



ABEL'S PHOTOGRAPHIC WEEKLY

Vol. XLI No. 1053

SATURDAY, FEBRUARY 25, 1928

PRICE TEN CENTS
\$2.50 A YEAR

Two Papers That Fit School Work

Successful school work calls for clean-cut prints from snappy negatives of uniform quality, and no paper meets the qualifications more ably than Vintava Athena C and E smooth. C is a white stock, E is a light buff, and both have a smooth matte surface specially suited to the small or medium sized print, usually sold on school orders.

Athena C and E retain all the quality of the most brilliant negatives—make the bright and attractive portraits that every student is proud to exchange with his classmates. Samples free on request.

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



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Ohio Avenue and Miami Street, St. Louis, Mo.
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Hammer's Booklet, 10th edition, sent on request

Looking for ? Bargains

*Then send at once for a
free copy of our*

BARGAIN BOOK and CATALOG

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

**10-DAY FREE TRIAL GUARANTEE
OR MONEY BACK IF
UNSATISFACTORY**

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

CENTRAL CAMERA CO.
124 S. Wabash Ave., Dept. A-W-10a
CHICAGO, ILL.

COMMERCIAL ENLARGEMENTS

All sizes up to 40 x 72

Our enlargements are carefully made, and show all the strength and detail that is in the negative. We use any surface desired—glossy, semi-glossy, smooth or rough matte. D. W. or mounted on heavy cloth.

We can print from any size negative or film up to 11x14.

There is a good profit in commercial enlargements, and you can get more or less of this work if you ask for it. Call the attention of every commercial customer to the advertising value of *large photographs*, and you will get some of them. You should have one or more large samples. Write us for price list.



THE A. A. STONE CO.
1492 W. 117th St.
CLEVELAND

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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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

THAT NEW YORK SITUATION. Last week we discussed in this column the Times Studios, of New York City, owned and maintained by the *New York Times* and its subsidiary publication the *Mid-Week Pictorial*. In accordance with our usual practice of publishing—when we get them—both sides to every story, we are glad to give space to the following letter which has come in reply. It is particularly interesting in that it does not come from the Times Studio or anyone connected with either of the papers mentioned, but from another, and very well known, New York Studio. ABEL'S, naturally, can hold no brief for one side or the other. It is our province, however, to bring to light harmful practices and unfair competition for purposes of discussion and possible cure, and it was for that reason we quoted the letter of last week.

Our second informant writes us that the Times Studios offers the following scale of prices: 8x10 \$50.00 a dozen; cut sheets 11x14 \$100 a dozen; theatrical prints \$35.00 a hundred allowing two poses in the hundred. Certainly if this information is reliable, the other New York studios can hardly complain of this competition on the basis of price-cutting. In any event, it is an interesting letter and we are printing it here as a matter of fairness to both sides. Some of the statements in the letter are frank to the point of bluntness—from our own knowledge of the photographic situation in New York and other cities, we can only admit that they are undoubtedly justified in the case of many studios.

"I want to tell you why I think *The Times* started to have their own studio and I only hope all the prominent newspapers in the United States do the same. They need these photographs of people prominent socially, etc., and they need them quickly for publication purposes and for their news services.

"They sell them through the news services from \$1.50 to \$3.00, \$5.00 or \$10.00 apiece, according to the prominence of the person. Some pictures net anywhere from \$25.00 to \$500.00. For Gertrude Ederle's picture, a News Service got \$150.00.

"Now *The Times* have three tabloid sections in New York City and they need pictures of local prominent people. Many portrait photographers in New York City and other large cities prior to the opening of *The Times Studios* have barked the public with the invitation free sitting publicity 'gag.' That this is not effective now, more than 90% of the photographers who do this work know. Also, photographers seldom submit the glossy prints to the newspaper after they get the sitting and work an order out of the customer. They forget the main reason for getting the sitting in.

"Prominent people, socially and otherwise, have a poor opinion of photographers who make this kind of bait sittings. The public consent to a sitting when they get a call from *The Times* or a News Service. Another thing, photographs of New York City and suburban prominent people and the idea of seeing these pictures published in the suburban or main section of *The New York Times* is a circulation builder, that is the reason of the studio coming into existence. To the best of my knowledge, Philadelphia newspapers have started similar studios, also Cleveland and Chicago.

"Now one way to combat the newspapers is the way Harris & Ewing and Underwood & Underwood do. They make money out of the newspapers and news services by selling them glossy prints at a fair figure for one publication only; more than one publication, extra price.

"The New York photographers should combine or sell their portraits through an independent news service or they should maintain their own news service and sell the pictures through that service by submitting all portraits of prominent people, including news events, weddings and social events. They would then become an important factor selling glossies to newspapers, trade journals, house organs, society magazines and advertising agencies.

"*The New York Times'* studio is a needed addition to that newspaper. They sell their pictures at a fair price considering they sell the customer, sell to other newspapers, news services, publishers of books, syndicate writers and to advertising agencies. To my knowledge, they employ at least six clerks filing pictures alone.

"In the letter to which I am replying the writer did not mention the agreement entered into by *The Times Studio* and other New York photographers at the suggestion of the photographers in regard to wedding sittings which the photographers themselves broke.

"As I mentioned before, if all the prominent newspapers maintained their own studios, this 'free sitting gag' would be killed as the photographers are now working it.

"I also know that newspapers and society magazines had to threaten to prosecute some photographers to stop them from using the name of the newspaper or society magazine without consent in conjunction with their soliciting talks."



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*
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THE ADVERTISING CAMPAIGN

COPY and layout as well as the magazine schedules for the 1928-1929 advertising for the Photographers' Association of America were approved by the national advertising committee at offices of the Millis Advertising Company, advertising counsel for the Association, in Indianapolis at a two-day meeting, January 25th and 26th.

George W. Harris of Harris & Ewing, Washington, D. C., chairman of the com-

mittee, presided at the two-day session and Alva C. Townsend of Lincoln, Nebraska, president of the Association, also attended the meeting while en route to Louisville to arrange for the coming national convention to be held in the Louisville Armory, March 27th to 30th.

Mr. Harris in calling the meeting to order asked first that all members express themselves freely as to past advertising and as to their views of what the future advertising should consist of. Mr. Harris stated he

felt it was highly important that the whole matter be openly and thoroughly discussed before any decisions were attempted, in order that the committee might have before it the sentiment and opinion existing within the Association.

Each member present, in turn, presented not only his own personal views but the expressions which each had had from those with whom he had talked. L. C. Vinson, general secretary of the Association, read several letters he had received from supply men and others in response to a questionnaire he had directed to them in an effort to get a nation-wide reaction to the campaign.

The consensus of opinion was that a most creditable start had been made. Emphasis, however, was strongly placed on the fact that one of the chief problems of the Association was to educate its members to the value of national and local advertising, and particularly local advertising as a follow up to the national campaign.

The round-table discussion developed the fact that direct results had been traceable to the national advertising and sales promotion program of the Association. Although some sections reported fewer orders and less sittings, ledger accounts showed greater profits, indicating that a better class of photography was being demanded by the public that is being attracted to photography by the national advertising.

This was characterized as a distinct advancement for the profession and was cited as an indication of what might be expected in the way of increased future business—at least increased profits.

On the other hand, reports were made that photographers in some sections were discouraged and inclined to think that they were not getting proper returns from the investment in the national campaign. These reports when traced down were found to come largely from sections in which the photographers had not followed up the national advertising with local advertising and tie-up material to link their business with the national campaign.

Although complete analysis was not possible at the time of the meeting, preliminary estimates of 1927 photographic business indicated that business for American photographers during the past year had reached generally higher and more profitable levels than those attained in many of the major lines of business. It was generally conceded that 1927 had been an off year in many lines and the fact that many photographers registered distinct gains during the period was believed to attest to the value and worthwhileness of national advertising.

Having reached a common understanding of the problems confronting the profession, members of the committee turned their attention to the advertising layouts which the Millis Advertising Company had prepared for the 1928-1929 schedule. These were approved and a means was devised at the meeting for developing a higher class of photography for illustrations as criticism of last year's photography was reported throughout the Association.

Attention of members of the committee was called to the fact that every effort was made last year to secure the best possible photography but that the committee had been handicapped for time and those who had been commissioned to produce the necessary photographs had been similarly handicapped. Because of the fact that the advertisements approved at the recent meeting will not start appearing in leading national publications until June, ample time is afforded to secure the best possible photography for the forthcoming series.

The portrait and commercial schedules were approved and the copy and layout of the portrait advertising was approved. The commercial copy and layouts were approved with minor suggestions which will be followed out in revising these. When revised the commercial copy will be approved first by Charles D. Kaufmann and later by Mr. Harris.

Complete satisfaction over the agreements reached and the decisions made was expressed by members of the committee at the close of the strenuous session. Photographers everywhere were called upon to stand by faithfully as it was pointed out that direct results would come in due course and in such volume as to more than repay every subscriber to the fund.

"When we are able, as we are, after so short a time to show direct results from our national campaign, I am convinced that we have embarked upon the most eventful project in our history," said Mr. Harris. "Already I have received congratulatory letters from men high in the affairs of business and of government, indicating to me that our message is getting across in excellent shape to those from whom we can hope to reap the greatest business reward," he said.

Increased use of tie-up material to be developed and supplied by national advertising campaign headquarters will mark the 1928-1929 campaign as a larger appropriation for this purpose was approved by the committee on the theory that wider use of this material would stimulate business in many sections in which photographers had not



Sir Harry Lauder returns for his fifth "farewell" tour of America and is met on the pier by Sir Thomas Lipton, Phil Dion of the "New York Sun" with a Hammer Press Plate was on the pier also to greet Sir Harry.

previously made fullest use of the tie-up material.

General layout of this material was approved, the material to be developed later and to carry out the general scheme of the national advertising approved at the meeting.

THE CONVENTION

One of the interesting features of the Forty-sixth Annual Convention of the P. A. of A. at Louisville, according to General Chairman Fred Gatchel and Entertainment Chairman James Caufield, will be the erection of the front elevation of a Southern mansion at the north end of the Convention auditorium.

This mansion will have a porch some thirty feet deep on which will be staged all of the entertainment stunts planned for the President's Reception on Tuesday evening as well as public demonstrations on Wednesday or Thursday afternoon and evening. A drawing of the elevation accompanies this article.

Plans have been completed for the

musical program in connection with the daily lectures and demonstrations. On the opening day the Glee Club of the Girl's High School will give a special program. On the second day a colored Jug Band will perform at both the opening of the morning and afternoon sessions. If you don't know what a Jug Band is you will have to come to Louisville to learn about it but the Committee will guarantee that it is a distinctive novelty known only to the Southern Darkey.

On the third day there will be a program of Negro spirituals and folk songs by one of the leading colored choral organizations of the South. On the fourth day will be a program by one of the leading colored orchestras.

Many novelties and specialties have been planned for the President's Reception which is guaranteed to make it entirely different from anything that has ever been attempted for this function.

The major portion of the program will consist of colored vaudeville of the very highest type. Here you will see plantation

Buck and Wing, Soft Shoe and other kinds of dancing. Songs and spirituals by leading colored singers, honest-to-goodness colored orchestras of a type that can be found nowhere but in the South.

One of the big features will be a dancing contest by a group of eight pickaninnies which is guaranteed to bring down the house.

After the vaudeville performance, the floor will be thrown open for dancing by those attending.

The President's Reception this year will be held at the Jefferson County Armory where the Convention will be held.

Secretary Vinson announces that plans have just been completed whereby a movie will be made of the entire Convention Program and all of the functions. Walter Bartz, photographer of the Youngstown Sheet and Tube Company of Youngstown has volunteered to have charge of this work and will make the movie.

A scenario has been planned which will cover the arrival of the delegates, a movie of the officers and of the celebrities in attendance, a view of the Manufacturers' Exhibit and Picture Exhibit as well as a complete record of the speakers on our Program as they appear.

Miss Lena Heath, Chairman of the Automobile Committee at the Convention, announces that a special rate has been secured at several of the leading garages at \$4.00

for storage from Tuesday until Saturday morning or \$5.00 for the full week.

These rates include in and out service, day and night and also the calling for and delivery of the car at the Brown Hotel, the Headquarters of the Convention.

Word has just been received from the railroad authorities that reduced fare of fare and a half has been allowed on all railroads for those attending the Convention.

—o—

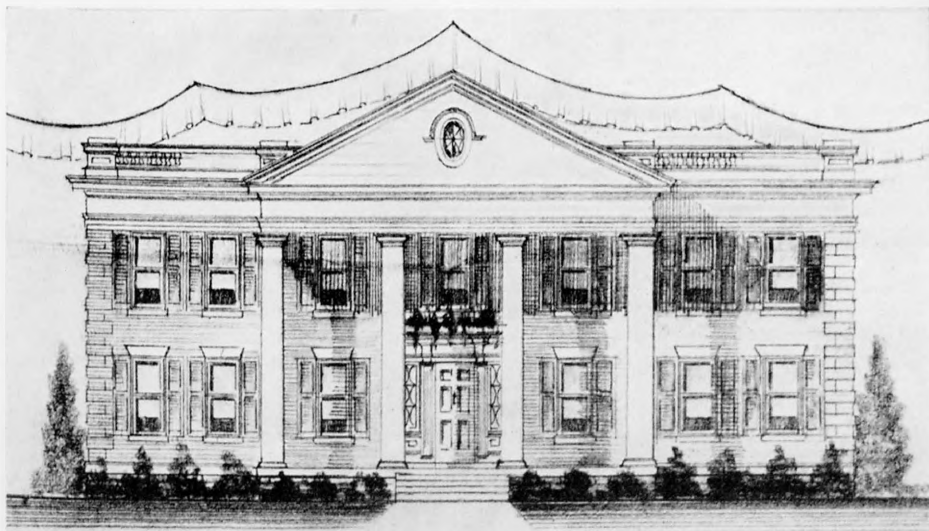
Philadelphia to the Fore

SPEAKING of the M. A. S. Convention program, Nelson Bulkley says: "I doubt if you could possibly change for the better. The subjects are well placed and point to a daily climax and if successful in the selection of demonstrators, any member of our profession could well afford to listen clear through the entire program. It covers lots of ground and should be vastly interesting to any one looking for advancement in the profession. Its fine."

Names of demonstrators and speakers will be published as soon as all are definitely engaged.

The social and entertainment features could hardly fail to please. They will be carefully planned and arranged—of course, entirely optional, but irresistible is the prediction.

The city of the immortal Franklin calls you. Come.



THE SOUTHERN HOME.

How the north end of the Convention Auditorium will appear during the Louisville Convention.

—Get your competitor to read ABEL'S—

'Tis Here-Maybe



We extend our sincere sympathy to Thomas Burns, photographer of Moose Jaw, Sask., Can., on the death of Mrs. Burns, who passed away on January 28th as the result of a paralytic stroke. Mr. and Mrs. Burns had celebrated their golden wedding some five years ago.

We know a first-class commercial man who has been compelled to give up his own business during the Florida slump. His twenty years' experience covers all kinds of industrial work, including blue-printing and Photostats, and he is entirely capable of taking over the management of any industrial photographic department. Or he might consider a position as salesman-demonstrator, having had experience in that line as well. He is not advertising because his business will be carried on by his partner. If interested, write us about "Florida" and we will forward any letters.

There will be a meeting of the Fox River Valley Photographers' Association on March 2nd at the Mathieu Studio, Oshkosh, Wis. H. L. Corey, Business Counsellor of the National Association, will be the headliner.

After thirty-six years in business in Kewanee, Ill., Charles R. Lory of that city, has retired and sold his studio to a Mr. Applegate of Canton, Ill. Mr. Lory is also city treasurer and director of the Kewanee Military Band.

In the Ask Us! department, we recently gave the addresses of firms making printed advertising tape for photographers. We are now informed that the Chicago Printed String Co., 2411 Clybourn Ave., Chicago, Ill., are making such tape for a considerable number of studios. If you write them, mention ABEL'S.

Members of the Southwest Kansas Photographers' Club met at the studio of Karl Eitner, Ottawa, on January 30th. Eleven cities were represented.

The Brainerd Photo Company, Rome, N. Y., founded in that city 58 years ago by J. M. Brainerd, has closed out its business and discontinued.

Announcement has been made that Eastman Kodak has acquired a frontage of 24 feet at 1009 Olive Street, St. Louis, Mo., for a consideration of \$150,000, and plans to erect a four-story building to cost \$90,000, which will house the St. Louis unit of Eastman Kodak Stores, Inc.

Photographer: "My printer whistles while he works."

Portraitist: "You're lucky—mine only whistles."

J. H. Kammerdiener, Minneapolis, was elected president of the Northern Minnesota Photographers' Association at the quarterly meeting and dinner held on January 31st in Minneapolis. Other officers are J. H. Chalmers, Madison, vice-president; S. E. Johnson, Minneapolis, secretary; C. W. Lindsay, Winona, treasurer.

According to the newspapers, recent photographic inventions include a motion picture tripod for aeroplane use, which will enable the aerial photographer to take pictures from any angle, and a perfect process for taking and reproducing natural color motion pictures—the latter invented by a French scientist, Rudolph Berthon. More definite information as to the actuality of these marvels if, as and when issued!

An old couple went into a photographer's studio to have their pictures taken. "Look pleasant, please," said the man with the camera.

The old couple smiled until their mouths stretched from ear to ear.

"Not quite so much, please," said the camera man. "The plate isn't quite big enough."

"She's very photographic."

"Really? How?"

"Why, she sits in a dark room and awaits developments."

Employer Titewad: "Mr. Sappnozzle, for twenty years you have been an employee of mine. Don't think I've forgotten your faithfulness. Here, as an expression of my confidence in you, is a photograph of myself. Now, what do you say?"

Sappnozzle: "It's just like you."

Special Supplement to Abel's Photographic Weekly
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Series II, Sample Studios, No. 149



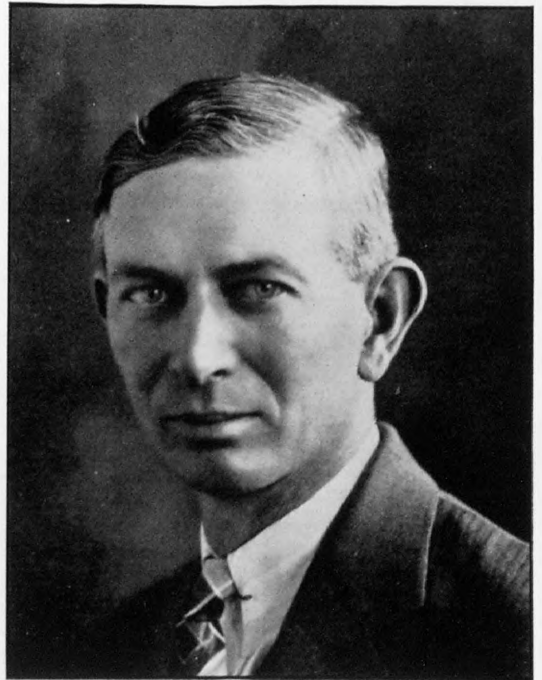
By B. E. GRABILL, SHREVEPORT, LA.



By B. E. GRABILL, SHREVEPORT, LA.



By WOODWARD STUDIO, SALEM, VA.



By WOODWARD STUDIO, SALEM, VA.

CRITICISMS

By J. ANTHONY BILL, Cincinnati, Ohio

February 25th, 1928

(See portraits on other side)

BY B. E. Grabill, Shreveport, La. This portrait is very pleasing generally. Composition and spacing are good. The center of interest is somewhat disturbed by the trimming on the dress. The lighting on the face has very good values, but the light and shadow on the neck are very abrupt or harsh, lacking in tonal quality.

By B. E. Grabill, Shreveport, La. The composition and spacing of this portrait is very good. Tone value in the face and coat is fairly well balanced. The collar is a bit white and could have been toned down, as it has a tendency to separate the head from the shoulders. The back reflected light does not help this picture since the face is well modeled and sufficient interest is expressed in the source of light used, which is also well handled.

By Woodward Studio, Salem, Va. The composition and spacing of this portrait is not so well balanced as it is placed a little low. The lighting is hard causing the half tones to be lost. The shadow side has been flattened by using too much reflected light. The shadow at the side of the nose is very deep and should have been softened. The expression is very good.

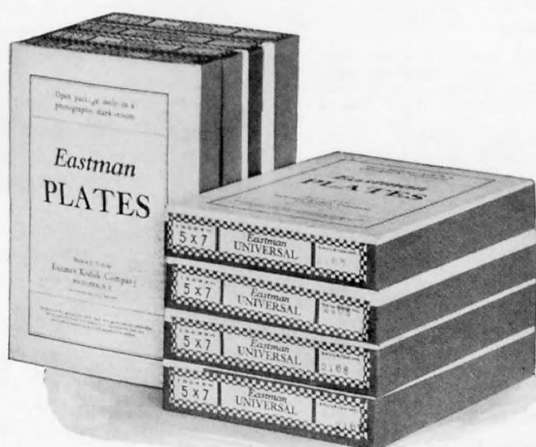
By Woodward Studio, Salem, Va. This portrait has practically the same fault in the lighting as the one to the left, the light coming too much from the back, causing a deep shadow where the highest light should be. This fault, as one will see, does not improve or idealize, but destroys the pleasant expression and gives a more tragic one.

Section Three of the Middle Atlantic Association held its first quarterly meeting for 1928 on February 8th at the studio of H. E. Niebel, Reading, Pa., with E. Goldensky, Philadelphia, Pa., as the first demonstrator. He was followed with a short talk by Grant Leet, Washington, D. C., on the coming convention in April of the M. A. S.; then came a commercial demonstration by Earl Roper, Philadelphia, and a talk on advertising by Ray Cowen, also of Philadelphia, following which Mr. Goldensky gave another demonstration. A highly practical program for a sectional meeting and one which drew an attendance of 100. Six new members were elected and several new names proposed. New officers are C. W. Simon, York, Pa., president; John Fritz, Lancaster, Pa., vice-president; A. A. Bosshart, York, Pa., secretary-treasurer. Four prints were again selected to be sent to J. B. Schriever, Scranton, Pa., for final selection for the Schriever loving cup, up at this meeting for the third time. Previous winners were Mr. Bosshart and Norman Guth, Carlisle, Pa. At the next meeting, to be held in the Bosshart Studio on May 9th every member is to bring a photograph of a baby in competition for the cup, which stays up until it has been won three times by one studio.

Nicholas Boris, Youngstown, Ohio, recently closed his studio for a month and went east to visit a number of famous studios and spend some time at the Eastman plants in Rochester. In this way he gets a month's rest at the slack time of the year and gleans considerable knowledge which he can apply to good advantage on his return.

The Monongahela Valley Photographers' Association met some thirty strong on February 15th for their first 1928 session at the Flanagan Studio, Clarksburg, W. Va. President W. E. Johnston, of Fairmont, W. Va., presided. H. L. Corey, new Business Counsellor for the National was the speaker of the day, and following his talk and a picture criticism the members adjourned for a chicken dinner and an entertainment, the latter furnished by the Clarksburg photographers. Next meeting April 8th, at the Johnston Studio, Fairmont, W. Va.

Wm. O. Journey, pioneer Texas photographer in Austin and San Antonio, later engaged in the oil business in Houston, died in that city on January 15th. During 1903 and 1904 Mr. Journey was a partner of L. T. Powell in San Antonio. Mr. Powell finally taking over the studio which he now owns.



It's Performance That Counts

What is said of a plate counts for nothing if its actual performance in your camera and darkroom fails to back up advertising claims.

Proof of the quality of Eastman Universal Plates is in their use. To try them is to be convinced of their adaptability over a wide range of subjects—their consistent uniformity and the excellent printing quality of the negatives they produce.

*There's an Eastman Plate for every purpose
backed by Eastman Service*

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

Ask Us!

PROBLEMS arise in every studio and in most cases the solution of the difficulty is simple, if the photographer only knows where to get the information. ABEL'S stands always ready, through the staff of contributing editors to our two magazines, to help photographers over their rough places. The men and women whose names are listed below, each of national reputation, will gladly answer your questions. There is no charge, but each inquiry must be accompanied by stamped, addressed return envelope. Answers will be forwarded direct by mail as soon as received from the specialist involved, those of general interest being published in our columns, no names being used. Letters should be addressed to the proper party individually, in care of ABEL'S.

COMMERCIAL PHOTOGRAPHY—Harry J. DeVine.
AERIAL PHOTOGRAPHY—Frank H. Wildung.
COMPOSITION IN PORTRAITURE—Nicholas Haz, A.R.P.S.
PHOTOMICROGRAPHY—Charles H. Shipman.
COMMERCIAL COST FINDING PROBLEMS—W. E. Dobbs.
MOTION PICTURE PHOTOGRAPHY—Eugene J. Cour.
ARCHITECTURAL PHOTOGRAPHY—Harold Holiday Costain.
LENSES AND THEIR SPECIFIC USES—Charles H. Shipman.
WHITE BACKGROUNDS—Frank R. Bill.
RECEPTION ROOM PROBLEMS—Mrs. Helen G. Stage.
COUPON AND SOLICITATION PROBLEMS—J. R. Russell.
COLOR PLATES—George M. Edmondson.
HOME PORTRAITURE—G. de J. Mesny.
LEGAL PROBLEMS—Leo. T. Parker, Attorney-at-Law.
OIL COLORING—Mrs. Lewis Kerr.
PHOTO FINISHING—David S. Merriam.
DARK ROOM DIFFICULTIES—Philip R. Slater.
ABEL'S PHOTOGRAPHIC WEEKLY
 515 Caxton Bldg. Cleveland, Ohio

Copying Patent Papers. Am I within the law when I copy patent papers bearing the Seal of the United States?—A.H.P., Southbridge, Mass.

Answer by Mr. Parker: After completely investigating the United States laws, I have determined that while certain laws exist which make it unlawful to use the United States flag or any part of it for advertising purposes, I find no law which prohibits photographing the Seal of the United States.

Coupons. What coupon plan do you recommend? What is the best method for soliciting children's photographs? Do you recommend telephone solicitation or letter-writing? What is your best method for soliciting repeat orders? What is the best

method for soliciting home portraiture?—E. C. H., Pembroke, Ont.

Answer by Mr. Russell: The best coupon plans I know of are the dozen or half-dozen propositions. Usually an enlargement or an oil painting is given as an extra inducement. This is a very broad question as there are hundreds of different coupons being used, but from my experience I find the two mentioned the best.

For soliciting children's photographs the best methods are telephone and letter-writing. Many photographers keep a record of the births in their cities. These are kept on index cards and six months from the time of the child's birth a letter is sent to the mother suggesting photographs, followed up in another six months with a birthday greeting to the child, reminding the mother that it is an excellent occasion to have a photograph made. Some studios invite the mother to bring in the child, offering one photograph free as a birthday gift. This is not the best practice. It cheapens photographs generally when they are given away.

I prefer telephone solicitation to letter-writing at all times, because a telephone message is a personal call and a letter does not carry the same personal touch. The country today is flooded with direct-mail advertising, much of which goes in the basket without a second glance. This of course is my personal opinion—I know many studios get excellent results from direct-mail campaigns.

The best method I know for soliciting repeat orders is to telephone the customer—or write—stating that you will make some duplicate pictures at a reduced rate, that inasmuch as they have bought their original pictures you are in a position to produce some duplicates considerably cheaper. This can be done at any time, and people usually respond to such offers.

The telephone is by far the best method of soliciting home portrait work. Door-to-door soliciting is not good because it cheapens you to the prospective customer. It is best to make an appointment to show samples of home portraiture, and I dare say that nine out of ten prospects who can actually be shown samples will become customers. I am only too glad to make appointments to show samples. The prospective customer frequently tells you of other people who are interested in photographs and sometimes will even make appointments for you to go to other homes to show your work. A good sales person showing home portrait samples can accomplish a great deal in the way of getting new sittings.

☞ ANNOUNCING ☞

CRYSTAL STIPPLE

White - - Buff



ANSCO announces in Crystal Stipple a unique and very beautiful surface for both contact and projection printing—available through independent stockhouses March first.

“This surface is wonderful—like the sparkle of sunlight on wind-played water. A distinct contribution to the advance of portraiture.” That is how one photographer puts it.

For contact grade (same speed as Professional Cyko) say Professional Crystal Stipple, specifying whether White or Buff. For projection grade, ask for Enlarging Crystal Stipple. The Enlarging is a new chloride of much higher speed, yielding a gradation and warmth of tones hitherto looked for only in contact emulsions.

*Sample print or sample of
paper for testing on request.*

ANSCO PHOTOPRODUCTS, INC.

BINGHAMTON, N. Y.

HOLLISTON PHOTO CLOTH

REG. U.S. PAT. OFF.

is not a gummed cloth

The adhesive qualities of Holliston Photo Cloth are manufactured into and are a part of the finished fabric itself. Holliston Photo Cloth does not depend on a coating of gum to make it adhesive and consequently has none of the objectionable features commonly associated with a gummed cloth.

HOLLISTON PHOTO-CLOTH

1. Easy to handle.
2. Does not curl.
3. Does not fray.
4. No objectionable odor.
5. Not affected by heat, cold or dampness.
6. Does not discolor prints.
7. Does not stick to fingers or equipment.

Holliston Photo Cloth is made for just one purpose—it provides a quick, clean, easy way of backing photographs, photostats and blue prints. It is furnished in white, grey and blue with one side adhesive, and also in white with both sides adhesive. Available in rolls and in seven standard sheet sizes. Packed in handy cartons ready for use.

Write for Samples and Prices

Sold by Authorized Holliston Dealers

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ABEL'S PHOTOGRAPHIC WEEKLY

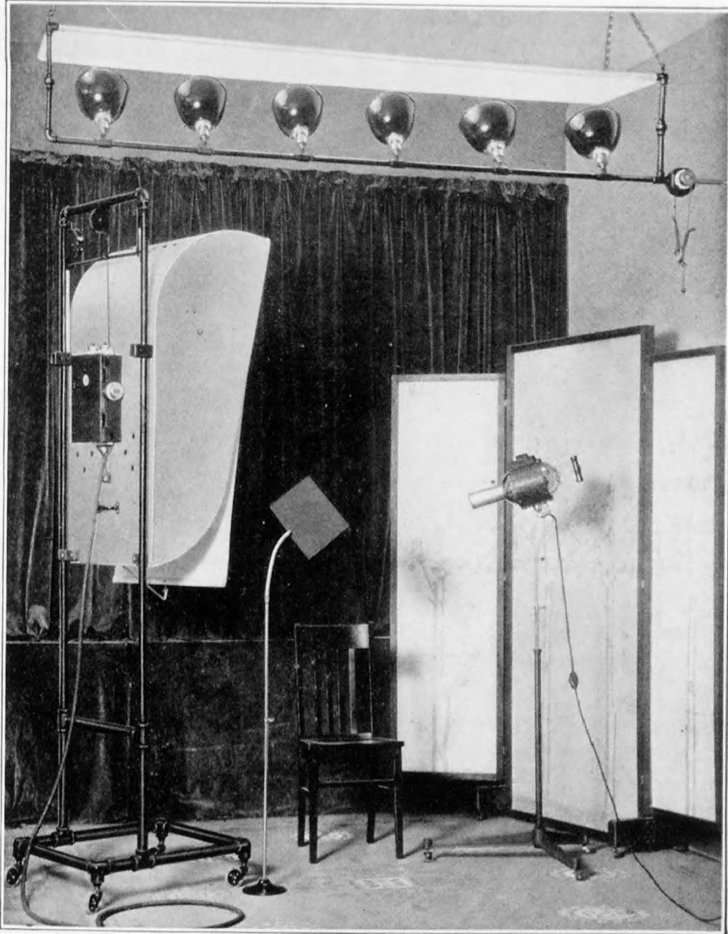
515 Caxton Bldg.

Cleveland, Ohio

Books on Photomicrography. *Our son wishes to make some pictures through a microscope which magnifies 250 diameters. What books do you suggest which might help him?—F.M.J., Hutchinson, Kans.*

Answer by Mr. Shipman: Considerable information on photomicrography can be found in *The Commercial Photographer* over issues of the last year and a half, but unfortunately most of these are already out of print. The December number of *Camera*, published at 636 Franklin Square, Philadelphia, Pa., price 20c, contains a very good article on the subject for one wishing to use a home-arranged outfit. *The American Annual for 1928*, published by The American Photographic Publishing Co., 428 Newbury St., Boston 17, Mass., price \$1.50, has a good article on the subject on page 170, with many illustrations of results obtained, although some of the illustrations of wood sections are incorrectly titled. There is only one recent book on the subject to be had: *Practical Photomicrography*, by Barnard & Welch, which can also be obtained from The American Photographic Publishing Co., price \$6.00. The Eastman Kodak Company, Rochester, N. Y., publish a very fine booklet on the use of color filters in photomicrography, price 15c.

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Concentrating Spotlamp, a marvelously handy, attractive and efficient spotlamp, using 400-Watt T-20 Mazda globe.

Flexible Neck Head Screen, universally acclaimed as an indispensable studio convenience.

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*The entire system pays for itself in the electric wiring it saves.
Write today for complete information.*

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Likeness-Quality-Value

Our experience for over fifty years assures you of everything a portrait should have.

For the best examples of Art in Portraiture, send for our latest booklet describing our new productions.

Complete Portrait and Frame Service
for the Photographer

Sprague-Hathaway Studios, Inc.
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Photo Finishers Advertising Material for 1928
NOW READY—Write for circulars.

S. L. HENDRICK

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The Only Monthly Service of Cards for
Photo Finishers.

British Journal of Photography

Published every Friday

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

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The Latest Photographic Achievement



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110 Volts-8 Amp., A.C.
or D.C. — Equivalent to
2500-Watt Incandescent
Lamps.

Durably Constructed
Nothing to Break

The most powerful arc
lamp in the world for its
size.

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SUN-BRIGHT ARC is
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Burns pencil size carbons
giving a steady intense
white photographic light.

The only lamp of its
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give 25% more light than
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Lamp folds up. No hot
carbons to remove.

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The SUN-BRIGHT ARC is an innovation in photo-
graphic lighting equipment meeting with an enthusiastic
reception by the profession.

It is the handiest light available and is adapted for
Portraiture, Motion Picture and Commercial Photography.

Sun-bright Arc Lamp, net each \$15.00
6-ft. Nickel Plated Stand for Above, net each 2.50
Sun-bright Carbons (double length) per doz. 1.00
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BURKE & JAMES, Inc., CHICAGO

Write for Catalog No. 170A

RETOUCHING

RETOUCHER—First-class work. Responsible and de-
pendable. Estelle Heller, 6 No. Michigan Ave.,
Room 716, Chicago, Ill. 2-25-1-C

NEGATIVE RETOUCHING of the better kind; large
heads a specialty; nice clean stipple; twenty-four
hour service. Send trial negative. E. Charles, 342
West 4th St., Williamsport, Pa. 2-25-1-C

MISCELLANEOUS

SELL CIRKUT camera No. 10 with Goerz Dagor lens
\$250.00, without lens \$150.00, fine condition, cost new
\$400.00. Vanart Studio, Tampa, Fla. 2-11-3-C

WANT TO BUY used Kompakt Ventlite in good con-
dition, with or without bulb, must be complete other-
wise. Tom Nugent, 39 S. Jefferson St., Dayton,
Ohio. 2-18-2

HAVE YOUR photographs enlarged and colored. Cov-
er designing, air-brush work and oil paintings spe-
cialty; prices reasonable. Harry W. Ketter, 6258
Stewart Ave., Chicago, Ill. 2-18-5-C

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crease your income through the sale of Oil-Painted
Photographs and Miniatures, by having one of your
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suggestions. Plan to double your profits in 1928.
National Art School, Inc., William L. Koehne, Presi-
dent, Dept. D-18, 1008 North Dearborn St., Chicago,
Ill. 2-25-1-C

FOR SALE—16" Vitax lens, good as new; Packard
No. 6 shutter, \$100.00. Brill Studio, Arkansas City,
Kansas. 2-25-2

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as smooth as satin,
as fine and delicate as rare old lace

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an aristocrat among photo papers.

Please send me
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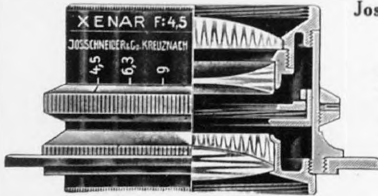
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For those wanting a machine for quick delivery of Glossy Prints or drying the finest Portrait Prints. The Equipment that will do more, and last longer than any other on the market.

GAS HEATED 22" BELT \$150.00
 With Pilot Light and Automatic Gas Cut-Off
 Making it impossible to turn off the motor without turning off the gas.

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FULLY CORRECTED ANASTIGMAT LENSES

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LEARN TO OIL COLOR PHOTOS! YOU CAN learn quickly and easily to be an expert colorist by our method. We show you how to get work and give you every assistance in building up a profitable business. Write today! Pictorial Art Studios, Inc., 2926 Broadway, A-10, Chicago, Ill. 2-25-1

FOR SALE—Wollensak Velostigmat Series 2, F/4.5 lens, 9½ focus, Universal shutter, A-1 condition, \$75.00. Massillon Studio, Massillon, Ohio. 2-25-1-C

PARTNER for fast growing Minnesota commercial photographic enterprise, national in scope, offering enormous returns. Stands fullest investigation. \$600 required, balance easy terms. Choice working on road or in plant. Write only if interested. N-1, care of this journal. 2-25-1-C

PURCHASER or managing photographer wanted for well established studio in good Ontario city. For an allaround, capable and ambitious man this is an exceptional opportunity to carry on, or purchase on liberal terms. Owner wishes to retire. Ask questions and tell all the facts when writing. P-2, care of this journal. 2-25-2

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LEADING STUDIO for sale—Well established, profitable studio in Lima, Ohio (city of 55,000). Best location; low overhead; modern equipment; unusual opportunity. To be sold at best offer. Come and talk with us. No letters answered. Charlton Studio, Main & High St., E., Lima, Ohio. 2-18-2-C

FOR SALE—A real studio, Kansas town, 15,000; will take some money; never was advertised. B-7, care of this journal. 2-25-2

A BARGAIN—Ye Portrait Shoppe, Columbus, Ohio, city of 300,000. This is a well established studio, situated in the busiest block in the city. Doing a large portrait business and has a very fine reputation. Equipment is practically new, must be seen to be appreciated. 2-25-3



WANTED MEN AND WOMEN TO LEARN PHOTOGRAPHY

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

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There is a grade of COMMERCIAL for every negative. The Photo Finisher knows that COMMERCIAL DEFENDER takes care of the January crop of negatives as well as the overload of July. The Commercial Man depends upon it to maintain a uniform, year-round output of quality prints.

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Italic type or capitals at double the rates quoted. No display. Count every word, number and initial, including heading, name and address. CASH MUST ACCOMPANY ORDER. ADVERTISEMENTS NOT ACCOMPANIED BY REMITTANCE WILL BE RETURNED. Help Wanted Advertisements, when desired, will be repeated until order is cancelled. Miscellaneous and Studio For Sale Advertisements will not be accepted on that basis.

SITUATION WANTED: Under 30 words, one insertion free. Additional words, 2c each. Extra insertion, 2c per word. No advertisements less than 50c.

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

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

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

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

FOR SALE—One of the finest studios in the state of Ohio, always been the leader, but would like to take a long rest or may retire; city of 12,000, not much opposition; price \$4,500; over equipped enough to run two studios. C-2, care of this journal. 2-25-1

FOR SALE—Long established, well located studio. Splendid business opportunity. Address Room 20, Fort Schuyler Bldg., Utica, N. Y. 2-25-1

SITUATION WANTED

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

POSITION WANTED—Fifteen years experience all branches, operate, portrait or commercial, good at color separation, printer, projection, Kodak finisher; consider renting or buying in good location. Box 183, La Porte, Ind. 2-11-3

OPERATOR of highest quality, studio and home-portraiture, also highest quality as retoucher, etcher and background worker. H-5, care of this journal. 2-18-2-C

SALESMAN - DEMONSTRATOR — Photographer-salesman of unusual ability, desires connection with reliable firm or manufacturer. Communicate with B-2, care of this journal. 2-18-2

RECEPTIONIST with ten years experience in high grade studios, can also do finishing; willing to go anywhere. N-2, care of this journal. 2-25-1-C

OPERATOR, printer, good all-around man, age forty-five, will go anywhere. Active and competent to produce first-class pleasing results with whole-hearted services. Photographer, Box 581, Hollywood, Calif. 2-25-1

RECEPTIONIST, fifteen years experience. Cleveland preferred. W-1, care of this journal. 2-25-1-C

I Buy Film and Glass

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

P. H. KANTRO
PORTAGE, WIS.

Photographers—Attention

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

POSITION WANTED by middle-aged man; all-around, up-to-date portrait photographer. C-4, care of this journal. 2-4-4-C

A-1 RETOUCHER wants a position in a good portrait studio; first-class finisher and darkroom man, good etcher; eight years experience. Position must be permanent. Will go anywhere. G-3, care of this journal. 2-25-2-C

WANTED—Position by a thoroughly experienced all-around photographer; A-1 home and studio operator. S. Yate, 1521 N. Payson St., Baltimore, Md. 2-25-1-C

POSITION WANTED by all-around man, portrait, commercial, know the Kodak finishing business on large scale; willing to start for reasonable salary; will go anywhere. Photographer, 107 So. Walnut, Crawfordsville, Ind. 2-25-1-C

EXPERIENCED home portraitist desires a position as receptionist or portraitist in North Carolina. Address Taylor, c/o Coyd Yost Studio, Keyser, W. Va. 2-25-1-C

YOUNG MAN, single, twenty-five years old, desires position in commercial studio; six years of photographic experience; am not a photo-retoucher; east or middle-west preferred; \$35 a week to start. S-2, care of this journal. 2-25-2

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—Good retoucher, operator and assistant in fully equipped, electrical studio; position permanent to good workman. Turtle's Electric Studio, Liberal, Kansas. 2-25-1-C

WANTED—Experienced all-around photographer, married man preferred. State salary wanted and send photograph in first letter. Permanent position. Fullmer's Studio, Havre, Mont. 2-25-3-C



WANTED—Man or woman in one of the best studios in western Canada; must be good retoucher, operator, printer, coloring; position permanent. Send samples of work, photo of self, wages expected. T-1, care of this journal. 2-25-1

WANTED—A retoucher for 8x10 and smaller plates, one who is good in oil coloring photographs. O. C. Conkling Studios, 3826 Olive St., St. Louis, Mo. 2-25-2

WANTED—All-around studio operator for one-man studio (no Kodak work) \$30 per week. Operate, print and retouch; steady year job; extra pay Christmas month. Address Old Masters Studio, Fargo, N. D. 2-25-1-C

A NEW COLORING ART

"CASTELL"

Polychromos Pencils produce marvelous results. You can, with a little practice, color pictures so beautifully that you will be surprised. There are 64 shades. Send for our booklet.

A.W.Faber, Inc. Newark, N.J.

Be Sure of Uniform Results
by using
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SPEED of development, proper contrast and toning require that your developing solutions contain the correct amount of Carbonate by strength, not by weight.

Monohydrated Sodium Carbonate is the only kind of Sodium Carbonate that has a definite and permanent strength for any given weight.

"Anhydrous," "Dry" and "Desiccated" Sodium Carbonates do either one of two things upon standing:

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These strength variations continue until they finally stabilize as the permanent Monohydrated Sodium Carbonate.

You never know, however, what point of strength they have reached when you are ready to use them in your formulas. The only way you can be sure that your solutions contain the correct amount of Carbonate is to standardize on the permanent Monohydrated Sodium Carbonate.

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A constructive force in the chemical industry since 1867

St. Louis · Montreal · Philadelphia · New York

WANTED—Experienced receptionist, one who has the ability to meet and sell patrons of a big studio; must have exceptional qualifications; permanent position for right party. Send photograph and details regarding experience. C. L., 522 Farmers Bank Bldg., Pittsburgh, Pa. 2-25-1

PERMANENT POSITION in high grade studio for commercial operator and printer, capable of handling interiors, banquets, machinery; must be thorough photographer. Send references and picture of self, also salary you are willing to start for. G-4, care of this journal. 2-25-2

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—Eastman Kodak Stores, Inc., 1126 Euclid Avenue

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

DES MOINES, IOWA—Eastman Kodak Stores, Inc., 808-10-12 Locust Street

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

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

FOND DU LAC, WIS.—Fond du Lac Photo Supply Co. (The Huber Bros.), 36 S. Main Street

FORT WAYNE, IND.—The Biechler-Howard Co., 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

KNOXVILLE, TENN.—Geo. C. Dury Company, 422 South Gay Street

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 Stores, Inc., formerly 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

NASHVILLE, TENN.—Geo. C. Dury Company, 420 Union 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.) 350 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 Twigg 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.

Larger Prints With Contact Quality

Have you realized the possibilities of present-day enlarging from the standpoint of increased profits? Print sizes to fit your customer's purse have been made possible by Eastman Portrait Bromide—the paper that retains the quality of the contact print.

Sell contact prints but sell larger sizes as well. Eastman Portrait Bromide is made in four attractive surfaces: Rough Matte, Rough Lustre, Old Master and Parchment, at your dealer's.

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ROCHESTER, N. Y.

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Successful school work calls for clean-cut prints from snappy negatives of uniform quality, and no paper meets the qualifications more ably than Vitava Athena C and E smooth. C is a white stock, E is a light buff, and both have a smooth matte surface specially suited to the small or medium sized print, usually sold on school orders.

Athena C and E retain all the quality of the most brilliant negatives—make the bright and attractive portraits that every student is proud to exchange with his classmates. Samples free on request.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.