folders, enlargements and drawings.

USED BY THE LEADING STUDIOS.

SIZES for any need!
PRICES none can meet!

BURKE & JAMES, Inc.
Chicago, Ill.



A Printer With a Direct Light Source

High speed from a single 1000-watt lamp; image sharpness assured by projection of light in parallel rays; transparent platen which permits one to see the image while dodging or vignetting and rheostat control for adjusting the strength of light to the speed of paper and strength of negative. These are a few of the special features of the new Eastman Professional Printer. See it at your dealer's.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

Agfa

Flash Powder Flash Lamps

Give you dependable illumination where and when it is needed.

More light per unit of weight.

Minimum smoke and dust.

No heavy and time-consuming equipment to set up. Can be used anywhere.

Ask for your copy of "Hints on Flashlight Photography" now. It is free.

AGFA PRODUCTS, Inc.

114 East 13th St.

New York City

ATLANTA, GA.
48 Auburn Ave.

CHICAGO, ILL.
180 No. Wabash Ave.

MINIATURES



Our artists excel at making them. And always remember that whether it is a miniature, an enlargement, or finishing prints when furnished by the trade you may depend upon the satisfactory nature of our work. Its high quality will be evident even to the most casual observer. Price list on request.



D. E. ABBOTT & CO.

Huntington, W. Va.

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
123 S. Jefferson St. Dept. L., Chicago



I Buy Film and Glass

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

P. H. KANTRO

PORTAGE, WIS.

ONE 7x17 Korona Panoramic View camera, fitted with Turner-Reich convertible anastigmat Series II F/6.8, in Betax shutter; two film holders and canvas carrying case, worth \$273.50, sale price, \$175.00. William F. Uhlman Photographic Supplies, St. Joseph, Mo. 10-1-1

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—OPERATOR; permanent position; not over thirty-five years of age; good salary. Photo Crafters, 40-12th St., Wheeling, W. Va. 9-24-2

OPERATOR AND Retoucher, high-class studio. Send samples, photo of self, references and salary expected in first letter. Lee F. Redman, 3102 W. Grand Blvd., Detroit, Mich. 9-24-2

WANTED—RAPID retoucher, one who can do oil coloring. Must be especially good retoucher. Willing to pay good salary. Give experience and salary wanted in first letter. Truby Studio, Norman, Okla. 9-24-2-C

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

CUT OPERATION COST IN DULL SEASON Install Sterling 5x12x42" Ten Gallon Tanks

Low Cost. Low Upkeep. Immense saving of solutions. The 10 gallon tank outfit consisting of water-jacket and two tanks, will greatly reduce your expenses. A maximum amount of work with less expenditure.

Ask your Dealer for prompt shipment or write us.
STERLING PHOTO MANUFACTURING CO.
Beaver Falls, Pa.

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.

Cutting retouching costs

Increase your production and cut your retouching costs. Hundreds of studios save real money by increasing their output with the Paasche Multiplehead Airbrush.

The Multiplehead Airbrush is the most efficient and speediest air tool ever devised. With it the experienced worker increases many times his capacity and income.

It is adaptable to a wide range—color work, portrait tinting, laying in backgrounds, as well as retouching.

The Paasche Airbrush increases profits. Write for details.



Type M Multiplehead Airbrush. The Multiplehead is interchangeable, giving the service of two airbrushes at the cost of one.

APW10—Gray

Paasche Airbrush Co.

1926 Diversey Parkway, Chicago

New York—54 Dey Street

Los Angeles—411 Douglas Bldg.

Branches with Complete Stock

NEW YORK

DETROIT, MICH.

SAN FRANCISCO, CAL.

LOS ANGELES, CALIF.

DENVER, COLO.

CLEVELAND, OHIO

AMPLE LIGHT FOR EVERY PURPOSE!



The PERKINS "HI-POWER" STUDIO LAMP

- ASSURES:
1. The highest possible degree of lighting efficiency.
 2. A uniformity of results, regardless of weather conditions.
 3. Excellent negatives from emergency exposures at all times.
 4. Sharpest detail, or, soft diffused effects, as required.
 5. Continued, profitable production, throughout the entire year.

Ask your Dealer for prices and descriptive circular, or write us direct.

The Photogenic Machine Co.
Youngstown, Ohio

Makers of the Standard Light of the Photographic World

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.

A CRACKER-JACK, all-around man can find a permanent place in an attractive college town. Give full qualifications in first letter. R-8, care of this journal. 10-1-2

WANTED—GOOD all-around young man, must be a good retoucher, operator and experienced in all studio work. Steady position. Salary \$40.00 per week. Ideal Studio, Main St., Clarksburg, W. Va. 10-1-1-C

WANTED—FIRST class retoucher, able to operate or print in an emergency. College work starts October first. Send photo of self and samples of work; state salary. Davidson Studio, Belton, Texas. 10-1-1

WANTED—Good all-around photographer; run ground floor studio on shares. Send samples of work; permanent. Stokes Studio, Meridian, Miss. 10-1-1

RETOUCHING

RETOUCHING and Etching—Special attention given by experienced retouchers for city and out-of-town photographers. Promptness and reasonable prices assured. Phone Clifton 5409, F. Cannatella, 2311 Independence Blvd., Kansas City, Mo. 9-24-4

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 818 Leland Ave., Chicago, Ill. 9-24-4-C

RETOUCHING and etching of the highest quality, with prompt service, are always available from The Martin Retouching Co., 2879 Pelham Ave., Baltimore, Md. 10-1-2-C



World's Greatest Value in a Professional Movie Camera

Make professional film with the Institute Standard—the first professional motion picture camera at a low price. New, improved model does work equal to finest studio cameras. Complete with carrying case. **\$150**

INSTITUTE STANDARD won world-wide success. Compact, light-weight, portable. Ideal for industrial, educational and news films. All professional features: standard-gauge calibrated mount. Equipped with 200 ft. magazines, adjusted to 400 ft. **WRITE** for free descriptive booklet. Explains money-making opportunities. Liberal allowance for your present camera: any style, movie or still.

New York Institute of Photography, Dept. 11
14 West 33rd Street, New York City

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 preferred by a young man thirty years old, born in the business, and experienced in all branches; used to making the better grade work. K-4, care of this journal. 9-17-3

POSITION WANTED as operator or general assistant, preferably in studio doing high-class artistic work. Address Room 217, Wicker Park Hotel, Chicago, Ill. 9-17-3-C

RETOUCHER—Would like to correspond with some good studio that needs a good retoucher this season, or might take full charge of branch studio but would prefer retouching. Have had many years experience. Address Geo. Welte, 1203 Bement St., Lansing, Mich. 9-24-3

POSITION WANTED—Man, thirty-one years of age, single—as retoucher, etcher, printer and operator; have twelve years experience; will go anywhere; salary \$40 a week. Can start at once, at liberty now. B-2, care of this journal. 9-24-2

SITUATION WANTED—Steady work by all-around man, under thirty. Can do anything in studio. Retouching moderate. Prefer Midwest. H. Bechtel, 629 So. 7th St., Goshen, Ind. 10-1-1-C

A SKILLED operator of many years experience, expert with children and thoroughly conversant with all branches of photography, desires position; Chicago preferred. C-9, care of this journal. 10-1-1-C

POSITION WANTED—Experienced printer and retoucher. Like to work in the middle west. Write Box 175, Monroe, Wis. 10-1-1-C

A-1 printer and darkroom man desires work in a good portrait studio. Address A. B. Luther, Box 30, Austintown, Ohio. 10-1-1-C



"Joyous are the Busy,
Dissatisfied the Idle."

Our NEW Certificate Proposition

will keep you **BUSY**
AD-DISPLAYS SYSTEM
117 N. WELLS ST. CHICAGO

TRIUNE ETCHING KNIFE — THE KNIFE YOU NEED



Made entirely of finest drill steel. One end is a sharp point with three sides—two cutting edges, the other end is a broad blade for large surfaces.

\$2.00 P. P.

E. FETTER, 116 Chestnut St., Albany, N. Y.

Advertising or exploitation may persuade a photographer to use Film but it is the quality he gets in his negatives that makes him a Film enthusiast and keeps him using it.

Eastman Portrait and Commercial brands of Film have largely supplanted glass plates for just one reason—the superior quality of Film negatives.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

Your Customer Buys a Print

The final and most important step in the production of a portrait is the making of the print. It should be the best print it is possible for you to make because to your customer it is the sole proof of your ability as a photographer.

If it is a Vitava print it will most faithfully reproduce the quality you have secured in your negative, will please the sitter and will be a credit to your studio.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'